

THRIVE in '25



Season 58

SPONSORSHIP OPPORTUNITIES



GREENBRIER
VALLEY THEATRE
THE STATE PROFESSIONAL THEATRE
OF
West Virginia

Photo by Sheena Pendley
Set Design by Josh Iacovelli

ABOUT GREENBRIER VALEY THEATRE

Greenbrier Valley Theatre (GVT) will be returning for its 58th season with a schedule of 5 mainstage productions, brand new community wide collaborations, and music for everyone. As The State Professional Theatre of West Virginia, GVT remains committed to its pursuit to create live, professional, and quality theatre to enlighten the life of the region.

WHY BECOME A SPONSOR?

Be seen! Develop greater visibility for your business, especially among visiting patrons. Full season sponsors at GVT receive more than 10,000 impressions for their business every year.

Drive local tourism and economic development. Ads placed at GVT help both you and GVT equally. As a 501(c)(3) non-profit organization, your contributions may be tax-deductible. Speak with your tax adviser to see if you qualify.

Observe your impact. If you choose to take advantage of your complimentary tickets, you can observe your impact firsthand. Programs at GVT include a diverse slate of theatrical performances along with musical performances, special events, and educational opportunities.

SUPPORT GVT THROUGH IN-KIND SPONSORSHIPS

At Greenbrier Valley Theatre, we are deeply grateful for the incredible support we receive from our sponsors in a variety of ways. If you or your business are looking for meaningful ways to contribute, an in-kind sponsorship offers a unique opportunity to make a difference! Rather than a financial donation, you can provide valuable supplies, services, or even partner with us through advertisement exchanges. These contributions play a vital role in helping us bring exceptional theatre to life. **To explore how you can get involved, please reach out to us at info@gvtheatre.org, for more information. Let's make an impact together!**

MARQUEE SPONSORSHIP OPPORTUNITIES

GVT continues to expand our offerings for major corporate donors with the continuation of Marquee Sponsorships. Marquee Sponsors will have their name available not just in the program and pre-show announcements, but out for the world to see on the theatre's marquee on Washington Street in addition to all season marketing materials. In addition, cover sponsors can have their ads printed in glossy color on one of the most visible parts of the program.

HOW TO BECOME A SPONSOR

Sponsorship opportunities are available for review on the following page. Complete and return the order form with your options of choice. Any ads* or questions that you have can be directed to our Box Office at 304-645-3838 x114 or info@gvtheatre.org.

