

Gene Kelly Kelly Strayhorn

Kelly Strayhorn
THEATER

KELLY STRAYHORN THEATER

SPONSORSHIP PROPOSAL PACKAGE FY 23-24

When you support Kelly Strayhorn Theater, you are investing in a community-focused, Black-led organization with a reputation for excellence in the performing arts. You are saying YES to programming that entertains, uplifts, and activates diverse audiences. You are helping to build a home for creative experimentation, community dialogue, and collective action rooted in the liberation of Black and queer people. Whether you sponsor one of our upcoming fundraisers, directly support a program, or make a major gift, you ensure KST remains the Soul of East Liberty, where artists and Pittsburgh residents of all backgrounds can thrive.

Named after 20th century entertainment legends Gene Kelly and Billy Strayhorn, both natives of Pittsburgh, Pennsylvania, Kelly Strayhorn Theater (KST) reflects the passion that its namesakes had for the arts. KST has a dynamic footprint in Pittsburgh, with two venues running along Penn Avenue. KST's Alloy Studios is a cultural hub in the heart of Friendship, and the historic Kelly Strayhorn Theater is located in the thriving business district of East Liberty. More than 20 years after the founding of the theater, KST continues to use its broad reach to impact the contemporary arts and the community. **Last year, KST invited people through its doors on 348 out of 360 days, and created opportunities for 224 local and nationally recognized artists** — artists like Adil Mansoor, whose KST Premier *Amm(i)gone* has since toured NYC and Boston. As Adil puts it,

"Kelly Strayhorn Theater has encouraged me, affirmed me, challenged me, supported me, and welcomed me home. I will never have enough words to express what this place has meant for me and my life."

KST's programming portfolio brings community events, works in progress, dance classes for all ages, and evening-length dance, theater, music, and multidisciplinary contemporary performance works from local and global artists to KST's Alloy Studios and Kelly Strayhorn Theater year-round. **The money raised through KST's two major fundraisers, *Suite Life* and *House Party*, directly support the entire Fall '23 and Spring '24 Seasons. Your sponsorship commitment has immediate and lasting impact!**

In return for your investment, KST provides sponsors with sustained, multi-channel access to KST's varied and influential audiences. KST sponsors enjoy printed recognition, logo placement, web and social media presence, product placement, and complimentary event tickets. And with giving options at all levels, corporate partners of all sizes have the opportunity to support KST's mission.

Join us in our vision to Own Our Future and Thrive Where We Live. Support KST today!

Sincerely,



Joseph Hall
Executive Director



HOUSE PARTY: SATURDAY, JULY 22, 2023

House Party is an immersive high-art soiree that occurs each year in mid-July. Taking its aesthetic cues from pop culture staples such as the Met Gala and Studio 54, *House Party* is an evening of unique performances, extravagant outfits, and an iconic dance party. VIPs pass through Kelly Strayhorn Theater's historic marquee in the early evening to encounter an immersive reception in the lobby and on the KST main stage. There, after cocktails and heavy hors d'oeuvres are served, a curated group of local artists perform amongst the guests. At the close of the show, the artists guide VIPs back out into the lobby for the Dance Party. An annual high point in Pittsburgh's nightlife, the Dance Party welcomes community members of all ages and backgrounds to dress up and party down while award-winning DJs keep the beat moving until midnight. ***House Party* brings young professionals together with creatives and art lovers, local business leaders & entrepreneurs for an evening of celebration.**



SUITE LIFE: SATURDAY, NOVEMBER 25, 2023

Suite Life is Kelly Strayhorn Theater's annual celebration of its two namesakes and Pittsburgh legends, jazz composer Billy Strayhorn and polymath performer Gene Kelly. The highly anticipated staple of KST's Fall season, *Suite Life* offers KST patrons a night of illuminating musical performances during the Thanksgiving Holiday weekend. With musical direction from award-winning composers and support from talented local and touring musicians, *Suite Life* has audiences swooning through an unmissable evening of sultry performance and sizzling atmosphere. **Before curtain, KST hosts a VIP reception where established professionals mingle with jazz and film enthusiasts and local business leaders.**

Previous *Suite Life* events have included jazz-age N'Orleans inspired catering, swing-dance tutorials, and stunning renditions of Strayhorn favorites including, *Lush Life*, *Take the A Train*, and *Isfahan*.



