



2023 SPONSORSHIP OPPORTUNITIES





MISSION & VISION

Theatre is essential to the life of a great city and to its citizens. The League of Chicago Theatres is an alliance of theatres, which leverages its collective strength to support, promote and advocate for Chicago’s theatre industry. Through our work, we ensure that theatre continues to thrive in our city.

Dedicated to enhancing the art of theatre in Chicago through audience development, professional development, and support services for theatres and theatre professionals.

WHAT WE DO:

COMMUNICATION AND COMMUNITY

- Advocacy
- Broadcast Email
- Opening Night Calendar
- Jobs Board
- Auditions Board

- EDI and Leadership Training Workshops
- Networking Events
- Chicago Theatre Retreat Cottage
- Broadway In Chicago Emerging Theater Award

PROFESSIONAL DEVELOPMENT

AUDIENCE DEVELOPMENT

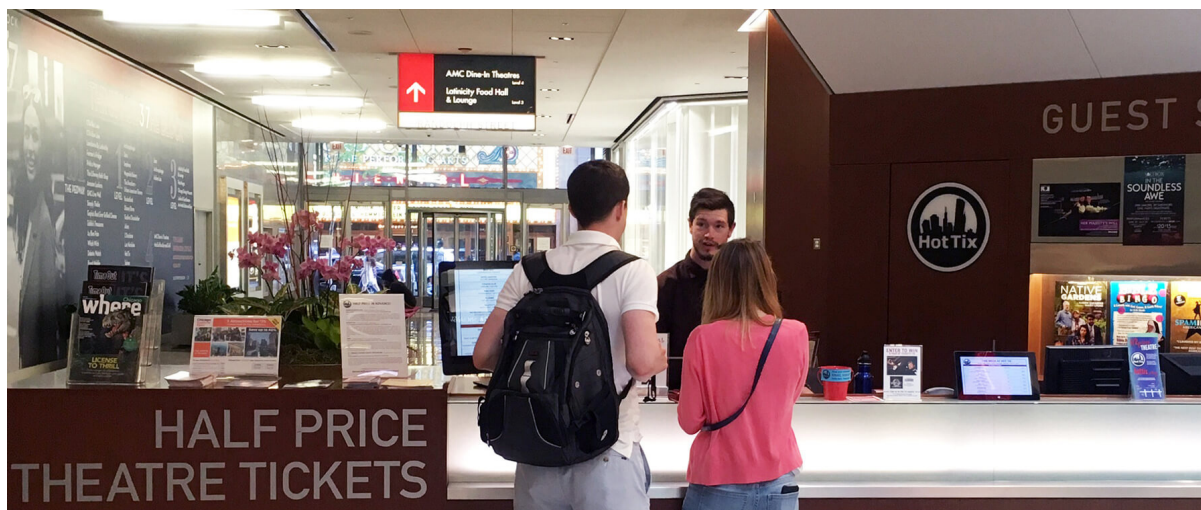
- Hot Tix, discounted ticket service
- Cooperative Advertising Program
- ComEd Powering the Arts
- Chicago Theatre Week
- SmarTix for Students

HISTORY

The League of Chicago Theatres was founded in 1979 by a small group of theaters formerly known as the Off Loop Producers Association. Their mission was to enrich and sustain the economic and cultural life in Chicago by developing marketing, advocacy and information services to strengthen the operations of member theatres. Very soon after its founding the organization launched Hot Tix, a discount program intended to increase audiences by offering half price tickets through the allocation of unsold inventory the day of the show. The first Hot Tix booth was housed in a trailer in the Block 37 lot. Hot Tix remains to this day one of the League's flagship programs now selling advance tickets online along with one downtown in-person location.

In the 1980s, when conservative groups began protesting the allocation of funds to the National Endowment for the Arts, the League successfully organized advocacy efforts aimed at continuing funding for the arts. In the 1990s, the League continued to grow and to address the needs of our members in new ways, such as organizing annual showcases for members, hosting community retreats, starting an advertising coop and raising the profile of Chicago theatre through public relations efforts and advertising campaigns.

Today the League serves many functions for the community including audience development, advocacy, government relations, grant-making, and professional development. The League remains an organization that is governed by our membership and is proud to serve more than 200 theaters. Our membership encompasses a diverse list of companies including not-for-profit and commercial operations, suburban and city-based, all-volunteer storefront operations and large regional theatres. This diverse and supportive ecosystem is a strength of our community and encourages us as a service organization to offer a wide variety of programming to meet the varied needs of our member theatres.



