

# APPLAUSE!

THE PHOENIX THEATRE COMPANY

# GALA

*Where Dreams Begin*

HONORARY CHAIRS

DEEDEE VECCHIONE & ROBERT MEZA

HONOREES

HUMANITARIAN AWARD **LAUREN BAILEY**

WOMAN WHO CARES **SALLY POPE**

MAN OF CHARACTER **JOHN GRAHAM**

LIFETIME ACHIEVEMENT **STEVIE ELLER**

ANGELS OF OUR ART **THE DAVID E. REESE  
FAMILY FOUNDATION**

COMPANY WHO CARES **ROSE LAW GROUP**



**FRIDAY, NOVEMBER 6, 2026**

# APPLAUSE! GALA 2026

THE PHOENIX THEATRE COMPANY

## Table Sponsorships

### PRODUCER

\$100,000

*Limited  
Availability*

- A **king's table (up to 18 seats)** and premium seating at the APPLAUSE! Gala performance for you and your guests.
- **Semi-enclosed, private table area with exclusive food and beverage service**
- Opportunity to have **artists and/or VIP guests** join your table for dinner
- An invitation for you and two guests to attend the **VIP champagne toast** with Producing Artistic Director Michael Barnard and Executive Director Vincent VanVleet, held in honor of Gala Chairs and honorees before the cocktail hour
- A **FLEX-12 Season Subscription** (12 tickets) to The Phoenix Theatre Company's world-class theatre productions through August 2027.
- **TWO full-page color tribute/ads** in the APPLAUSE! Gala program.
- **Your name or logo prominently featured** across every touchpoint including mailed invitations, APPLAUSE! Gala program, Step-and-Repeat, and event-night signage, official website, and social media posts seen by thousands

### EXECUTIVE

\$50,000

*Limited  
Availability*

- A **table for 10** and premium seating at the APPLAUSE! Gala performance for you and your guests
- **Semi-enclosed, private table area with exclusive food and beverage service**
- An invitation for you to attend the **VIP champagne toast** with Producing Artistic Director Michael Barnard and Executive Director Vincent VanVleet, held in honor of Gala Chairs and honorees before the cocktail hour
- A **FLEX-8 Season Subscription** (8 tickets) to The Phoenix Theatre Company's world-class productions through August 2027
- **TWO full-page color tribute/ads** in the APPLAUSE! Gala program
- **Your name or logo prominently featured** in the APPLAUSE! Gala program and on the official website

### DIRECTOR

\$25,000

- A **table for 10** with premium seating at the APPLAUSE! Gala performance for you and your guests
- A **FLEX-8 Season Subscription** (8 tickets) to The Phoenix Theatre Company's world-class productions through August 2027
- **Full-page color tribute/ad** in the APPLAUSE! Gala program
- **Your name or logo prominently featured** in the APPLAUSE! Gala program and on the official website

### ARTIST

\$15,000

- A **table for 10** with premium seating at the APPLAUSE! Gala performance for you and your guests
- **Half-page color tribute/ad** in the APPLAUSE! Gala program
- Your name or logo listed in the APPLAUSE! Gala program and on the official website

# APPLAUSE! GALA 2026

THE PHOENIX THEATRE COMPANY

## Event Underwriting Sponsorships

### NEIGHBORHOOD SPONSOR

\$25,000

*5 Available*

- A **table for 10** with premium seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** woven into **key décor elements in NYC-themed sections of the courtyard** such as "Central Park East," "Little Italy," etc.
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### COCKTAIL HOUR SPONSOR

\$15,000

*2 Available*

- **SIX tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- Bespoke **signature cocktail** created in collaboration with our ArtBar+Bistro team
- **Your name and/or logo** listed on custom cocktail signage
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### GALA MUSICAL SPONSOR

\$15,000

*2 Available*

- **SIX tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- A unique spotlight moment with **your name or logo featured in the Gala's production**, crafted by Producing Artistic Director Michael Barnard
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### DANCE FLOOR SPONSOR

\$10,000

*2 available*

- **FOUR tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** prominently displayed on the **dance floor**
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### LOUNGE SPONSOR

\$10,000

*2 available*

- **FOUR tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** displayed on signage in the gala's fashionable **lounge spaces**
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### DESSERT "CAFE" SPONSOR

