



MRT BUSINESS - PARTNERS -



Featured actors: Julia Brothers, Alexis Bronkovic, Vichet Chum, Gail Rastorfer, Jessica Wortham, Ramona Lisa Alexander, Thomas Silcott. \*Photos by Meghan Moore



# INVEST IN YOUR THEATRE, YOUR COMMUNITY, AND YOUR BUSINESS

Become an MRT BUSINESS PARTNER for exciting opportunities to partner with MERRIMACK REPERTORY THEATRE, the leading professional theatre in the greater Merrimack Valley and Southern New Hampshire areas. MRT Business Partners demonstrate a commitment to the community and gain access to unique opportunities for logo exposure, client and employee engagement, and invitations to special events.

## WHO WE SERVE

Merrimack Repertory Theatre attracts over 40,000 people each year. Our audience lives in the communities you serve - communities like Andover, Carlisle, Chelmsford, Concord, Lexington, Lowell, Westford, southern New Hampshire, and surrounding towns.

## OUR MISSION

Merrimack Repertory Theatre's mission is to share theatrical stories of human understanding that reflect and engage our community. MRT is a cultural resource for its community and strives to remove barriers to access and build community partnerships. MRT produces a seven-show season of new plays from September through May in our 279-seat theatre, the Nancy L. Donahue Theatre in Liberty Hall.

## ECONOMIC IMPACT

MRT produces seven mainstage plays each season in Lowell, MA. Sets are built locally by a firm located in Marlboro, MA; costumes, props, and all technical elements are produced and purchased locally whenever possible. Professional theatre artists are hired from all over the country, and, on average, spend seven weeks living in Massachusetts.

MRT hires an average of 150 individuals a year, including 20 full-time staff members and contracted part-time and seasonal employees. Using standard measures, MRT's economic impact on the region exceeds \$5.5 million annually.

## COMMUNITY & EDUCATIONAL OUTREACH

MRT is committed to engaging the whole community, regardless of background or economic status and offers a variety of ticket discounts in order to stay accessible to everyone. Over the last 35 years, MRT's education and outreach programs have served over 200,000 students and senior citizens, and have built partnerships with more than 50 community groups. MRT's arts education and outreach initiatives include:

- Children and youth initiatives
- Professional training programs
- Audience engagement
- Community outreach

For more information, visit  
[mrt.org/support/business-partners](http://mrt.org/support/business-partners)

**CONTACT** **Bonnie J. Butkas**  
Executive Director  
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978-654-7558

## \$500 PATRON LEVEL

### Recognition Benefits

- Business logo and a link to your company's website on [mrt.org/support/business-partners](http://mrt.org/support/business-partners) (6,000 visitors/month)
- Listing in MRT playbill for one year (40,000 impressions)
- Listing in MRT Annual Report (2,000 impressions)

### Ticket Benefits

- Two complimentary tickets to each Friends & Family Opening
- Special ticketing discounts for your employees

## \$1,000 PRODUCERS CIRCLE LEVEL

### All of the PATRON LEVEL benefits plus:

- Invitation for four to all Producers Circle events (exclusive events with MRT's VIPs)

# SPONSORSHIP OPPORTUNITIES

## \$5,000 PARTNER LEVEL

### All of the PRODUCERS CIRCLE LEVEL benefits plus:

#### The opportunity to sponsor one Educational Outreach Program:

- Your business logo and a link to your company's website on [mrt.org/support/business-partners](http://mrt.org/support/business-partners) (6,000 visitors/month)
- Your business logo included on all series promotions and advertisements (5,000+ impressions)
- Name recognition during curtain speech for all series events (up to 1,953 impressions)

## \$10,000 UNDERWRITER LEVEL

### All of the PRODUCERS CIRCLE LEVEL benefits plus:

#### The opportunity to sponsor one Community Outreach Program

- Quarter-page advertising space in season playbills (40,000+ impressions)
- Your business logo and a link to your company's website on [mrt.org/support/business-partners](http://mrt.org/support/business-partners) (6,000 visitors/month)
- Your business logo included on all series promotions and advertisements (5,000+ impressions)
- Name recognition during curtain speech for all series events (up to 1,953 impressions)

## \$15,000+ SILVER & GOLD LEVELS

### All of the PRODUCERS CIRCLE LEVEL benefits plus:

#### The opportunity to sponsor one mainstage production\*

- Name recognition during curtain speech for all series events (up to 6,240 impressions)
- Full-page advertising space in season playbills (40,000+ impressions)
- Inclusion in brochure and advertising postcards for individual productions\*\*
- Opportunity to host a Sponsor Night: 30 complimentary tickets and a pre-performance party in our lobby of the Nancy L. Donahue Theatre during the run of the sponsored production

\* Limited number of Production Sponsorships available. Arrange prior to August for best choice.

\*\* Commitment required by March 20.