FROM THE EXECUTIVE DIRECTOR



When we think about theatre, we often recall the last show we saw, the experience it provided, and how it made us feel. **The stories brought to life on stage have a profound impact on us all, and they stay with us long after the final curtain call.** Each performance is a unique and dynamic experience, influenced by the audience, the actors, the set designer, the costumers, the union workers, and the director's vision. These moments create lasting memories and give us our own stories to share.

As a 501(c)(3) non-profit organization, **the League of Chicago Theatres serves as a vital resource for approximately 200 theatres in Chicago and its surrounding suburbs.** I am thrilled to inform you that our member theatres have returned to in-person performances after a brief intermission due to the covid-19 pandemic. While we celebrate this milestone of recovery, there is still much work to be done to ensure Chicago remains a world-class theatre city and we need your help.

For the past 44 years, the League has been at the forefront of promoting theatre in Chicago. We are committed to building audiences, advancing equity and inclusion, expanding resource sharing, accelerating advocacy, and uplifting new voices. **By supporting the League, you become an integral part of this journey and help us continue to share stories that resonate through time.**

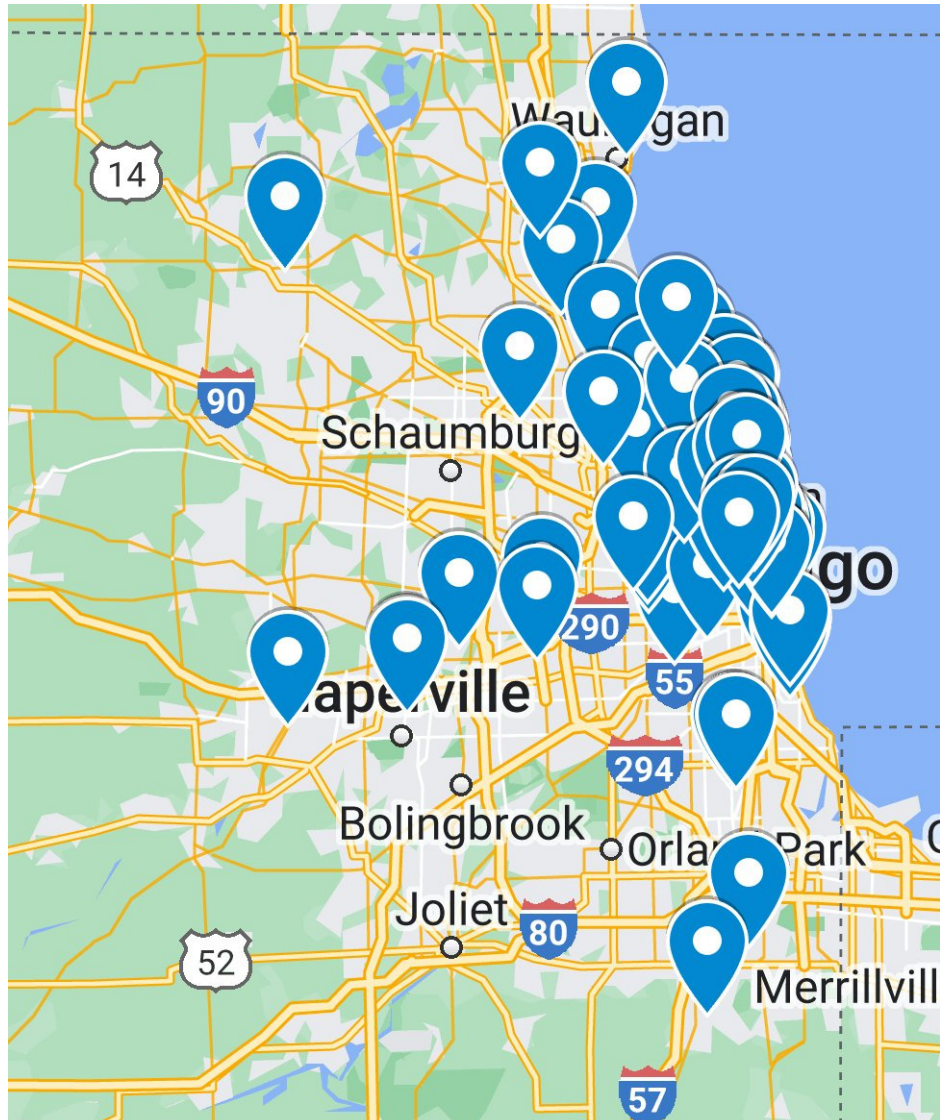
When you partner with the League, your tax-deductible donation goes a long way in supporting theatres and providing enriching experiences for audiences across Chicagoland. **By investing in Chicago's theatre community, you are not only supporting a vibrant cultural scene but also fostering social cohesion, education, and creativity.** Your contribution helps us continue to cultivate an environment where diverse voices are celebrated, and where stories have the power to bridge gaps and spark meaningful conversations.