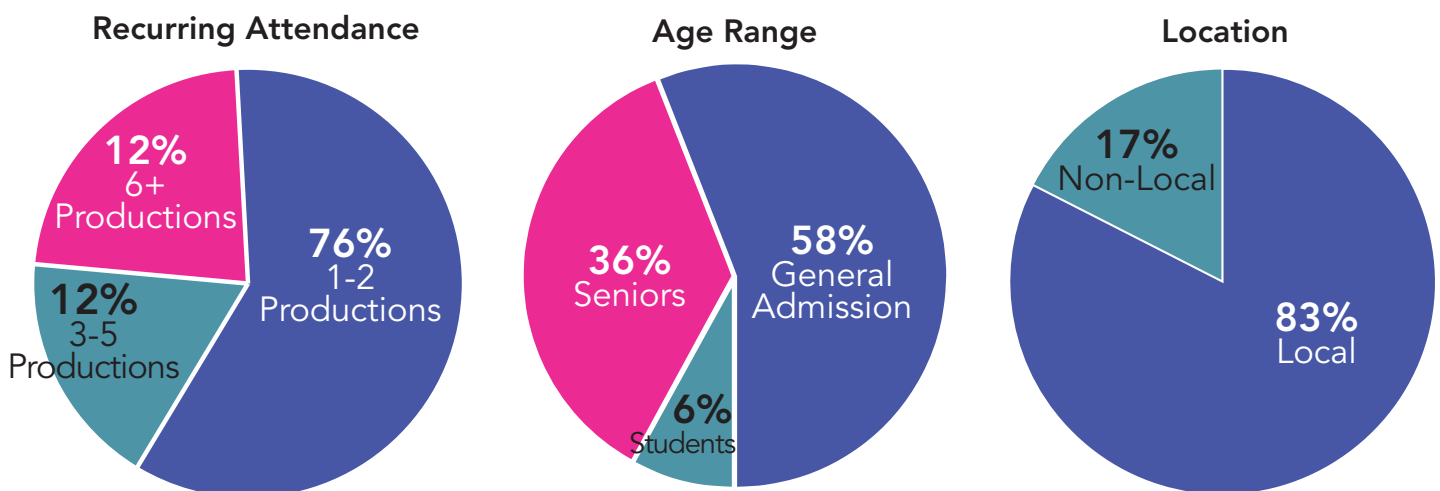
*Ad Requirements

Digital ads can be supplied in these file types: InDesign, Illustrator, Photoshop, PDF or JPG. Preflight and package all InDesign and Illustrator files before sending.

- Tiffs and layered files are also accepted.
- All fonts must be included or converted to outlines.
- All images should be 300 dpi at 100% of the final file size.
- All files should be converted to CMYK.

ABOUT OUR AUDIENCE

GVT's audiences have seen patrons from 25 US States, the District of Columbia, and abroad.



2025 SPONSORSHIP OPPORTUNITIES

MARQUEE SPONSORSHIP

Marquee Sponsorship Deadline: March 25, 2025

Marquee Sponsors will have their name celebrated on the marquee outside of the building and will be featured prominently in all season marketing materials including posters, postcards, and social/digital media.

\$30,000

FULL SEASON

- Recognition in Pre-Show Announcement
- 96 Tickets

\$10,000

INDIVIDUAL PRODUCTION

- Recognition in Pre-Show Announcement
- 32 Tickets

SEASON SPONSORSHIP - COLOR COVER

Color Cover Deadline: April 8, 2025

\$10,000

- Half Page Ad Back Color Cover
- Recognition in Pre-Show Announcement
- 32 Tickets

\$5,000

- Quarter Page Ad Inside Color Cover
- Recognition in Pre-Show Announcement
- 12 Tickets

\$2,500

- Business Card Ad Inside Color Cover
- 6 Tickets

\$1,000

- Spotlight Ad Inside Color Cover
- 6 Tickets

Full and half page - color cover ads are available.

Cover jacket spaces are limited and are available on a first come, first serve basis.

Please contact our Box Office at 304-645-3838 ext. 114 or info@gvtheatre.org to secure your place.

SEASON SPONSORSHIP - BLACK & WHITE

In-Program Deadline: April 29, 2025

\$2,000

- Full Page Ad In Program
- 6 Tickets

\$1,000

- 1/2 Page Ad In Program
- 6 Tickets

\$500

- 1/4 Page Ad In Program
- 4 Tickets

\$300

- Business Card Ad In Program
- 2 Tickets

PRODUCTION SPONSORSHIP

Available Year-Round

Production Sponsors will receive recognition on the first page of the program, recognition on the theatre's lobby screen, and 2 tickets to each sponsored production.

\$350

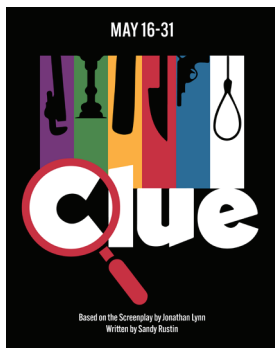
1 Production

\$300

per production

2 or More Productions

2025 MAINSTAGE SEASON



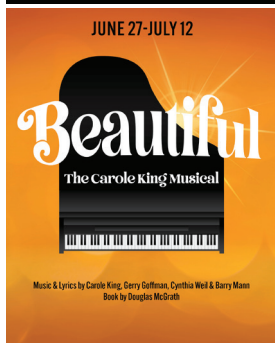
Clue

Based on the Screenplay by Jonathan Lynn
Written by Sandy Rustin

Comedy | May 16 – 31

One dark night, six strangers are brought together for a mysterious dinner party. Suddenly, **DUN, DUN, DUUUN, MURDER!!** Was it Mrs. Peacock in the kitchen, or Colonel Mustard with the candlestick? In this side-splitting farce, adapted from the 1985 movie, everyone's a suspect and no one can be trusted.

