

# APPLAUSE!

2025 GRAND OPENING

# GALA

*The Curtain Rises  
on a New Era*

THE  
**PHOENIX  
THEATRE**  
COMPANY

#### HONORARY CHAIR

SALLY POPE

#### HONOREES

*Visionary Award*

MICHAEL KRUIKE

*Humanitarian Award*

JAN & TOM LEWIS

*Woman Who Cares*

CATHERINE TUTION

*Lifetime Achievement*

FRED & JAMI PRYOR

*Angel of Our Art*

JEFF & NANCY WERNER

*Men of Character*

DAVID HERRO &  
JAY FRANKE

#### DATE

Saturday,  
November 8  
2025

#### TIME

**5:00 PM**  
Cocktail Hour

**6:30 PM**  
Musical production in our new  
Dr. Stacie J. and Richard J  
Stephenson Theatre written by  
Michael Barnard, with songs  
celebrating each of our amazing  
honorees!

**7:30 PM**  
Dinner and twisting the night away!

#### LOCATION

The Phoenix Theatre Company  
Dr. Stacie J. and Richard J  
Stephenson Theatre and Courtyard  
1825 North Central Avenue  
Phoenix AZ 85004

#### ATTIRE

Black Tie



**Dear Gala Supporter,**

At The Phoenix Theatre Company, we've been telling bold, beautiful stories for over 105 years, and with your support, we're just getting started.

Thank you for joining us for the 2025 Applause! Gala. Your generosity and unwavering commitment make it possible for The Phoenix Theatre Company to keep evolving, innovating, and serving this community through the transformative power of live theatre.

Our commitment to excellence extends to every part of your experience with us. Whether you're greeted at the Box Office, enjoying a meal at ArtBar+Bistro, or welcomed by our dedicated usher team, we strive to create moments that feel personal, thoughtful, and unforgettable. You're part of everything we do.

With the opening of the Dr. Stacie J. and Richard J. Stephenson Theatre on the horizon, we're stepping into a new era. One where our stories can be bigger, our impact deeper, and our connection to this community even stronger.

We believe theatre should do more than entertain—it should serve. That's why our programs focus on impact. Partners That Heal, our nationally recognized signature program, brings theatre into hospitals and care facilities across the state reducing fear, easing anxiety, and building connection. Our Summer Camp welcomes children of all abilities and provides scholarships that make the arts accessible for families who might not otherwise have access to the arts.

Every story we tell, every life we touch, starts with your support.

The 2025 Applause! Gala is a celebration of everything we've built together and everything still to come. It's your opportunity to invest in the future of the arts in Arizona while enjoying an unforgettable evening among passionate, creative changemakers.

This next chapter is ambitious, and we can't write it alone. Your generosity helps us train young artists, create new work, inspire the next generation, and ensure that theatre remains a vital part of life in the Valley.

You are a vital part of our legacy. Thank you for being part of this community, and for helping us build a future full of creativity, connection, and purpose.

A white, cursive signature of Vincent VanVleet on a dark red background.

**Vincent VanVleet**  
Executive Director

A white, cursive signature of Michael Barnard on a dark red background.

**Michael Barnard**  
Producing Artistic Director

# APPLAUSE! GALA

## 2025 GRAND OPENING

### *Table Sponsorships*

#### **\$100,000 PRODUCING SPONSORSHIP**

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Take center stage as the Producing Sponsor of the 2025 Applause! Gala. Your name will shine across every touchpoint from mailed invitations to event-night signage and social media posts seen by thousands.

This isn't just recognition. It's a standing ovation for your commitment to the arts!

- Host a king's table for up to 18 guests with premium seating for the Applause! Gala production, followed by an exquisite multi-course dinner in our beautiful outdoor courtyard.
- Receive an invitation for you and two guests to an exclusive VIP champagne toast with Producing Artistic Director Michael Barnard and Executive Director Vincent VanVleet, held in honor of Gala Chairs and honorees prior to Cocktail Hour.
- Receive two Flex 12 Subscriptions to enjoy during The Phoenix Theatre Company's inaugural season in the new Stephenson Theatre.
- Access to up to two full-page color tribute ads in the Applause! Gala program.
- Enjoy your name or logo represented in the Applause! Gala program, step and repeat, and official website.

#### **\$50,000 CULINARY SPONSORSHIP**

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Savor an unforgettable night of artistry and indulgence. As our Culinary Sponsor, you and your guests will enjoy premium seats at the Gala performance and a specifically curated culinary experience provided by Chef Michael at your table. This sponsorship also includes a selection of exclusive wine pairings.