KST audiences are a vibrant and enthusiastic group of influential community members. House Party's immersive environment and funky mystique attracts young professionals, creatives, influencers, and entrepreneurs. Suite Life's red-hot atmosphere and expert musicianship attracts jazz enthusiasts, established professionals, and frequent donor personas. **Both events' audiences represent diverse demographics, giving your organization an opportunity to increase top of mind awareness with activated communities.**

House Party - An immersive high-art soiree: the Met Gala meets Studio 54

- + Young professionals
- + Creatives and art lovers
- + Local business leaders & entrepreneurs
- + Community influencers

Suite Life - The music of Billy Strayhorn meets the imagery of Gene Kelly

- + Established professionals
- + Frequent donor personas
- + Jazz and film enthusiasts
- + Local business leaders & entrepreneurs

KST AUDIENCE HOUSEHOLD INCOME*

- + 29.5% less than \$49,999
- + 28.2% \$50,000 - \$99,999
- + 19.4% \$100,000 - \$149,999
- + 5.5% \$150,000 - \$249,999
- + 7.4% greater than \$250,000

KST AUDIENCE NET WORTH*

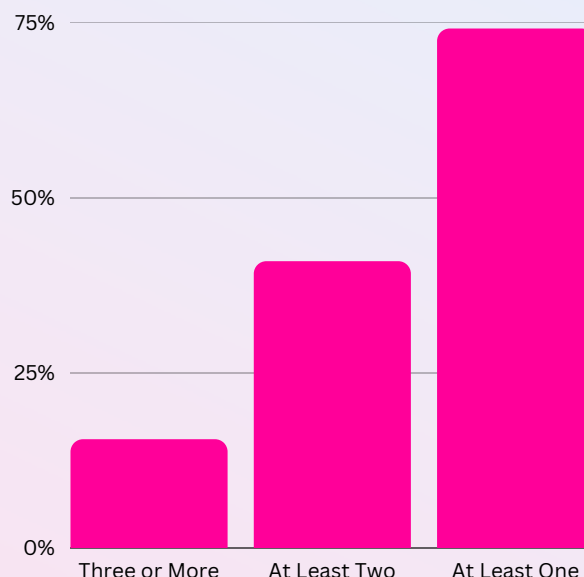
- + 26.9% less than \$49,999
- + 27.9% \$50,000 - \$249,999
- + 12.9% \$250,000 - \$499,999
- + 14.6% \$500,000 - \$999,999
- + 17.7% greater than \$1,000,000

KST AUDIENCE CONVERSION TO LOCAL BUSINESS**

During the course of a KST attendee's visit to East Liberty:

- + **74.1%** will patronize **at least one** other establishment
- + **40.9%** will patronize **at least two** establishments
- + **15.5%** will patronize **three or more** establishments!

