

WLEGACY STUDIOS



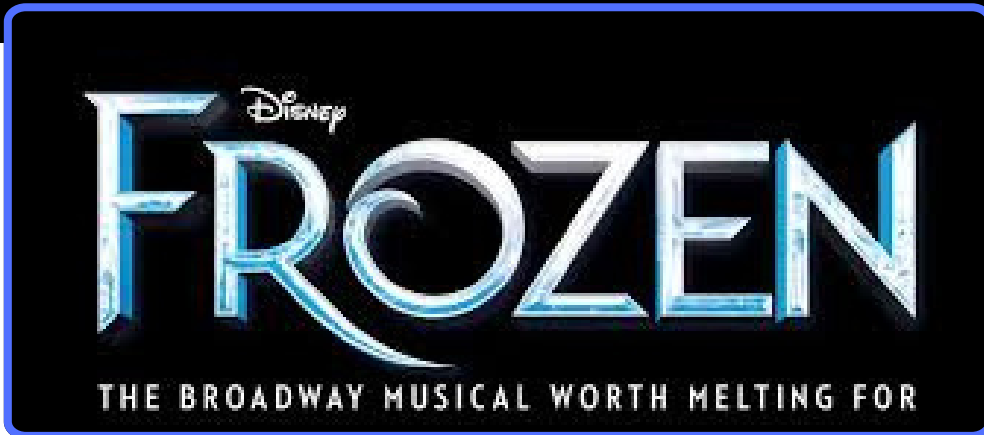
2026-2027 SPONSORSHIP GUIDE

SEASON SPONSORSHIPS | BUSINESS PARTNERSHIPS | PLAYBILL ADVERTISING

WHY PARTNER WITH LEGACY STUDIOS

Reach Thousands. Inspire Students. Grow Your Business.

Supporting Legacy Studios means more than sponsoring a production—it means connecting your business with thousands of audience members while investing in life-changing opportunities for New Haven students.



OUR LARGEST PRODUCTION EVER!



**1,167 SEAT
AUDITORIUM**



**BEAUTIFUL
BALCONY SEATING**



**FIVE PUBLIC
PERFORMANCES**



**5,000+ EXPECTED
ATTENDEES**

OUR IMPACT

**100+ STUDENTS
IMPACTED
ANNUALLY**

**AWARD-WINNING
STATEWIDE &
REGIONALLY**

**OPEN TO ALL NHPS
HIGH SCHOOL
STUDENTS**

**100+ STUDENTS
ARTISTS,
TECHNICIANS, &
MUSICIANS**

**3 MAINSTAGE
PRODUCTIONS**

**MILLIONS REACHED
THROUGH OUR SOCIAL
MEDIA & DIGITAL
PLATFORMS**

WHY BUSINESSES PARTNER WITH US

- ✓ Reach thousands of potential customers.
- ✓ Demonstrate your commitment to arts education!
- ✓ Support New Haven students.
- ✓ Increase your local brand recognition
- ✓ Be verbally recognized in front of our audiences

YOUR SPONSORSHIP HELPS PROVIDE



**SCENIC CONSTRUCTION AND
SETS**



COSTUMES & WARDROBE



**PROFESSIONAL SOUND & MIC
RENTAL**



**LIGHTING & TECHNICAL
EQUIPMENT RENTAL**



TECH WEEK MEALS



**THE ANNUAL SENIOR
BROADWAY TRIP**

Every sponsorship helps remove financial barriers while providing students with professional-quality theatrical experiences and unforgettable educational opportunities.

Your support helps us continue to provide life-changing performing arts opportunities

Legacy Studios Drama Club – Sponsorship & Advertisement Proposal

Fostering Creativity, Confidence, and Opportunity Through Theater

About Us

Legacy Studios Drama Club is an award-winning public high school theater program that empowers students through exceptional arts education and performance opportunities. Serving students at New Haven Academy and throughout the New Haven Public Schools district, we produce three full-scale theatrical productions annually while providing hands-on training in acting, design, technical theater, stage management, and arts leadership. Our program has earned multiple state and regional honors, reflecting the talent, dedication, and growth of the young artists we serve.

Our Mission

Our mission is to provide an inclusive, high-caliber theater experience that nurtures artistic expression, builds lifelong skills, and opens pathways to educational and cultural enrichment—especially for students from underserved communities.