In my role as Executive Director of the League of Chicago Theatres, I have the pleasure of working with corporations, individuals, foundations, and government agencies to bring this work to life. I invite you to join us in this important mission. **Together, we can ensure that theatre remains a thriving and accessible art form for everyone.**

Thank you for considering a donation to the League of Chicago Theatres. Together, let's create a future where the transformative power of theatre continues to enrich our lives and unite our community.



MARISSA LYNN JONES
EXECUTIVE DIRECTOR



OUR MEMBERSHIP

Our Theatre Membership is a diverse group of organizations representing theatre, music, and dance spanning across all 77 Chicago neighborhoods and surrounding Chicago suburbs with almost 200 member theatres ranging from traveling community and school troupes to opera houses with over 3,000 seats.

MEMBER THEATRES

2nd Act Players	Fleetwood Jourdan Theatre	Paramount Arts Center
A Theater In the Dark	Free Street Theater	Parker Players Theater Company
A Red Orchid	Getz Theater (Columbia College)	Pegasus Theatre
AboutFaceTheatre	Ghostlight Ensemble Theatre Company	Pemberly Productions
Actors Gymnasium	Gift Theatre Company	Perceptions Theatre
Aguijon Theater Company	Gilbert & Sullivan Opera Co., Inc	Perennial Theatre Chicago
Albany Park Theater Project	Glass Apple Theatre	Physical Festival Chicago
American Blues Theater	Golden Ticket Productions	Pivot Arts
American Eagle Productions	Goodman Theater	PlayMakers Laboratory Theatre
Annoyance Productions, Inc.	Grant Park Music Festival	Porchlight Music Theatre
Artemisia Theatre	GreatWorks Theatre	Pride Films and Plays
Artistic Home Ensemble	Greenhouse Theater	Promethean Theatre
Athenaeum Center for Thought & Culture	Griffin Theatre Co.	Prop Theatre Group
Auditorium Theatre of Roosevelt Univ.	Grippo Stage Company	Randolph Entertainment LLC (Zazou)
Aurora University Department of Theatre	Hades Danse	Raven Theatre Company
Avalanche Theatre	Harold Washington Cultural Center	Red Theatre
Babes With Blades	Harris Theater for Music and Dance	Redtwist Theatre
Beverly Arts Center	Haven Theatre Company	Refracted Theatre Co.
Beverly Theatre Guild	Hell in a Handbag Productions	Rembrandt Chamber Players
Bienen School of Music	Her Story Theatre	Remy Bumpo
Black Button Eyes Productions	High Concept Labs	Revival, The
Black Ensemble Theater	Highland Park Players	Rhapsody Theater
Blank Theatre Company	Hubbard Street Dance Chicago	Rising Stars Theatre Company
Blair Thomas and Co	Idle Muse Theatre	Rivendell Theatre Ensemble
Bluebird Arts	Imposters Theatre Co.	Rob Kolson Creative Productions (Apollo)
Blue Man Group Chicago	Improv Playhouse	Saint Sebastian Players
Bohemian Theatre Ens	International Voices Project	SecondCity
BrightSide Theatre	Invictus Theatre Company	Seven Thirty Theatre
Broadway in Chicago	iO Theater	Shattered Globe Theatre
Buffalo Theater Ensemble	Jackalope Theatre Company	Skokie Park District
Chicago Children's Theatre	Jedlicka Performing Arts	Southport Theatre LLC (Mercury)
Chicago Danztheatre Ensemble	Joffrey Ballet of Chicago	Splinter Theatre Company
Chicago Dramatists	KB Productions	Stage Left Theatre
Chicago Gay Men's Chorus	Kokandy Productions	Steep Theatre Company
Chicago Heights Drama Group	Lifeline Theatre	Steppenwolf Theatre
Chicago Latino Theater Alliance	Lookingglass Theatre Co.	Strawdog Theatre Company
Chicago Magic Company	Loyola University Chicago Theatre Departm	Subtext Theatre Company
Chicago Opera Theater	Lyric Opera of Chicago	(sub)version productions
Chicago Shakespeare Theatre	Madison Square Garden (Chicago Theatre)	Teatro Vista, Theatre with a View
Chicago Symphony Orchestra	Madison Street Theatre	The Plagiarists
Children's Theatre of Winnetka	Madkap Productions	The Story Theatre
Chopin Theatre	Marriott Theatre In Lincolnshire	The Theatre Conservatory at Roosevelt Uni
Citadel Theatre Company	McAninch Arts Center at College of DuPage (Buffalo)	The Theatre School / Depaul Univ
City Lit Theater Company	Meme Juice Productions (Drunk Shakespeare)	The Yellow Rose Theatre
CollaborAction	Metropolis Performing Arts	Theater Oobleck
Congo Square Theatre Company	Midsommer Flight	Theater Wit NFP
Connective Theatre	Miracle Center, The	Theatre Above the Law
Conspirators, The	Mudlark Theater Company	Theatre Y
Corn Productions	Museum of Contemporary Art	Theo Ubique
Court Theatre	Music Theater Works	Three Brothers Theatre
Definition Theatre	Neo-Futurists	Timeline Theatre Co.
Den Theatre Foundation	Nexus Performing Arts	Trap Door Productions
DePaul School of Music	North Riverside Theatre	UIC Theatre
Dominican Univ. Center Stage	North Shore Center	University of Chicago Theatre and Performance Studies
Dragonfly Theatre Company	orthbrook Theatre	Uptown Music Theatre of Highland Park
Drury Lane Oakbrook	Northlight Theatre	UrbanTheater Company
Facets Multi-Media	Northwestern University Theatre (Wirtz)	Visión Latino Theatre Company
Facility Theatre	Nothing Without A Company	Wanderers Theatre Company
Factory Theatre	Nuns4Fun	Water People Theater
Filament Theatre Ensemble	Oak Park Festival Theatre	West Side Show Room
Fine Arts Building	Oakton Community College	Williams Street Repertory
First Floor Theater	Oil Lamp Theater	Writer's Theatre