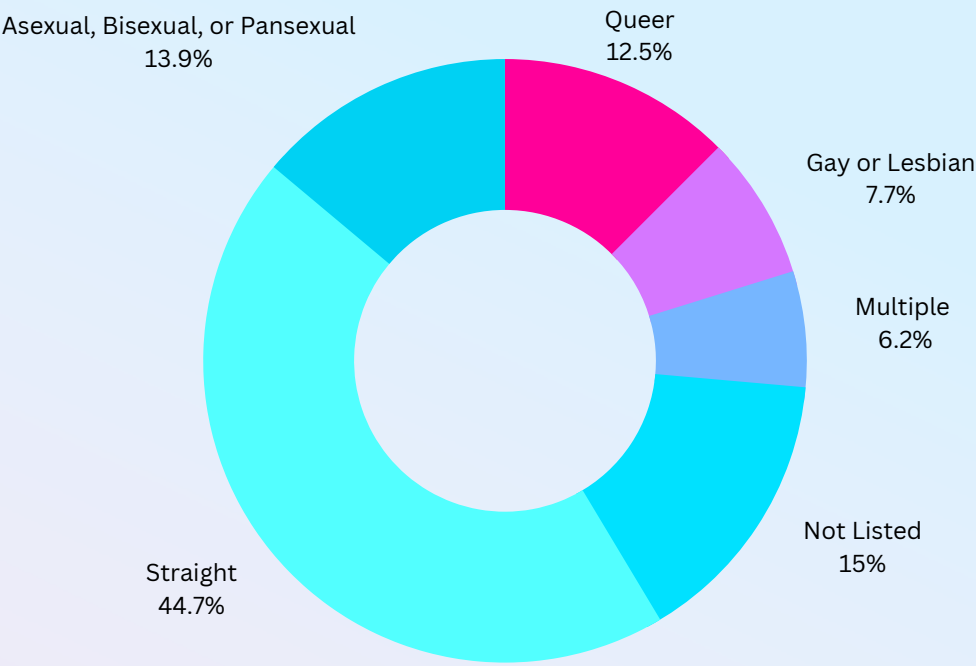
The average economic contribution of each KST event attendee to the local economy during the course of their visit is **\$110.97**. The average number of visitors to KST per month is **1,548 people**. This means KST directly contributes approximately **\$2,060,786.88** per year to the local economy.



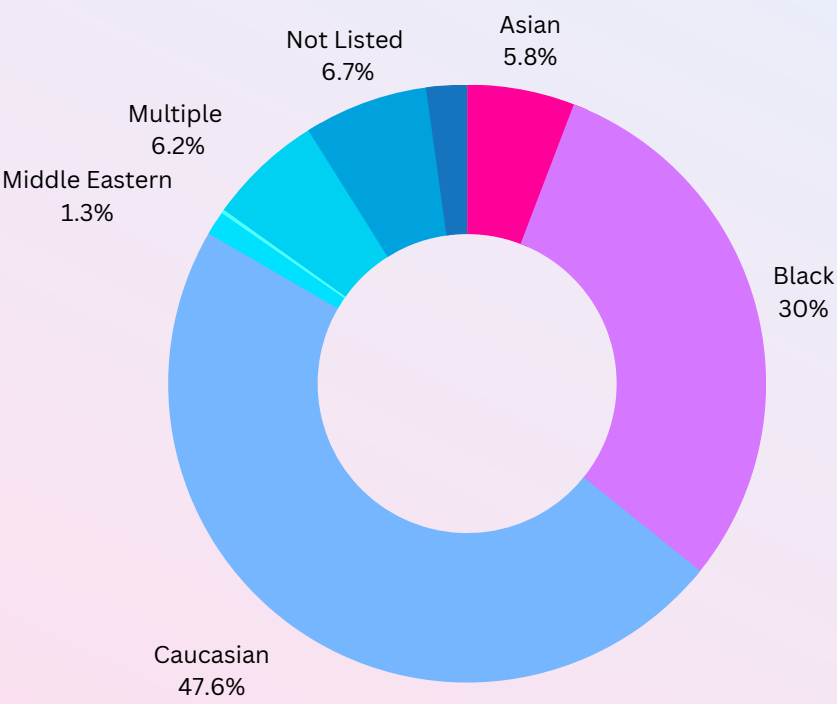
** Data compiled from Kelly Strayhorn Theater Post-Event Surveys FY 2021 & FY 2022

* Data Enhancement Report processed by Epsilon Project Demographics for Kelly Strayhorn Theater, February 2021

KST AUDIENCE SELF-REPORTED SEXUAL ORIENTATION



KST AUDIENCE SELF-REPORTED RACIAL DEMOGRAPHICS



** Data compiled from Kelly Strayhorn Theater Post-Event Surveys FY 2021 & FY 2022

* Data Enhancement Report processed by Epsilon Project Demographics for Kelly Strayhorn Theater, February 2021

KST's corporate sponsors represent an expanding tapestry of influential community members with diverse perspectives. From trusted financial institutions to medical providers, community developers to legal firms, KST's partners are united by their conviction to support a home for creative experimentation, community dialogue, and collective action rooted in the liberation of Black and queer people. And, **the return on investment our corporate sponsors and host committee members experience brings many back to KST year after year.** Don't take our word for it! Explore our partnerships below!

