

# Actors Theatre of Louisville CONVERGENCE BALL Sponsorships

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We invite you to join Actors Theatre of Louisville in celebrating the artists, collaborators, and community partners who come together to make the meaningful impact of our work possible.

As a Convergence Ball sponsor, your partnership supports the year-round creation of innovative and engaging experiences at the intersection of art and service, as well as a fabulous evening filled with exuberance, exploration, and engagement that's unique to Actors Theatre.

We hope you'll join us on February 25, 2023 as we open the theater doors wide for the first-ever Actors Theatre of Louisville Convergence Ball!



Robert Barry Fleming,  
Executive Artistic  
Director

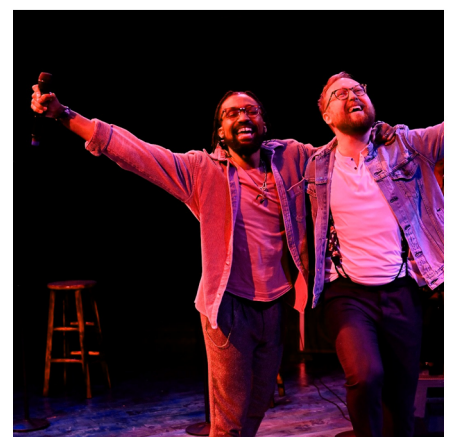
# THE CONVERGENCE BALL

**An immersive, innovative,  
celebratory experience.**

**On Saturday, February 25, 2023, our Main Street theater complex will be transformed into an immersive space for food, fun, and artistic exploration!**

The theater complex will be activated with creative expression throughout our spaces, offering guests something new to discover around every corner. From experiencing Actors Theatre's virtual-reality (VR) programming to screenings of our award winning animated shorts, the Convergence Ball offers a thrilling deep dive into our multi-platform work. The festivities will also showcase local culinary talent and a variety of vendors. Tickets range from \$25 to \$200 with varying benefits, food options, and a cash bar will be available.

The evening will culminate in exciting live performances, followed by one incredible dance party!



Allan K. Washington and Shaun Bengson in *Where the Mountain Meets the Sea*

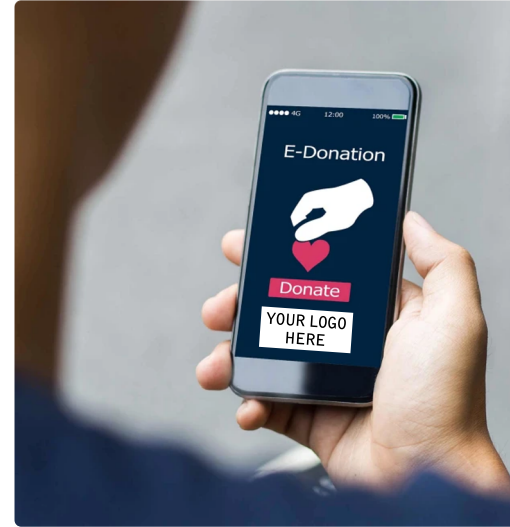
Photo credits from top to bottom:  
Karolina Grabowska, Jonathan Roberts

# RECOGNITION AND BENEFITS

Becoming a Convergence Ball sponsor is a unique opportunity to engage with Actors Theatre’s national community and support our first in-person gala event since the onset of the pandemic – which is certainly cause for celebration! Sponsorships include recognition via digital and print marketing, as well as many opportunities for acknowledgment at the event.

## Actors Theatre of Louisville Engagement Metrics:

- Website **I** 100K+ monthly website visitors
- Email marketing **I** 32K+ email subscribers
- Social media **I** 12K+ Instagram followers & 48K+ Facebook followers
- Digital engagement in 47 U.S. states and 20 countries outside of the United States, including Mexico, Canada, England, and Japan.
- Anticipating more than 200 in-person event attendees.



	\$10,000	\$5,000	\$3,000	
MARKETING BENEFITS	Logo slide featured before and between all digital screenings in the Pamela Brown Auditorium.	*		
	PSA-style ad from sponsor to be featured on lobby monitor video slideshow during event.	*		
	Sponsor info table at event.	*		
	Logo featured on printed and digital invitation.	*	*	
	Logo featured on event social media announcement.	*	*	
	Recognition as a sponsor in all relevant press releases.	*	*	*
	Logo featured on all Convergence Ball digital/email marketing and on event digital giving platform.	*	*	*
	Logo featured on Convergence Ball web page.	*	*	*
	Logo featured on event sponsor recognition signage.	*	*	*
ENGAGEMENT	<b>Tickets to Convergence Ball.</b> \$200 tickets include all \$75 ticket benefits as well as food/treats, unlimited nonalcoholic beverages, and a surprise gift box. \$75 tickets include reserved theater seating for live performance portion of evening, and two tickets to Actors Theatre's upcoming production of <i>Party People</i> . * Additional options include cash bar and food for purchase.	<b>8</b> \$200 LEVEL TICKETS	<b>6</b> \$200 LEVEL TICKETS	<b>6</b> \$75 LEVEL TICKETS
	Reserved sponsor lounge hub seating.	LOUNGE SEATING FOR 8	LOUNGE SEATING FOR 6	

# INVESTING IN IMPACT

## Access and Inclusion

Actors Theatre of Louisville is an arts and culture organization as social enterprise. As a 501c3 nonprofit dedicated to service, building community, and creating positive social change, we strive to improve the lives of Kentuckians and inspire strategies for full flourishing globally. It is critical to the success of our mission that our services be accessible and inclusive to all, and especially to those historically and systemically excluded.

