



CORPORATE CIRCLE OPPORTUNITIES

Members of our Corporate Circle invest in the community, share the excitement of our artistic vision and advance arts education throughout San Diego. A sponsorship at the Playhouse can serve as an integral part of your marketing plan, while also supporting La Jolla Playhouse's world-premiere productions and innovative education programs.

As a corporate partner of La Jolla Playhouse, you will enjoy exclusive benefits and recognition including opportunities to entertain clients and employees with exclusive receptions at the theatre, networking events with elite Playhouse supporters and co-branding opportunities with one of the most highly-regarded regional theatres.

Benefits begin at just \$2,500.



Ariana DeBose and the cast of *SUMMER: The Donna Summer Musical*; photo by Kevin Berne

ABOUT THE PLAYHOUSE

MISSION

La Jolla Playhouse advances theatre as an art form and as a vital social, moral and political platform by providing unfettered creative opportunities for the leading artists of today and tomorrow. With our youthful spirit and eclectic, artist-driven approach we will continue to cultivate a local and national following with an insatiable appetite for audacious and diverse work.

HISTORY

La Jolla Playhouse was founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer and was revived in 1983 by Des McAnuff. Christopher Ashley now serves as The Rich Family Artistic Director, and Debby Buchholz serves as Managing Director. La Jolla Playhouse is an internationally-renowned not-for-profit theatre situated on the University of California, San Diego campus. Each year, 100,000+ patrons attend performances at the Playhouse and thousands of students and adults participate in the theatre's Learning and Engagement programs.

With 33 Broadway transfers, 105 world premieres and a Tony Award for Artistic Director, Christopher Ashley, La Jolla Playhouse's innovative productions have merited over 300 major honors, including 38 Tony Awards for plays originating at La Jolla Playhouse and the Tony Award for Outstanding American Regional Theatre in 1993. Playhouse-originated productions have transferred to Broadway, Off-Broadway and to regional theatres including American theatres like the Kennedy Center, Chicago's Goodman Theatre and the Humana Festival, and to international venues in London, Brussels, Rotterdam and Moscow.

OUR AUDIENCE

More than 100,000 patrons participate in the Playhouse mainstage plays during the course of a season. These patrons are highly educated and more affluent than the majority of the U.S. A survey of Playhouse audience members indicated that subscribers have an average income of \$123,000, with 63% holding post-graduate degrees. Single ticket buyers show an average income \$105,000, with 54% holding post-graduate degrees. The audience is dominated by patrons who live in La Jolla, Rancho Santa Fe, Del Mar and Carlsbad. An analysis of the Playhouse audience using the geo-demographic Prizm Segmentation System finds high concentrations of the most desirable target segments in terms of affluence, education and income-producing assets. These segments are at least 300 times more likely to be found in Playhouse audiences than in the general San Diego population.

WAYS TO GET INVOLVED

LA JOLLA PLAYHOUSE MAINSTAGE SEASON

Production sponsorships are a fantastic way to align your company with an individual show within the season. Each production has a number of audience engagement opportunities that can be individually sponsored: VIP Opening Nights, Inner Circle Cocktail Receptions, Talkback Tuesdays, ACCESS Performances, The Green Room discussion series, Discovery Sundays and Coffee Matinees. La Jolla Playhouse will work with your company to design a package of benefits and recognition that meets your needs and objectives. Main stage production sponsorships begin at \$25,000.



LEARNING & ENGAGEMENT PROGRAMS

La Jolla Playhouse's Learning team provides unique arts education opportunities to the San Diego community. Initiatives include commissioning a new play for children and touring it to area schools and community centers (the POP Tour); placing theatre artists in schools for extended residencies (Arts Academy); offering a creative outlet for students (Young Performers' Academy); providing educational resources for teachers (Student Matinees); and making theatre accessible for patrons of all ages, reaching more than 40,000 individuals annually. Sponsorship begins at \$2,500.



INNOVATION NIGHT

Join us for our 15th annual Innovation Night, a celebration of the collaborative spirit of business and thought leaders in life sciences, biotech, high-tech, clean tech, defense and the telecommunication industries. Taking place on our campus, the evening features an elegant reception for 500 C-level executives and guests in a casual, free-flowing cocktail party with delicious cuisine, open bar, our signature Innovation Gallery and live performances. Innovation Night sponsorships begin at \$5,000.



MILITARY OUTREACH INITIATIVES

San Diego's military community plays an important role in all of our lives, and La Jolla Playhouse is proud to support our local active-duty service members, veterans and their families through our many Military Outreach Initiatives. We strive to enhance the military's connection to the greater San Diego community, through meaningful social and cultural experiences, including: free tickets for every show at La Jolla Playhouse; annual military-focused events including Military Date Night and Military Family Day; Veterans' playwriting workshops; and Youth Summer Program scholarships for students with family in the military. Military Outreach sponsorships begin at \$2,500.

GALA

Mix and mingle at La Jolla Playhouse's Annual Gala, featuring an exquisite wine and culinary experience and private concert. Proceeds support Artistic, Learning and Engagement programs, including those benefiting San Diego military families.



WITHOUT WALLS (WOW) FESTIVAL

The Playhouse's Without Walls (WOW) program is a dizzying array of interactive and site-inspired theatre that attracts energetic art lovers, thrill seekers and families. Full of diverse offerings, WOW shows have one thing in common – they are an invitation to rethink theatre in intriguing and playful experiences. For the past ten years, the Playhouse has offered one or more WOW programs a year, plus a biennial Without Walls Festival. Sponsor opportunities and benefits begin at \$5,000.