PREVIOUS KELLY STRAYHORN THEATER CORPORATE SPONSORS HAVE INCLUDED



PREVIOUS FUNDRAISER HOST COMMITTEE MEMBERS

2022

+ Nisha Blackwell
+ Calvin Jackson
+ Demeatria Boccella
+ J.G. Boccella
+ Brian Broome
+ Marita Garrett
+ Jake Goodman
+ Sean Shepherd
+ Kilolo Luckett
+ John Barbera Jr.
+ Lori Moran
+ Cynthia Oliver
+ Kendra Janelle Ross
+ Rick Soria
+ Scott Fech
+ Mark Anthony Thomas
+ Alecia Dawn Young
+ Damon Young

2018

+ Vivian Benter
+ Bill Benter
+ Francine Abraham
+ Kirk Berkley
+ Penny Zacharias
+ Betty Cruz
+ Paul Perowicz
+ Anthony D. Francisco
+ Emily Escalante
+ Marita Garrett
+ Anna E. Hollis
+ Greg Kander
+ Sallyann Kluz
+ Arther Daniel Allen

+ Reshma Parajpe
+ Renee Robinson
+ Derek Heard
+ Caryn Rubinoff
+ Craig Dunham
+ Janis Burley Wilson
+ Alecia Dawn Young
+ Damon Young

2017

+ Gretchen Generett
+ Bill Generett
+ Kirk B. Burkley
+ Penny Zacharias
+ Betty Cruz
+ Paul Perowicz
+ Ilana Diamond
+ Roni Rosenfeld
+ Anthony Dolan
+ Sallyann Kluz
+ Arthur D. Allen
+ Cathy Lewis Long
+ Rob Long
+ Olivia T. Payne
+ Dr. Kirill Kiselyov
+ Norman Sadeh
+ Patricia Sadeh
+ Richard Smith
+ Randy Smith
+ Lara E. Washington
+ Ken Spruill
+ Janis Burley Wilson

2016

+ Lynn Smith

+ Emmai Alaquiva
+ Patrice Alaquiva
+ Vivian Benter
+ Bill Benter
+ Betty Cruz
+ Paul Perowicz
+ Anthony Dolan
+ Gail Mosites
+ Steve Mosites
+ Olivia T. Payne
+ Dr. Kirell Kiselyov
+ Rene Robinson
+ Caryn Rubinoff
+ Craig Dunham
+ Cecile Springer
+ Eric Springer
+ Helene Weinraub
+ Geoff Claus
+ Sarah Wertheimer
+ Rick Wertheimer

2015

+ Ayana Ledford
+ Lara Shipkovitz
+ Francine Abraham
+ Jim Abraham
+ Elizabeth Bush
+ Randy Bush
+ Betty Cruz
+ Caitlin Green
+ Upendo Tookas
+ Anna Hollis
+ Gregg Kander
+ Abass B. Kamara
+ Olivia Payne

+ Dr. Kirill Kiselyov
+ Anne Lackner
+ Vincent Lackner
+ Lori Moran
+ Allan Philp
+ Frances Philp
+ Caryn Rubinoff
+ Craig Dunham
+ Helene Weinraub
+ Geoff Clauss
+ Maria Yotov
+ Ivan Yotov
+ Ciera Marie Young

2014

+ Erin Catalina
+ Jeff Catalina
+ Kilolo Luckett
+ John Barbera
+ Vivian Benter
+ Bill Benter
+ Molly Blasier
+ Peter Blasier
+ Melanie Brown
+ Anna Doering
+ Tracy Dowdy
+ John Mahood
+ Patricia Sadeh
+ Anne Sekula
+ Karen Shipkovitz
+ Patricia Valoon
+ Helene Weinraub