How Sponsorship & Ads Help

Your support directly funds:

- **Set materials & scenic construction**
- **Costuming for cast members**
- **Professional microphone & sound system rentals**
- **Lighting and stage equipment rentals**
- **Meals for late night rehearsals**

In addition, we proudly offer our graduating senior students a **fully funded annual trip to New York City**, which includes:

- Guided Broadway theater tour
- Admission to the Broadway Museum
- Attendance at a live Broadway production
- Roundtrip travel, food, and accommodations

For many participants, this is their **first experience leaving Connecticut**, and it's often a life-changing moment of inspiration and possibility.

Our Reach & Recognition

- Open to **all students in New Haven Public Schools**
- Over **200+ students** impacted
- Winners of **state and regional performance awards**
- Sold-out audiences from the greater New Haven community

Partner With Us

By becoming a sponsor, you'll not only support the arts—you'll be investing in the personal and professional development of young people who might otherwise never have access to these experiences. Sponsorships are **tax-deductible**, and recognition opportunities (program ads, social media features, etc.) are available at all levels.

 Contact: Ty T. Scurry | nha.legacystudios@gmail.com

 Phone: 203-444-7269

 Website: www.nhadrama.org

Let's build a legacy—together.

EXPAND YOUR COMPANY'S EXPOSURE!



1,500,000+

VISITORS



reached via our official website and
social media platforms

5,000+

PATRONS



estimated to attend performances
this year for 2026-2027 school year.

SOCIAL MEDIA EXPOSURE:



300+

FOLLOWERS



1,000+

VIEWS



1,717

FOLLOWERS



OVER 7.5 MILLION
VIEWERS LAST SEASON!



BUSINESS PARTNERSHIPS

EXAND YOUR EXPOSURE!

GOLD BUSINESS PARTNER \$5,000
SILVER BUSINESS PARTNER \$2,500
PRESENTING BUSINESS PARTNER \$1,000
BRONZE BUSINESS PARTNER \$500

COMPLIMENTARY TICKETS & DISCOUNTS

Premium Tickets for Legacy Studios Performances	12	9	6	3
Tickets to Invited Dress Rehearsal	12	9	6	3
Preferred parking during performances (VeryLimited Availability)				

FULL COLOR PLAYBILL

Full Page Ad in Season Playbill (\$750 Value)				
Half Page Ad in Season Playbill (\$450 Value)				
Quarter Page Ad in Season Playbill (\$375 Value)				

PROMOTIONAL MATERIALS - PRINT, ONLINE, & BRAND MARKETING

1,000,000+ visitors to all website and social media platforms during our last season (September-June)

Company recognition on all Legacy Studios social media platforms				
Website listing and link on our website www.nhadrama.org				
Name & logo on our website www.nhadrama.org				
Company name listed as sponsor in our playbill.				

SPOTLIGHT SPONSOR

Spotlight Sponsorship slots (you select the performances)	13	7	5	3
Poster(s) with your logo and message visibly placed at each entrance to the theater for your selected performance(s)				
Curtain speech recognition for your selected performance(s)				
Customized curtain speech for your selected performance(s)				

TAKE CENTER STAGE!

BECOME A PRESENTING SPONSOR. JUST \$1,000!

Support one or more Legacy Studios productions as an Official Presenting Sponsor and place your business in front of thousands of audience members while investing in the next generation of performers, musicians, and theatre artists.

As a Presenting Sponsor, your business will receive premium recognition throughout the rehearsal process, marketing campaign, and performance run of your sponsored production.

AS A PRESENTING SPONSOR...

YOU WILL SUPPORT ONE OF OUR MAIN STAGE PRODUCTIONS

- ~ Recognition from the stage during the pre-show curtain speech before every performance of your sponsored production.
- ~ Company logo featured on the cover of your sponsored production's official Playbill.
- ~ Full-page, full-color advertisement in your sponsored production's Playbill.
- ~ Company logo displayed in the theatre lobby, on our website, and across our social media platforms.
- ~ Recognition in radio, television, website, and other promotional advertising for your sponsored production (where applicable).
- ~ Complimentary tickets, invitations to our Invited Dress Rehearsal, and additional sponsor benefits.

\$1000

**Sponsor one production or partner with us
throughout the entire season!**



THE SPOTLIGHT IS YOURS!

FEATURE YOUR BUSINESS. SHARE A MESSAGE. JUST \$250!

Support the Legacy Studios Drama Club 2026-2027 Season by sponsoring one or more performances this season! For just \$250, you can reconnect your business with our audiences, and share your commitment to the arts!

By becoming a Spotlight Sponsor, you, and your business, can share a promotional or arts friendly message to be read from the stage during the pre-show curtain speech. Additionally, you will appear in the Playbill and our website!

