



THE KEEGAN THEATRE

in good company

Corporate Sponsorship Opportunities at The Keegan Theatre

For nearly 30 years, Keegan Theatre has made a vibrant impact on the DMV region, serving and enriching the community through its four operational arms: an acclaimed and awarded professional theatrical mainstage, presenting six to eight productions annually; a robust arts education program serving all wards of the District of Columbia; a new works initiative that gives platform and developmental support to underrepresented artistic voices; and an outreach wing that offers community engagement events, provides gathering space for residents of the district to converge and connect, and enables unfettered access to the arts through vigorous ticketing and other outreach programs. The scope of Keegan's impact includes improved civic engagement, greater educational achievement, innovative strategic partnerships that enhance the district's marketability and improve local businesses, and a more connected and enriched populace of our nation's capital.

This "hidden gem" (Washingtonian) has a "big local impact" (Washington Business Journal), reaching up to 15,000 visitors annually in our Dupont Circle home, which recently underwent a \$4.4M renovation. We have received 21 Theatre Washington Helen Hayes Awards and 123 nominations, as well as rave reviews calling our work "a masterclass" (MD Theatre Guide), "impeccably sung" and on par with Broadway productions (Washington Post), with "all the ingredients of a terrific outing at the theatre" (Broadway World). Our \$1.5M income is funded primarily through ticket sales, grants, and contributions from individuals businesses like you.



Seussical (2023)

Helen Hayes Award Winner for
Outstanding Musical Production

Keegan is poised to expand its programming across all of its platforms to make an even greater impact in the years ahead, deepening its commitment to enrich the DMV by providing a welcoming, safe, and thriving community center for the residents of the District and beyond. From pre-K students to seniors, Keegan provides entertainment, education, support, and inspiration – and, perhaps most importantly, a cultural home where all are welcomed, conversation is encouraged, and connection and understanding can grow.

A partnership with Keegan will drive positive results for your business, and remind your current and future clients that you care about the arts and the local community. When you partner with Keegan, you enhance your visibility in front of local audiences where average household incomes exceed \$100,000, including members of DC's business, government, and social sectors. In addition to creating meaningful connections with Keegan audiences, your company also gains access to world-class performances for employees and clients.

"Keegan's space provides a remarkably warm relationship between stage and audience."

- Patron

The following levels provide an overview of the benefits that accompany a Keegan sponsorship. We are also happy to craft a custom package that fits your company's needs. Please contact Valerie DuBreuil at vdubreuil@keegantheatre.com for more details or to discuss the opportunities below.

Silver Sponsor – \$5,000+

- o Quarter-page advertising space, as well name recognition, in each production program (15,000+ distributed annually, a \$1,645 value)
- o Logo and name recognition on Keegan's website, reaching 75,000+ unique visitors annually
- o 2 complimentary tickets to each opening performance during the season (a \$840 ticket value)
- o Invitation to attend our *Keegan Sponsor Appreciation Night*, where you and your colleagues will have the opportunity to socialize with fellow donors, local business leaders, and Keegan's directors, cast, crew, and company members.



Noises Off (2024)
Nominated for eight Helen Hayes Awards,
including Outstanding Play

Gold Sponsor – \$10,000+

- o Half-page advertising space, as well name recognition, in each production program (15,000+ distributed annually, a \$2,450 value)
- o Logo and name recognition on Keegan's website, reaching 75,000+ unique visitors annually
- o Logo and name recognition on Keegan's social media platforms, reaching 8,300+ followers
- o Logo and name recognition in Keegan's first floor lobby (15,000+ visitors annually)
- o 2 complimentary tickets to each opening performance during the season, plus 2 additional complimentary tickets for each production run (a \$1,680 ticket value)
- o Employees enjoy a 10% discount on tickets and/or subscriptions throughout the season
- o Invitation to attend our *Keegan Sponsor Appreciation Night*, where you and your colleagues will have the opportunity to socialize with fellow donors, local business leaders, and Keegan's directors, cast, crew, and company members.

"I've been hearing good things about [Keegan] for the past couple of years, but this was the first chance to see what Mr. Rhea and his colleagues have to offer. I was much impressed...."

-Terry Teachout, The Wall Street Journal

Platinum Sponsor – \$15,000+

- o Full-page advertising space, as well name recognition, in each production program (15,000+ distributed annually, a \$3,500 value)
- o Logo and name recognition on Keegan's website, reaching 75,000+ unique visitors annually
- o Logo and name recognition on Keegan's social media platforms, reaching 8,300+ followers
- o Logo and recognition as a primary sponsor in Keegan's first and second floor lobby spaces (15,000+ visitors annually)
- o Logo recognition as a season sponsor in Keegan's 29th Anniversary Season materials
- o Name recognition during each pre-show speech throughout the season
- o 2 complimentary tickets to each opening performance during the season, plus 6 additional complimentary tickets for each production run (a \$3,360 ticket value)
- o Employees enjoy a 15% discount on tickets and/or subscriptions throughout the season
- o Invitation to attend our *Keegan Sponsor Appreciation Night*, where you and your colleagues will have the opportunity to socialize with fellow donors, local business leaders, and Keegan's directors, cast, crew, and company members.
- o An invitation for you, your colleagues, and invited guests to attend one dress rehearsal of your choosing during the season. This event offers a behind-the-scenes look into the Keegan process, access to Keegan artists, and light catering/drinks.



Keegan 20th Anniversary Gala

Keegan is a 501(c)(3) of national repute whose primary purpose is to produce high quality professional theatrical productions in Washington, D.C., with secondary initiatives aimed at increasing arts access for youth, playwrights, and audiences. Founded in 1996, Keegan purchased its Dupont Circle home in 2013, and undertook a \$4.4M renovation in 2015. Your contribution is tax deductible and helps us continue our mission of inspiring and enriching the D.C. area. Thank you for your ongoing support of the arts in our community. We couldn't do it without you!