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## Artistic Innovation

Actors Theatre of Louisville is committed to broadening, deepening, and diversifying the American theatre canon and telling stories that are relevant and accessible to the communities we serve, as well as responsive to the urgent issues of the moment.

Some examples of our previous and/or ongoing work are *Dracula: A Feminist Revenge Fantasy*, a new adaptation that bounces between humor and horror to reimagine the classic. This regional premiere featured an inspiring group of Kentucky artists. We highlighted the legacy of civil rights hero Fannie Lou Hamer in *FANNIE: The Music and Life of Fannie Lou Hamer*, and are reinvestigating a classic when *A Christmas Carol: Ghost Story* takes the stage.

Our focus on artistic exploration and engaging our community via multiple platforms has resulted in extended-reality (XR) experiences, animated shorts, audio plays, immersive gaming, and more. For example, *Ali Summit*, an XR collaboration, is inspired by the 1967 summit of prominent Black athletes who met to question Muhammad Ali about his conscientious objection to military service.

## Intersection of Art and Wellness

Quantitative and qualitative data support the essential nature of the arts for our personal and public health. Actors Theatre leverages our expertise in art-based practices to support our communities through productions, programs, and partnerships at the intersection of art and wellness.

Our production of *Every Brilliant Thing* dealt openly with mental illness – a key issue facing Kentuckians. It was critical to ensure that guests had access to resources they could use if ever confronting a mental health crisis. The Actors Theatre team partnered with the Louisville chapter of the National Alliance on Mental Illness to provide a list of local and national resources online and in the lobby. Additionally, NAMI Louisville Executive Director Nancy Brooks spoke to the cast and creative team to support the storytelling and their personal well-being. Finally, Actors Theatre and NAMI Louisville worked together to curate an Unscripted conversation about mental health that was streamed via social media.

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## Learning and Creative Engagement

Actors Theatre cultivates life-long learners. Invigorated by the belief that art-based tools set young people up for success in all areas of life, our Learning and Creative Engagement (LACE) initiatives offer various points of entry in school, on stage, and online.

Through our many LACE programs, which include residencies in classrooms and community centers, the New Voices program, and more, we share the tools of creative expression with young people. Last spring, we partnered with Justice Now, AMPED, JCPS, Roots 101: African American Museum, and The Kentucky Historical Society to produce *THREADS OF OUR HISTORY: Where We Intertwine*, which featured contributions from more than 50 JCPS students.



LaShondra Hood in *Dracula*;  
Gregory Maupin in *A  
Christmas Carol: Ghost Story*;  
Jon Norman Schneider in  
*Every Brilliant  
Thing*; and student  
participants in *THREADS OF  
OUR HISTORY*

Photo credits top to bottom: Jon  
Cherry, Jonathan Roberts, Denisha  
McCauley, Actors Theatre staff



## **FOR SUPPORTING OUR STORYTELLING (R)EVOLUTION.**

We invite you to join us in our mission to unlock human potential, build community, and enrich quality of life by engaging people in theatre that reflects the wonder and complexity of our time.

Together, we will continue to serve our communities by creating innovative and engaging work at the intersection of art and service. Your meaningful philanthropic support bolsters the success of these programs, which are essential to reimagining the future of American theatre and enriching the cultural life of our city.

We are grateful for your consideration and look forward to continued conversation.

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**ACTORS**  
THEATRE OF LOUISVILLE

### **CONTACT**

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213-841-1403  
[powen@actorstheatre.org](mailto:powen@actorstheatre.org)



# SPONSOR THE CONVERGENCE BALL

**Thank you for your commitment to Actors Theatre of Louisville.**

Please fill out this form and mail it to the address below. We are so grateful for your support.

- I would like to sponsor the Convergence Ball at the \$10,000 level
- I would like to sponsor the Convergence Ball at the \$5,000 level
- I would like to sponsor the Convergence Ball at the \$3,000 level
- I am not able to sponsor, but would like to donate \$\_\_\_\_\_.

Check enclosed, made out to Actors Theatre of Louisville

Credit card # \_\_\_\_\_

Please circle one:    Visa    MasterCard    AMEX    Discover

Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Please send me an invoice

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

If you have any questions, please contact Patrick Owen, Chief External Relations Officer at  
(502) 861-7122 or [powen@actorstheatre.org](mailto:powen@actorstheatre.org).

Please mail this form to:  
Actors Theatre or Louisville  
ATTN: Patrick Owen  
316 W. Main Street  
Louisville, KY 40202-9946