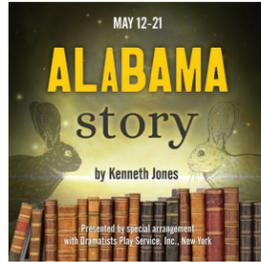


# 2023 MAINSTAGE SEASON



## Alabama Story

By Kenneth Jones

Play | May 12–21

The Civil Rights Movement clashes with Jim Crow South when a book about a white rabbit who marries a black rabbit pits a librarian against a prejudice senator. While these two face off in a battle of wits, the real-life struggle against segregation plays out between a white girl and a black boy. The dark reality of segregation and hate collides with the hope and courage of the Civil Rights Movement in this play based on true events.

PG: • Adult Content • Racial topics



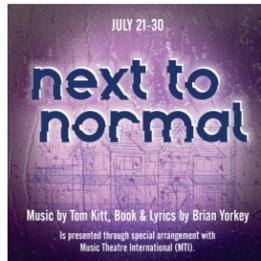
## Forever Plaid

By Stuart Ross

Musical Comedy | June 16–25

A blast from the past, this musical will keep you laughing and singing all night. Four young men on the road to fame are killed unexpectedly in a car crash, but they're not going to rest in peace just yet. They take the stage for one final gig in this goofy 1950s nostalgia trip that's guaranteed to be a ball!

PG: • Some Adult Humor



## Next to Normal

Book & Lyrics by Brian Yorkey

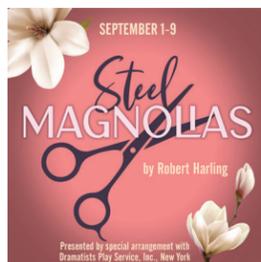
Music by Tom Kitt

Musical | July 21–30

Winner of the Pulitzer Prize and multiple Tony Awards, *Next to Normal* is set in the ideal world of the American suburb. This rock musical is an undaunting look at the challenges of living with a mental disorder. Diana's private battle with depression, and the impact it has on her family, is at odds with the "normal" face she puts on for the neighbors. As she and her family attempt to cope, they face the difficult choices that must be made in order to survive.

PG-13: • Adult Language and Content

- Discussions of Prescription Drug Use
- Discussions of Suicide and Self-Harm



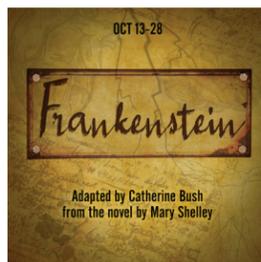
## Steel Magnolias

By Robert Harling

Play | September 1–9

The inner strength and compassion of women is brought to life in this moving story of friendship. Set in Chinquapin, LA, six devoted friends laugh, cry and survive everything life throws at them with wit, style and good old-fashioned southern charm. When tragedy strikes, the strong bond these women share holds them together, proving they truly are made of steel.

PG: • Adult Content • Death/Dying



## Frankenstein

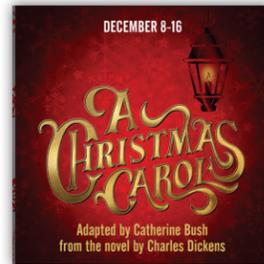
Adapted by Catherine Bush

From the novel by Mary Shelley

Play | October 13–28

In search of a cure for death, Victor Frankenstein plays God but isn't prepared for the consequences of his dangerous experiments. Misunderstood and ostracized by everyone he meets, Frankenstein's monster takes out his grief on the loved ones in Victor's life, forcing him to face his creation. This adaptation of Mary Shelley's classic will make you wonder if Victor made a monster, or if he made a man the world turned into a monster.

PG: • Adult Content • Depictions of Violence • Death/Dying



## A Christmas Carol

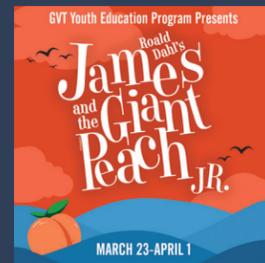
Adapted by Catherine Bush

From the novel by Charles Dickens

Play with Music | December 8–16

In Charles Dickens' timeless masterpiece, Ebenezer Scrooge must face the ghosts of his past, the reality of his present and the grim future that awaits him. With the help of three holiday Ghosts, Scrooge goes on a journey of self-discovery that teaches him the value of generosity, kindness and brotherhood. This innovative new production is guaranteed to satisfy the young and young at heart during the holiday season.

PG: • Frightening images



## James and the Giant Peach

Words and Music by Benj Pasek and Justin Paul

Book by Timothy Allen McDonald

Based on the Book *James and the Giant Peach* by Roald Dahl

Education Musical | March 23–April 1

When James is sent by his conniving aunts to chop down their old fruit tree, he discovers a magic potion that grows a tremendous peach, rolls into the ocean and launches a journey of enormous proportions. James befriends a collection of singing insects that ride the giant piece of fruit across the ocean, facing hunger, sharks and plenty of disagreements along the way.



GVT programs are presented with financial assistance from the West Virginia Department of Arts, Culture & History and the National Endowment for the Arts, with approval from the West Virginia Commission on the Arts.