AS A SPOTLIGHT SPONSOR...

YOU WILL BE FEATURED AT ONE OF THE 13 PERFORMANCES THIS SEASON

\$250

- ~ A live, pre-show acknowledgement of your name/business and delivery of your advertising message to that shows audience
- ~ See your name or corporate logo displayed in the lobby at your sponsored performance.
- ~ See your name listed on our website and in our Playbill as a 2026-27 Season Supporter.
- ~ Choose the show and performance you'd like to sponsor! (available on a first come, first serve basis)

Contact Ty Scurry, Director of Drama, at nha.legacystudios@gmail.com with the subject line "Spotlight Sponsor" to secure your sponsorship today!



FEED THE CAST. FUEL THE MAGIC!

BECOME A TECH WEEK MEAL SPONSOR. 20 SLOTS AVAILABLE!

Support Legacy Studios by providing a meal for our cast, crew, orchestra, and production team during Tech Week. Your generosity helps keep our students energized through long rehearsal days while showcasing your business to our audiences and community.

Whether you donate a meal or help underwrite our Tech Week dining program, your partnership plays an important role in bringing our productions to life.

AS A MEAL SPONSOR...

YOU WILL HELP FEED 75+ STUDENT ARTISTS & VOLUNTEERS

Meal Sponsor (In-Kind Donation)

- ~ Provide Tech Week dinner for approximately 75 cast, crew, musicians, and volunteers.
- ~ Receive a Full-Page, Full-Color Advertisement in your sponsored production's official Playbill.
- ~ Recognition on Legacy Studios' social media platforms.
- ~ Company logo displayed on our website and Social Media as a Tech Week Hospitality Partner.

Hospitality Partner (\$2,500 MONETARY DONATION)

- ~ Help fund a tech rehearsal meal with a monetary contribution.
- ~ Receive a Full-Page, Full-Color Advertisement in your sponsored production's official Playbill.
- ~ Recognition throughout Tech Week and during your sponsored production.
- ~ Company logo displayed on our website and Social Media as a Tech Week Hospitality Partner.

Contact Ty Scurry, Director of Drama, at nha.legacystudios@gmail.com with the subject line "Meal Sponsor" to secure your sponsorship today!



MUCH ADO ABOUT NOTHING

NOVEMBER 5-8

FALL PLAY

MUCH ADO ABOUT NOTHING

"Love is the greatest attraction under the big top."

Set against the backdrop of a colorful 1960's traveling fair, our fresh take on Shakespeare's beloved comedy blends classic wit with vintage Americana, carnival games, dazzling costumes, and nonstop fun. This imaginative reimagining brings one of history's greatest comedies to a whole new generation.

WINTER MUSICAL

DISNEY'S FROZEN THE BROADWAY MUSICAL

"The musical worth melting for!"

Journey to the kingdom of Arendelle in this spectacular Broadway musical filled with breathtaking music, dazzling theatrical effects, and unforgettable characters. Featuring beloved songs like "Let It Go," "Do You Want to Build a Snowman?" and "For the First Time in Forever," Disney's Frozen is a heartwarming celebration of courage, family, and the power of true love.

SPRING INTENSIVE

BROOKSIDE: A NEW PLAY

"Some places never leave you!"

When residents of the Brookside housing complex learn that the only community they've ever known is about to change forever, generations of neighbors must confront the uncertainty of what's next. Inspired by the redevelopment of Westville Manor, Brookside is a powerful new drama about community, resilience, and discovering that home is ultimately found in the people we love.



APRIL 1-4

Scan the QR code or visit nhadrama.org to view the complete list of performance dates for each show.



A LA CARTE

☐ PLAYBILL ADVERTISEMENT

SELECT AD SIZE:

- ☐ Full Page Ad (\$275)
- ☐ Half Page Ad (\$175)
- ☐ Quarter Page Ad (\$150)
- ☐ Full Page Ad (Season - \$750)
- ☐ Half Page Ad (Season - \$450)
- ☐ Quarter Page Ad (Season - \$375)

WOULD YOU LIKE US TO CREATE YOUR AD?

- ☐ Yes (Additional \$50)
- ☐ No (Please submit by creative due date)

= SUBTOTAL \$

☐ SPOTLIGHT SPONSORSHIP

PREFERRED SPOTLIGHT SHOW DATE(S) & TIME(S):

Number of performances: _____ x \$250

= SUBTOTAL \$

BUNDLED BENEFITS

☐ I'M INTERESTED IN BECOMING A SEASON SPONSOR

SELECT LEVEL:

- ☐ BRONZE SPONSOR (\$500+)
- ☐ PRESENTING SPONSOR (\$1,000+)
- ☐ SILVER SPONSOR (\$2,500+)
- ☐ GOLD SPONSOR (\$5,000+)

WOULD YOU LIKE US TO CREATE YOUR AD?

