

*State Theatre*TM

CENTER FOR THE ARTS, INC.

A Non-Profit Regional Center for the Arts
in Easton, PA

THE STATE THEATRE CENTER FOR THE ARTS, INC.

The State Theatre Center for the Arts, Inc. is a non-profit performing arts center located in historic, downtown Easton, Pennsylvania. Opening in 1926 on the Vaudeville circuit, the State Theatre has provided professional, affordable entertainment to the Lehigh Valley region and beyond for more than 78 years.

MISSION

The primary mission of the State Theatre is to provide a stage to celebrate and explore the arts together. In accomplishing this goal:

We will bring together, enrich the lives, and entertain people of all ages, races, income levels, and cultural interests. We will serve a population residing and/or working in the entire Lehigh Valley and beyond. We will strive to provide a variety of performing arts including, but not limited to, shows, presentations, and performances. We will also provide a unique facility for businesses and social gatherings.

We will manage our physical and financial resources in such a way as to maintain a positive attitude regarding fiduciary responsibility from our patrons, our donors, the vendors with whom we do business, and the community that we serve.

Finally, we will consistently seek new, innovative ways to serve the diverse cultural interests of the community.

Voted “Best” in the Lehigh Valley

The State Theatre has been named Best of the Lehigh Valley by the readers of Lehigh Valley Magazine for ten consecutive years! With a restored 1,549-seat performance hall for headline acts and Broadway musicals and the Acopian Ballroom for a more intimate theatre setting, the State Theatre Center for the Arts offers a diverse entertainment line-up to fit everyone’s taste. The typical State Theatre season includes national, professional tours of Broadway musicals, headline entertainers, jazz, family entertainment, country, blues, and rock acts, children’s theatre, opera, and ballet. Annual events include the ***FREDDY© Awards***, recognizing and rewarding accomplishment in high school musical theatre. The FREDDY© ceremony, the culmination of more than a year of preparation, is broadcast live on WFMZ-TV and seen by hundreds of thousands of viewers!

State Theatre attendance exceeded 100,000 last year!

Demographic Information

Over 110,000 ticket buyers are listed in the State Theatre's database.

Attendance in 1998 was 60,000—and by 2004 it had increased more than 60%, exceeding 100,000.

In 2004, the State Theatre staged more than three times as many performances as it did in 1996. Attendance is at an all-time high – attracting 100,000 patrons to more than 115 performances. Seventy-five percent of these were sold out, and 95% were at ¾ capacity or more.

Each year, 20,000 Lehigh Valley children experience live theatrical performances at the State Theatre Center for the Arts.

Ticket buyers reside in the Lehigh Valley Region, and others travel from New Jersey, New York, and other states throughout the Northeast. We've even had patrons come from Puerto Rico, England, France, Canada and Japan for performances at the State Theatre Center for the Arts.

Tens of thousands of people visit the State Theatre's multi-page, full-color website every year: www.statetheatre.org.

Patrons can purchase tickets with real-time Internet ticketing software through our secure website.

Patron diversity (age, income, etc.) varies as greatly as the State Theatre's performance schedule, resulting in a service to the population matched by no other arts organization in the Lehigh Valley.

Based on the Lehigh Valley Convention & Visitors Bureau's most conservative multiplier, purchasers of the 123,729 tickets sold by the State Theatre in the fiscal year ending May 31, 2004 spent over \$6.54 million in the Lehigh Valley last year.

The State Theatre Center for the Arts is one of the few remaining places where people gather to share an experience—they can laugh together, cry together, and enjoy what's good about life—together.

In 2004, the State Theatre Center for the Arts celebrated the Third Annual Freddy Awards to recognize outstanding achievement in high school musical theatre.

SPONSORSHIP BENEFITS

Because the State Theatre Center for the Arts is a non-profit 501(c)3 organization, it relies on financial support from individual donors, private foundations and government grants, and corporate sponsorships for its survival. Sponsoring a performance at the State Theatre starts at \$5,000.00, and can be tailored to best suit the sponsor's needs.

Corporate Sponsors of individual State Theatre performances receive the following benefits:

- 20 complimentary tickets to the Sponsored Performance.**
- Opportunity for product sampling at the Sponsored Performance**
- 10 reserved parking passes for the State Theatre parking deck for the Sponsored Performance**
- Sponsor name and logo projected in theatre screen prior to sponsored performance (visible as patrons take their seats)**
- Use of the Acopian Ballroom or the State Theatre Gallery for a pre-show reception [Cost of catering and beverages is the responsibility of the Sponsor]**
- Pre-show acknowledgment of Sponsorship from the stage (by State Theatre Executive Director, if available.)**
- Inclusion in all printed promotional materials (deadlines permitting) pertinent to the Sponsored Performance, including newspaper advertising, press releases, flyers and posters**
- Recognition as a Sponsor on the Schedule of Events page of the State Theatre's website and logo on sponsor page (reciprocal link appreciated)**
- Company Logo included in performance program (when provided by theatre)**
- Company-provided Banner may be hung in the State Theatre lobby at the Sponsored Performance**

- **One-time use of Sponsored Performance mailing list of ticket buyers [State Theatre retains the right to approve all material sent to the mailing list]**
- **Outdoor banner (provided by State Theatre) hung from marquee during sponsored performance**
- **Recognition on plaque in lobby**