**Productions and dates are subject to change.**

# 2023 SEASON SPONSORSHIP



GREENBRIER  
VALLEY THEATRE

THE STATE PROFESSIONAL THEATRE  
OF

*West Virginia*

# SEASON 56

PUT YOUR BUSINESS  
IN THE

*Spotlight*



# ABOUT GREENBRIER VALLEY THEATRE

Greenbrier Valley Theatre (GVT) will be returning for its 56th season with a full schedule of 6 productions. 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.

## SPECIAL 2023 OFFERS

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.

## 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.

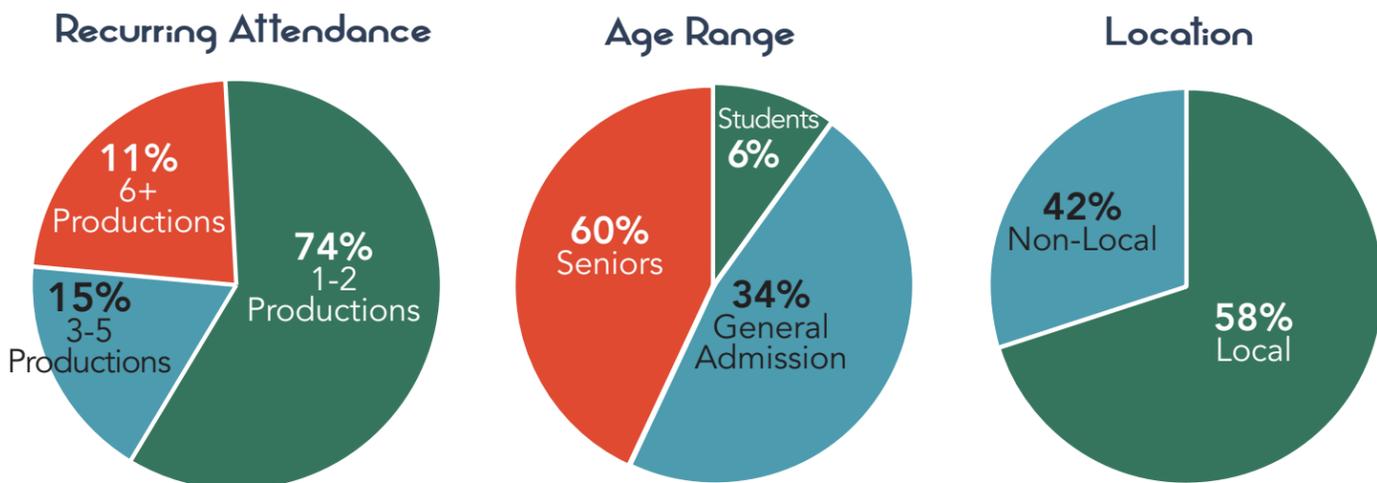
## HOW TO BECOME A SPONSOR

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 Development Office at 304-645-3838 x110 or [development@gvtheatre.org](mailto:development@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 audience in 2022 saw patrons from 29 US States, the District of Columbia, and abroad.



304-645-3838 | 1038 Washington Street East, Lewisburg, WV 24901

# 2023 SPONSORSHIP OPPORTUNITIES

## MARQUEE SPONSORSHIP

Marquee Sponsorship Deadline: March 27, 2023

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<br>FULL SEASON  | \$10,000<br>INDIVIDUAL PRODUCTION  |
|--|--|
| <ul style="list-style-type: none"> <li>• Recognition in Pre-Show Announcement</li> <li>• 96 Tickets</li> </ul> | <ul style="list-style-type: none"> <li>• Recognition in Pre-Show Announcement</li> <li>• 32 Tickets</li> </ul> |

## SEASON SPONSORSHIP - COLOR COVER

Color Cover Deadline: April 10, 2023

- | \$10,000  | \$5,000  |
|---|--|
| <ul style="list-style-type: none"> <li>• Half Page Ad Back Color Cover</li> <li>• Recognition in Pre-Show Announcement</li> <li>• 32 Tickets</li> </ul> | <ul style="list-style-type: none"> <li>• Quarter Page Ad Inside Color Cover</li> <li>• Recognition in Pre-Show Announcement</li> <li>• 12 Tickets</li> </ul> |
| \$2,500   | \$1,000  |
| <ul style="list-style-type: none"> <li>• Business Card Ad Inside Color Cover</li> <li>• 6 Tickets</li> </ul>  | <ul style="list-style-type: none"> <li>• Spotlight Ad Inside Color Cover</li> <li>• 6 Tickets</li> </ul>   |

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 Development Office at 304-645-3838 ext. 110 or [development@gvtheatre.org](mailto:development@gvtheatre.org) to secure your place.

## SEASON SPONSORSHIP - BLACK & WHITE

In-Program Deadline: April 24, 2023

- | \$2,000  | \$1,000   | \$500   | \$300  |
|--|---|---|--|
| <ul style="list-style-type: none"> <li>• Full Page Ad In Program</li> <li>• 6 Tickets</li> </ul> | <ul style="list-style-type: none"> <li>• 1/2 Page Ad In Program</li> <li>• 6 Tickets</li> </ul> | <ul style="list-style-type: none"> <li>• 1/4 Page Ad In Program</li> <li>• 4 Tickets</li> </ul> | <ul style="list-style-type: none"> <li>• Business Card Ad In Program</li> <li>• 2 Tickets</li> </ul> |

## 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        | \$300                 |
|--------------|-----------------------|
| 1 Production | per production        |
|              | 2 or More Productions |