- Share an unforgettable evening with up to ten guests, enjoying premium theatre seating and a beautifully curated dinner in the courtyard.
- Invitation for you and up to two additional guests to the private VIP Champagne toast with Michael Barnard and Vincent VanVleet, held for honorees and Chairs prior to Cocktail Hour.
- Receive two Flex 12 Subscriptions to enjoy during The Phoenix Theatre Company's inaugural season in the new Stephenson Theatre.
- Access to up to two full-page color tribute ads in the Applause! Gala program.
- Be recognized throughout the evening with your name or logo displayed in the Applause! Gala program, on the M Culinary dinner menu, and across our Gala website.

#### **\$25,000 GRAND SPONSORSHIP**

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Make a lasting impression at the most anticipated arts events of the year. As a Grand Sponsor, you'll enjoy a memorable evening filled with incredible theatre, fine dining, and prominent recognition that reflects your leadership and love for live performance.

- Book up to TEN premium theatre seats for you and your guests during the Applause! Gala production and at the multi-course dinner in the beautiful outdoor courtyard.
- One Flex 8 Subscription, good for four shows to The Phoenix Theatre Company's inaugural season in the new Stephenson Theatre
- Access to a full-page color tribute ad in the Applause! Gala program.
- Enjoy your name or logo represented in the Applause! Gala program and website.

#### **\$15,000 "BREAK A LEG" SPONSORSHIP**

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Celebrate your love for live theatre with an evening designed to inspire. As a "Break a Leg" Sponsor, you'll experience the magic of performance and shared purpose, while your generosity is recognized as part of a growing community of supporters who make this work possible.

- Book up to TEN premium theatre seats for you and your guests during the Applause! Gala production and at the multi-course dinner in the courtyard.
- Access to a half-page color tribute ad in the Applause! Gala program.
- Receive 4 tickets for shows in The Phoenix Theatre Company's inaugural season in the new Stephenson Theatre.



# APPLAUSE! GALA

2025 GRAND OPENING

## Event Sponsorships

### \$15,000 EVENT SPONSORSHIPS

All sponsors at this level receive up to SIX tickets for the Applause! Gala production and preferred seating for dinner, in addition to correlating benefits for each level.

Sponsors may select from the following:

#### COCKTAIL HOUR SPONSOR

- Make a toast to the arts in style. As our Cocktail Hour Sponsor, your support will be celebrated with custom signage, elevated branding touches, and a bespoke signature cocktail created in collaboration with our ArtBar+Bistro team.
- Your support will be honored with a half-page color tribute ad in the Applause! Gala program and featured recognition on our Gala website.

#### DÉCOR SPONSOR

- Your generous support will be woven into key décor elements and be prominently acknowledged throughout the evening.
- Receive prominent recognition with a half-page color tribute in the Applause! Gala program and visibility on the event's official website.

#### GALA MUSICAL SPONSOR

- Experience a unique spotlight moment with your name or logo featured in the Gala's production, crafted by Producing Artistic Director Michael Barnard.
- Enjoy a half-page color tribute ad in the Applause! Gala program and sponsor recognition on our Gala official website.

### \$10,000 EVENT SPONSORSHIPS

All sponsors at this level receive up to FOUR tickets for the Applause! Gala production and preferred seating for dinner, in addition to correlating benefits for each level.

Sponsors may select from the following:

#### GALA INVITATION SPONSOR

- Your generous support will be highlighted with your name or logo featured on the outer envelope of all mailed Gala invitations.
- A half-page color tribute ad in the Applause! Gala program and sponsor recognition on our official Gala website.

#### GALA PROGRAM SPONSOR

- Your sponsorship will be recognized with a stunning two-page full-color spread in the Applause! Gala program, a prominent placement on the back cover, and featured recognition on our official Gala website.

# APPLAUSE! GALA

2025 GRAND OPENING

## *Event Sponsorships*

### **\$5,000 EVENT SPONSORSHIPS**

**All sponsors at this level receive TWO premium theatre seats for the Applause! Gala production and preferred seating for dinner, in addition to correlating benefits for each level.**

**Sponsors may select from the following:**

#### **VALET SPONSOR**

- Set the tone from the moment guests arrive with your name or logo featured on valet signage as "Valet generously provided by..."
- A half-page color tribute ad in the Applause! Gala program and sponsor recognition on our Gala website.

#### **STEP & REPEAT SPONSOR**

- Enjoy high-visibility placement with your name or logo featured on the Gala's "step & repeat" backdrop at the welcome and photo area where guests and honorees capture moments throughout the night.
- A half-page color tribute ad in the Applause! Gala program and sponsor recognition on our Gala website.

#### **RED CARPET SPONSOR**

- Your generous support will be recognized with your name or logo displayed along the red carpet and entryway, welcoming guests in style.
- A half-page color tribute ad in the Applause! Gala program and sponsor recognition on our Gala website.

#### **LOUNGE SPONSOR**

- Your support will be featured in the heart of the celebration, with your name or logo displayed on signage throughout the Gala's fashionable lounge spaces.
- A half-page color tribute ad in the Applause! Gala program and sponsor recognition on our Gala website.