PG • Comical Violence



Beautiful: The Carole King Musical

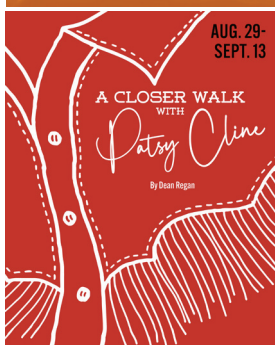
Music & Lyrics by Carole King, Gerry Goffman,
Cynthia Weil & Barry Mann

Book by Douglas McGrath

Musical | June 27 – July 12

From songwriter for musical icons such as Aretha Franklin, to her own place in the Rock & Roll Hall of Fame, Carol King stands out in history as one of the greatest singer/songwriters of the 20th century. Her inspiring story is told through the chart-topping hits we all remember, such as "Will You Love Me Tomorrow" and "One Fine Day."

PG • Adult Themes



A Closer Walk with Patsy Cline

By Dean Regan

Musical | August 29 – September 13

Country music queen Patsy Cline takes the stage to tell her story, starting in Winchester, Virginia, and making it all the way to New York City's Carnegie Hall. Featuring great hits like "Walkin' After Midnight" and "Crazy," her captivating journey to stardom is brought to life before your eyes.

Rated PG • Adult Themes



The Burnt Part Boys

Music by Chris Miller

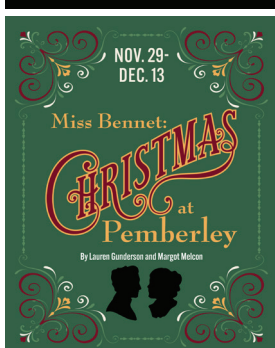
Lyrics by Nathan Tyson

Book by Mariana Elder

Musical | October 17 – November 1

After The Burnt Part mine explosion kills four men, and leaves three children fatherless, Pickaway Coal Company shuts down the mine. When they decide to reopen ten years later, one young man and his companions set off on a dangerous journey to stop them. Set in the mountains of West Virginia, this bluegrass-inspired musical masterpiece resonates with audiences of all ages.

PG • Violence and Ghosts



Miss Bennett: Christmas at Pemberley

By Lauren Gunderson and Margot Melcon

Comedy | November 29 – December 13

The Bennett sisters' escapades continue, in this holiday sequel to Jane Austen's *Pride and Prejudice*. Christmas has arrived in the Bennett household, and middle sister Mary is growing weary watching her sisters' romantic lives bloom. When an intriguing guest arrives unexpectedly, Mary begins to hope that her chance at love has finally come.

PG



HONK! JR.

Music by George Stiles

Book and Lyrics by Anthony Drewe

Musical | March 21-29

This witty and heartwarming musical celebrates what makes each of us special. HONK! JR. follows "Ugly," who hatches looking quite a bit different from his darling duckling brothers and sisters. The other animals on the farm are quick to notice, and despite his loving mother's protective flapping, Ugly's odd, gawky looks instantly incite prejudice from his family and neighbors. When Ugly is separated from the farm and pursued by a hungry Cat, he must find his way home. Along his harrowing yet hilarious journey he not only discovers his true beauty and glorious destiny, but also finds love and acceptance in all its forms.

Honk! JR. is presented through special arrangement with and all authorized materials are supplied by Music Theatre International.

Our Mission

To create live, professional quality theatre in West Virginia and through theatre to **ENLIGHTEN, ENRICH & ENLIVEN** the life of our region.



(304) 645-3838 • GVTHEATRE.ORG

1038 WASHINGTON STREET E
LEWISBURG, WEST VIRGINIA