PROGRAM HIGHLIGHTS

PROFESSIONAL DEVELOPMENT & COMMUNITY AND COMMUNICATION

Trainings & Workshops

The League of Chicago Theatres hosts monthly and Annual workshops, trainings, and networking opportunities for Chicago area industry professionals to come together to learn new skills, meet to discuss industry-wide needs and challenges, and to build community together.

Grant Programs

The **Samuel G. Roberson Jr. Resident Fellowship** offers early to mid-career Black theater artists the opportunity to work with a Chicago-based non-profit organization in a supportive environment. The Fellowship provides the Artist with a grant of \$20,000 and the Partner Organization receives \$7,500 to support their work with the Artist. Each year, a specific category is selected as the focus area for the Fellowship.

The **ComEd Powering the Arts Program** looks to reach audiences that have otherwise been unable to access the richness of cultural offerings throughout the ComEd service area. ComEd has partnered with the League of Chicago Theatres to support cultural institutions in northern Illinois in their efforts to reach new and diverse audiences. The program has been designed to assist local institutions in these efforts by providing funding for some expenses toward these goals (grant awards of up to \$10,000 and \$25,000).



The Broadway In Chicago Emerging Theatre Award, created in 2007, allows the theatre community to acknowledge one of its own. Companies that have distinguished themselves being on the verge of great growth, both in size and scope, emerging in the footsteps of Chicago Theatre Institutions that started in the same way they did. Eligible companies must be a member of the League of Chicago Theatres, have been in existence at least 3 and no longer than 10 years, and have demonstrated artistic excellence and fiscal responsibility in business practices.