2013

+ Fran Escalante

+ Emily Escalante
+ Caryn Rubinoff
+ Craig Dunham
+ Kristen Abseshouse
+ Daniel Abeshouse
+ Molly Bennett
+ Michael Bennett
+ Molly Blasier
+ Peter Blasier
+ Jessica Brown
+ Jeff Brown
+ Lynn Desmone
+ Chip Desmone
+ Anthony Dolan
+ Abass Kamara
+ Kathleen Knauer
+ Josh Knauer
+ Anne Koontz
+ Scott Koontz
+ Kilolo Luckett
+ John Barbera
+ Mark Minnerly
+ Rebecca Randall
+ Timothy Randall
+ Merrill Stabile
+ Miroya Stabile
+ Erika S. Strassburger
+ Lara Washington
+ Ken Spruill
+ Rachel Wilson
+ Scott Pipitone

2012

+ Gail Mosites
+ Steve Mosites

+ Francine Abraham
+ Jim Abraham
+ Anna Attar
+ Joshua Bloom
+ Anne Brownlee
+ Kilolo Luckett
+ John Barbera
+ Staycee Pearl
+ Herman Pearl
+ Hilary Brown Purcell
+ Richard Purcell
+ Jami Rutherford
+ Todd Owens

2011

+ Jami Rutherford
+ Todd Owens
+ Ayana Ledford
+ Debra Reich
+ Francine Abraham
+ Jim Abraham
+ Bill & Vivian Benter
+ Robyn Brady
+ Sean Brady
+ Melanie Brown
+ Kristen Budris
+ Bethany Davidson
+ Tracy Dowdy
+ John Mahood
+ Courtney Ehrlichman
+ Kilolo Luckett
+ John Barbera
+ Vivien Luk
+ Olivia Payne
+ Renee Piechocki

+ Caryn Rubinoff
+ Craig Dunham
+ Courtenay Sashin
+ Tim McVay
+ David Bush
+ Gail Novak Mosites
+ Patricia Sadeh
+ Novak Mosites
+ Patricia Sadeh

2010

+ Manuel Reich
+ Regina Anderson
+ Terri Bell
+ Brad Beighle
+ Carol Brown
+ Joy Borelli Edwards
+ Vivien Luk
+ Inez Miles
+ Todd Owens
+ Richard Parkasian
+ Marty Powell
+ Leigh S. Pugliano
+ Hilary Robinson
+ Martha Reicks
+ Caryn Rubinoff
+ Craig Dunham
+ Chaton Turner
+ George White
+ Kathleen White
+ Janis Burley Wilson

From international corporations to local small businesses, KST offers levels of giving to fit every scale. Your commitment entitles you to a broad range of recognition, not only at *Suite Life* and *House Party* events, but across the seasonal web, email, and print campaigns that the event supports. The chart below lays out the benefits for each level of giving. **Bronze through Platinum levels will be applied to either *House Party*, which supports KST's Fall Season, or *Suite Life*, which supports KST's Spring Season.** Want to support an entire year of programming? At the **Presenting Level**, our corporate partner will enjoy naming rights at **both *House Party* and *Suite Life* events!**