- ☐ Yes (Additional \$50)
- ☐ No (Please submit by creative due date)

= SUBTOTAL \$

We will contact you via email to confirm the specific date(s) of your Spotlight Night(s). As well as sponsorship specifics and information.

TOTAL FROM EACH OUTLINED BOX:

= GRANDTOTAL \$

Contact Name: _____

Company Name/Name to be Listed: _____

Email: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Please indicate your method of payment. Space will not be reserved until payment is made.

- ☐ Check Enclosed (Made payable to "Friends of NHA Inc." with DRAMA in the MEMO Section)
- ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

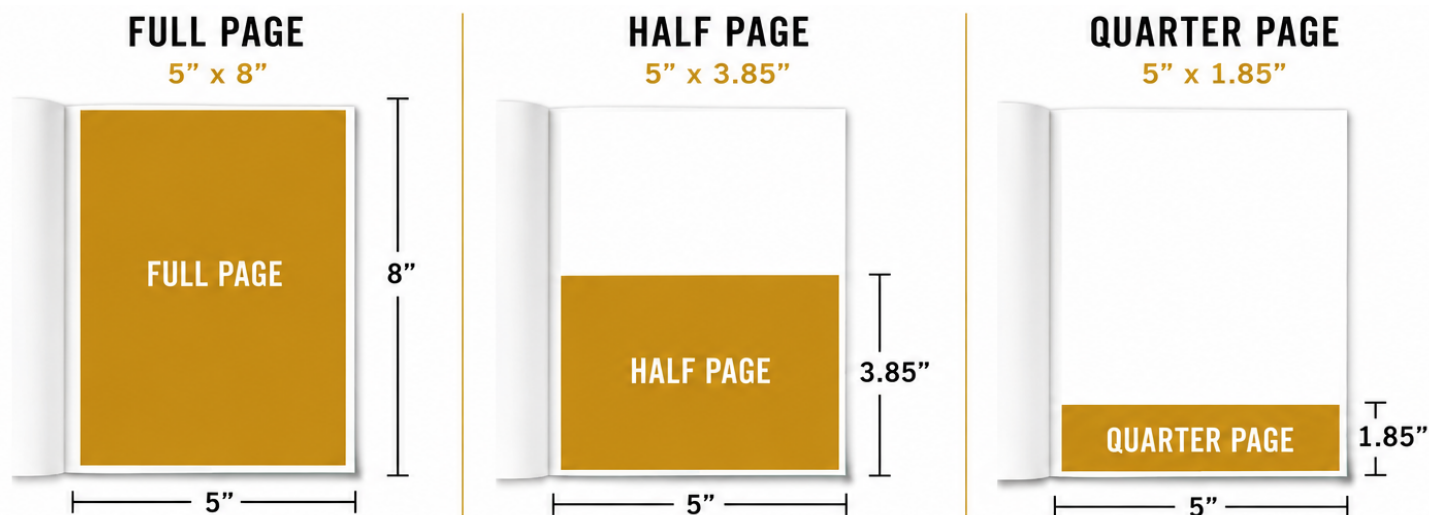
Name as Printed on Card: _____

Card Number: _____

Expiration Date: ____/____/____ ZIP Code: _____ Security Code (Back of Card): _____

Authorized Signature: _____

Please email **ALL** ads to media.nhadrama@gmail.com in a PNG format (Please DO NOT send in PDF).
ADS NEED TO BE SUBMITTED AS YOU WISH THEM TO APPEAR.
 A minimum of 300 dpi is suggested for all graphics for clarity.



FLEXIBLE SPONSORSHIPS

Business fiscal year doesn't align with our season? No problem!

Season Sponsorships are available year-round. If your partnership begins after our first production, your benefits will automatically roll over into the following school year, ensuring you receive the full value of your sponsorship.



ADVERTISEMENT DUE DATES



★
PLAN AHEAD. GET SEEN.

Meet these creative deadlines to ensure your ad is included in our playbills.

 CREATIVE DUE	 PUBLISHES
 October 2, 2026	 November 5, 2026
 January 16, 2027	 February 25, 2027
 March 12, 2027	 April 1, 2027
 May 14, 2027	 June 8, 2027