# APPLAUSE! GALA

2025 GRAND OPENING

## *Ticket Packages*

### **\$3,500 "IT TAKES TWO" TICKET PACKAGE**

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**Make the evening special for you and your plus one! All sponsors at this level receive TWO select theatre seats for the Applause! Gala production and select seating for dinner! This ticket package comes with:**

- Keepsake commemorative gift from the event
- Donor recognition in the Applause! Gala program

### **\$1,250 SINGLE TICKET PACKAGE**

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- Enjoy a seat at the Applause! Gala production and dinner
- Receive name/logo representation in the Applause! Gala program

## *Gala Program Ads*

### **SHOW YOUR SUPPORT FOR THIS YEAR'S GRAND OPENING GALA!**

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**A tribute ad is an impactful and unique way to congratulate this year's extraordinary honorees, celebrate the contributions of The Phoenix Theatre Company to our community, or showcase your company!**

**FULL PAGE** (non-bleed: 4.9"w x 7.9"h, or bleed 5.6"w x 8.6"h)..... \$ **1500**

Full page trim size = 5.375" x 8.375"

**HALF PAGE** (4.9"w x 3.8"h)..... \$ **750**

**QUARTER PAGE** (2.3"w x 3.8"h)..... \$ **500**

***Your support will solidify the healing power of theatre in our community and beyond!***



# SPONSORSHIP FORM



## Please indicate your desired level(s) of event sponsorship.

The following levels include both event tickets and associated benefits as listed.

*\* For tax purposes, we estimate event attendance fair market value as \$150 per guest. Associated benefit value TBD*

NAME(S) AS YOU WOULD LIKE IT ACKNOWLEDGED IN THE PROGRAM

COMPANY

ADDRESS

PHONE

E-MAIL

### Table Sponsorships

- |  |           |                    |
|--|-----------|--------------------|
| <input type="checkbox"/> Producing Sponsor     | \$100,000 | 18 premium tickets |
| <input type="checkbox"/> Culinary Sponsor      | \$50,000  | 10 premium tickets |
| <input type="checkbox"/> Grand Sponsor         | \$25,000  | 10 premium tickets |
| <input type="checkbox"/> "Break a Leg" Sponsor | \$15,000  | 10 premium tickets |

### Event Sponsorships

- |  |          |                       |
|--|----------|-----------------------|
| <input type="checkbox"/> Cocktail Hour Sponsor   | \$15,000 | 6 premium tickets     |
| <input type="checkbox"/> Décor Sponsor           | \$15,000 | 6 premium tickets     |
| <input type="checkbox"/> Gala Musical Sponsor    | \$15,000 | 6 premium tickets     |
| <input type="checkbox"/> Gala Invitation Sponsor | \$10,000 | 4 premium tickets     |
| <input type="checkbox"/> Gala Program Sponsor    | \$10,000 | 4 premium tickets     |
| <input type="checkbox"/> Valet Sponsor           | \$10,000 | 4 premium tickets     |
| <input type="checkbox"/> Step & Repeat Sponsor   | \$10,000 | 4 premium tickets     |
| <input type="checkbox"/> Red Carpet Sponsor      | \$5,000  | 2 premium tickets     |
| <input type="checkbox"/> Lounge Sponsor          | \$5,000  | 2 premium tickets     |
| <input type="checkbox"/> "It Takes Two" Tickets  | \$3,500  | 2 select tickets      |
| <input type="checkbox"/> Single Ticket           | \$1,250  | 1 ticket / Qty: _____ |

If you are purchasing an ad, we will reach out to you for content.

- Program Ad \$ \_\_\_\_\_ Page size \_\_\_\_\_

Can't make the event but still want to sponsor and donate your tickets back, or support?

- \_\_\_\_\_ Sponsor \$ \_\_\_\_\_ (Please indicate level & amount)
- Direct Donation \$ \_\_\_\_\_ (Please indicate amount)

## Payment Information

Please email completed form to:  
a.arneson@phoenixtheatre.com

### or send by post to:

The Phoenix Theatre Company  
Attn: AUNDRIA ARNESON  
1825 N. Central Avenue  
Phoenix, AZ 85004

- My payment is enclosed (Please make check out to **The Phoenix Theatre Company**)

- I am paying by credit card \$ \_\_\_\_\_ (Please indicate amount)

NAME (AS IT APPEARS ON CREDIT CARD)

CARD NUMBER

EXP. DATE

CVV CODE

SIGNATURE

- Please keep my credit card on file to use at the event for cash call and other event amenities. (Card will not be charged without your consent.)

- I would like to PLEDGE my Gala gift to The Phoenix Theatre Company

Amount of Pledge: \$ \_\_\_\_\_ Date of Pledge: \_\_\_\_\_

Pledges are due in full on or before October 1, 2025.

**For questions on  
ticketing and sponsorship,  
please contact:**

Marisa Butler  
602-889-5288  
m.butler@phoenixtheatre.com

SIGNATURE