	PRESENTING \$50,000 HOUSE PARTY & SUITE LIFE	PLATINUM \$25,000 HOUSE PARTY OR SUITE LIFE	GOLD \$15,000 HOUSE PARTY OR SUITE LIFE	SILVER \$10,000 HOUSE PARTY OR SUITE LIFE	BRONZE \$5,000 HOUSE PARTY OR SUITE LIFE
NAMING RIGHTS	This level of engagement supports both the Spring and Fall seasons. Your company will be directly credited with prominent branding on all <i>House Party</i> , <i>Suite Life</i> , Fall and Spring seasonal materials.				
CORPORATE EVENT HOSTING	Waive the rental fee for an event with up to 300 guests (Hospitality service not included. Dates subject to availability.)				
SEASON-LONG PRINT RECOGNITION	<ul style="list-style-type: none"> - Inclusion in <i>KST Presents</i> communications - Direct mailing to +5,000 homes - KST theater marquee - KST's Alloy Studios marquee 	<ul style="list-style-type: none"> - Inclusion in <i>KST Presents</i> communications - Direct mailing to +5,000 homes - KST theater marquee - KST's Alloy Studios Marquee 			
LOGO PLACEMENT	<ul style="list-style-type: none"> - Invitations x10,000 - Posters x300 - E-marketing to 9.5K weekly (40 weeks) - Projection at KST events during Fall and Spring seasons 	<ul style="list-style-type: none"> - Invitations x5,000 - Posters x150 - E-marketing to 9.5K weekly (20 weeks) - Projection at KST events during Fall or Spring season 	<ul style="list-style-type: none"> - Invitations x5,000 - Posters x150 - E-marketing to 9.5K weekly (20 weeks) - Projection at KST events during Fall or Spring season 	<ul style="list-style-type: none"> - Projection at KST events during Fall or Spring season 	
PROJECTION	Illuminated ad on VIP lounge wall at <i>House Party</i> and <i>Suite Life</i>	Illuminated ad on VIP lounge wall at <i>House Party</i> or <i>Suite Life</i>	Illuminated ad on VIP lounge wall at <i>House Party</i> or <i>Suite Life</i>	Illuminated ad on VIP lounge wall at <i>House Party</i> or <i>Suite Life</i>	Illuminated ad on VIP lounge wall at <i>House Party</i> or <i>Suite Life</i>
VERBAL RECOGNITION	At VIP event with company representative	At VIP event	At VIP event	At VIP event	At VIP event
WEB AND SOCIAL PRESENCE	Fiscal Year presence on KST website (12 months)	Season presence on KST website (5 months)	Season presence on KST website (5 months)	Presence on KST <i>House Party</i> or <i>Suite Life</i> webpage	Presence on KST <i>House Party</i> or <i>Suite Life</i> webpage
PRODUCT PLACEMENT	Promotional materials in +200 VIP Swag Bags	Promotional materials in +100 VIP Swag Bags	Promotional materials in +100 VIP Swag Bags	Promotional materials in +100 VIP Swag Bags	Promotional materials in +100 VIP Swag Bags
COMPLIMENTARY TICKETS	10 VIP Tickets to <i>House Party</i> 10 VIP Tickets to <i>Suite Life</i>	10 VIP Tickets	8 VIP Tickets	6 VIP Tickets	4 VIP Tickets

☐ YES! I WANT TO SUPPORT KELLY STRAYHORN THEATER

Sponsorship commitments must be made by Monday, April 10, 2023 for inclusion on printed materials for House Party, and Friday, September 1, 2023 for inclusion on printed materials for Suite Life.

Submit completed forms and payment via:

Mail	Email or Phone
Kelly Strayhorn Theater	michael@kelly-strayhorn.org
5530 Penn Avenue	412.363.3000 x322
Pittsburgh, PA 15206	

Company/Organization Name _____

This is how you will be recognized on our website and in event materials.

Contact Name _____
Contact Phone _____
Contact Email _____
Website _____

Company / Organization Social Media

Facebook _____
Twitter _____
Instagram _____

PICK YOUR SPONSORSHIP

- ☐ *House Party*
☐ *Suite Life*
☐ *House Party & Suite Life (Presenting Level Only)*
- ☐ **Presenting - \$50,000**
☐ **Platinum - \$25,000**
☐ **Gold - \$15,000**
☐ **Silver - \$10,000**
☐ **Bronze - \$5,000**
- ☐ **I am unable to sponsor but wish to make a donation**
 \$2,500 \$1,000 \$500 \$250 other \$ _____
- ☐ **Send me information about advertising opportunities**

PAYMENT INFORMATION

- ☐ **Check is enclosed payable to "Kelly Strayhorn Theater"**
- ☐ **Please invoice me**
- ☐ **Please charge \$ _____ to my credit card**
- ☐ **Visa**
☐ **Mastercard**
☐ **Discover**
☐ **Amex**

Credit Card # _____ Exp _____ Security Code _____

Billing Address _____

Name on Card _____

Authorized Signature _____

We respectfully ask that payment be received prior to the sponsored event. Contributions are fully tax-deductible as provided by law, less approximately \$35 for each ticket. The official registration and financial information of Kelly Strayhorn Theater may be obtained from the Pennsylvania Department of State by calling toll free, 1.800.732.0999.

Gene Kelly & Kelly Strayhorn

Kelly Strayhorn
THEATER