\$10,000

*2 Available*

- **FOUR tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** displayed on **dessert signage**
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### VALET SPONSOR

\$5,000

*2 Available*

- **TWO tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** set the tone with **valet signage** as guests arrive and depart
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### STEP & REPEAT SPONSOR

\$5,000

*6 Available*

- **TWO tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** receive high visibility on the **"step & repeat" photo area**
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

### BAR SPONSOR

\$5,000

*2 Available*

- **TWO tickets** with preferred seating for the APPLAUSE! Gala production and dinner
- **Your name or logo** prominently displayed on the **satellite bars** that frame our courtyard footprint for cocktail hour and dinner service
- **Half-page color tribute/ad** in the APPLAUSE! Gala program

# APPLAUSE! GALA 2026

THE PHOENIX THEATRE COMPANY

## Tickets

### FIFTH AVENUE DUET

\$5,000

- **TWO tickets** with select seating for the APPLAUSE! Gala production and dinner
- **FOUR theatre season tickets** to attend The Phoenix Theatre Company's world-class productions through August 2027
- Keepsake **commemorative gift** from the event
- Your name(s) listed in the APPLAUSE! Gala program

### SECOND STREET DUO

\$3,500

- **TWO tickets** for the APPLAUSE! Gala production and dinner
- Keepsake **commemorative gift** from the event
- Your name(s) listed in the APPLAUSE! Gala program

### SINGLE TICKET

\$1,250

- **Single ticket** for the APPLAUSE! Gala production and dinner
- Your name(s) listed in the APPLAUSE! Gala program

## WOULD YOU LIKE TO ADD...

## Program Tribute / Ad

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, and/or showcase your company!

**FULL PAGE** .....\$1,500

non-bleed: 4.9"w x 7.9"h, or bleed 5.6"w x 8.6"h  
(Full page trim size = 5.375" x 8.375")

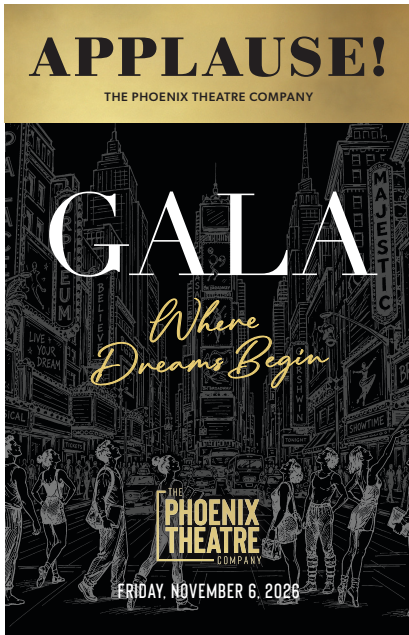
**HALF PAGE** ..... \$750

4.9"w x 3.8"h

**QUARTER PAGE** ..... \$500

2.3"w x 3.8"h

To order online, visit [gala.phoenixtheatre.com](http://gala.phoenixtheatre.com)



**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 \$200 per guest. Associated benefit value TBD*

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

COMPANY

ADDRESS

PHONE E-MAIL

**Table Sponsorships**

- Producing Sponsor \$100,000 18 premium tickets
- Executive Sponsor \$50,000 10 premium tickets
- Director Sponsor \$25,000 10 premium tickets
- Artist Sponsor \$15,000 10 premium tickets

**Event Underwriting Sponsorships & Tickets**

- Neighborhood Sponsor \$25,000 10 premium tickets
- Cocktail Hour Sponsor \$15,000 6 preferred tickets
- Gala Musical Sponsor \$15,000 6 preferred tickets
- Dance Floor Sponsor \$10,000 4 preferred tickets
- Lounge Sponsor \$10,000 4 preferred tickets
- Dessert "Cafe" Sponsor \$10,000 4 preferred tickets
- Valet Sponsor \$5,000 2 preferred tickets
- Step and Repeat Sponsor \$5,000 2 preferred tickets
- Bar Sponsor \$5,000 2 preferred tickets
- Fifth Avenue Duet Tickets \$5,000 2 select tickets
- Second Street Duo Tickets \$3,500 2 tickets
- 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:**  
b.foley@phoenixtheatre.com

**or send by post to:**  
The Phoenix Theatre Company  
Attn: BRENDA FOLEY  
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, 2026.

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

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

SIGNATURE