August Wilson New Voices is a national competition that gives students across the country an opportunity to explore and share the richness of August Wilson's Century Cycle. 7 cities from across the country have already partnered with us for the 2023 competition. The top 2 finalists from each regional contest will attend a finals weekend in Chicago that will include masterclasses and the national competition finals.

Industry-Wide Events

2023 Industry Career Fair - July 17, 2023

2023 Annual Gala - September 2023 (Exact Date TBD)

Chicago Theatre Week Kick-Off Party & Annual Meeting - February 2024 (Exact Date TBD)

Resources

The League of Chicago Theatres website offers a resource library for artists & theatres including topics such as Accessibility, Anti-Racism, Development, HR, Environmental, Marketing & PR, and more.

The League of Chicago Theatres also operates one of the most comprehensive Jobs & Auditions board in the city. Members of the League of Chicago Theatres can post their job and audition listings for free to attract candidates from the Chicago theatre community.



PROGRAM HIGHLIGHTS

AUDIENCE DEVELOPMENT

Hot Tix

Hot Tix is a discounted ticketing program that helps member theatres sell unsold ticket inventory for performances today, this week, as well as future dates that you choose to make available. Hot Tix tickets are sold online at HotTix.org and in-person at our downtown location. Hot Tix offers a unique blend of benefits for both member theatres and the general public.

For members, Hot Tix can perform as a marketing vehicle that helps sell unsold seats to their productions and thereby increases the positive word of mouth generated for a production. It also increases overall visibility and name recognition through inclusion on the list at the locations, on the website, through social media, and in emails.

Hot Tix sells approximately 1,000 discounted tickets per week, of which 95% of the profit is returned to the theatre.

ChicagoPlays

ChicagoPlays.com is the League's comprehensive website with show information for Chicago's vibrant theatre scene. The site promotes member theatres and their productions with a searchable show calendar, performance listings, and opportunities for patrons to engage with the Chicago theatre community. The website serves a mix of avid Chicago theatre-goers, tourists, industry professionals, and theatre companies.

Member theatres have unique login information to submit their own shows and take ownership of the content posted on the website.



Chicago Theatre Week

Presented by the League of Chicago Theatres in partnership with [Choose Chicago](#), Chicago Theatre Week (CTW) is the celebration of the rich tradition of theatre-going in Chicago. Each February, Chicago Theatre Week features \$15 and \$30 value-priced tickets to more than 100 performances at theatres across the city, from musicals to improv to dramas and beyond.

Chicago Theatre Week offers audience members the chance to visit a theatre they have never been to and see a variety of different productions, all at affordable prices that might otherwise be a barrier to entry.

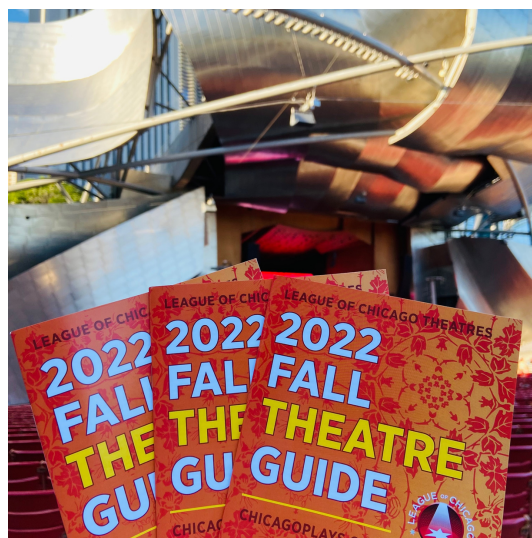
In 2023, Chicago Theatre Week had it's best sales year ever, with over 20,000 value-priced \$15 and \$30 tickets sold to 78 participating shows and 483 individual performances.

Chicago Theatre Guides

Three times each year, the League of Chicago Theatres compiles professionally printed Chicago Theatre Guides to educate and promote the vast number of Chicagoland theatre performances happening during that time. Theatre Guides are published for the Fall, Holiday, and Summers seasons.

Theatre Guides are passed out at street festivals & events, and distributed via Chambers of Commerce, public libraries, hotels, theatres, and businesses across the city.

During FY23 between the League's three Theatre Guides published in 2022 over 35,000 physical copies were distributed and the digital copies got over 19,250 pageviews on [ChicagoPlays.com](#)



IMPACT BY NUMBERS

EVENTS & PROMOTIONS

OVERALL DIGITAL REACH



672K

Total Website Users Across
5 websites

46K

Social Media Followers

HOT TIX SALES

48K

Tickets Sold in FY23

5K

Tickets Sold at Outlet Locations

95%

Of revenue returned to Member
Theatres

CHICAGO THEATRE WEEK 2023

20K

Chicago Theatre Week
Tickets Sold

78

Participating Shows

483

Individual Participating
Performances

IMPACT BY NUMBERS

EVENTS & PROMOTIONS

35K

Theatre Guides distributed

700

Event Attendees in Fiscal Year 2023

25

Festivals & Promotional Events
Attended

19

Industry Focused Events in
Fiscal Year 2023

Previous Events

July 8-10, 2022 - Square Roots Festival

July 12 - September 6, 2022 (7 dates) - Millennium Park Film Series Tabling

July 14- August 11, 2022 (3 dates) - Argyle Night Market Festival

July 24-September 4, 2022 (4 dates) - Chicago Loop Alliance Sundays on State Festival

August 15, 2022 - Marketing & Microbrews

August 30, 2022 - Development on Draft

September 7, 2022 - Addressing Learning Loss with Your arts Curriculum

September 8 & 15, 2022 - Daley Plaza Farmer's Market Tabling

September 14, 2022 - Useful Frameworks for Strategic Planning

September 24, 2022 - Chicago Live at Navy Pier Tabling

October 3, 2022 - CPR/AED & Heimlich Training

October 21-22, 2022 - 7th Annual CGTA Textile Drop/Swap & Costume Exchange

October 27, 2022 - Meet & Greet with Marissa: South Side Breakfast

November 1, 2022 - Meet & Greet with Marissa: North Suburban Happy Hour

November 3, 2022 - Meet & Greet with Marissa: West Suburban Breakfast

November 7, 2022 - How the League Can Help Advertise Your Productions

November 10, 2022 - Meet & Greet with Marissa: West Side Brunch

November 15, 2022 - Meet & Greet with Marissa: Downtown Happy Hour

December 2-18, 2022 (3 dates) - State Street Holiday Market

December 8, 2022 - Meet & Greet with Marissa: North Side Happy Hour

January 24, 2023 - Press Relations Training for League Theatres

February 6, 2023 - Library Panel: A New Year for Theatre: New Leaders, New Directions, and Exciting New Productions

February 13, 2023 - Annual Meeting & Chicago Theatre Week Kick-Off Events

February 16-26, 2023 - Chicago Theatre Week

March 21, 2023 - Trans-Inclusive Casting Workshop

April 6, 2023 - Networking event and Industry Night for Congo Square's *How Blood Go*

May 13, 2023 - ComEd Switch on Summer Tabling Event

June 8, 2023 - CGTA E Waste Recycling Event

June 8, 2023 - Networking event and Industry Night for Raven Theatres' *October Sky*

CORPORATE SPONSORSHIP OPPORTUNITIES

Everything in the Advocate category plus...

- Recognition at League Special Events
- Complimentary full page ad in all 3 seasonal Chicago Theatre Guides
- Featured promotion in 5 Broadcast email blasts

Benefactor
\$50,000+

Everything in the Enthusiast category plus...

- Logo recognition in League email blasts
- Recognition in all League press releases
- Complimentary Chicago Theatre Guide ad upgraded to full page ad
- Featured promotion in 3 Broadcast email blasts
- Custom Brand Activation

Advocate
\$25,000+

Everything in the Supporter plus...

- Logo recognition on all printed materials
- Complimentary Chicago Theatre Guide ad upgraded to horizontal ad size

Enthusiast
\$10,000+

Everything in the Affiliate category plus...

- Logo recognition on League websites
- Complimentary square ad in one seasonal Chicago Theatre Guide of your choice
- Featured promotion in 1 Broadcast email blast

Supporter
\$5,000+

- Complimentary Business Affiliate Membership
- Recognition in the League's Annual Report

Affiliate
\$1,000+



CONTACT US

For more information about our Sponsorship Opportunities, Programs, or how to get involved with the League of Chicago Theatres, contact Hayley Ross, Marketing Director at hayley@chicagoplays.com

We look forward to connecting with you!

OUR WEBSITES:

LeagueofChicagoTheatres.org

ChicagoPlays.com

Hottix.org