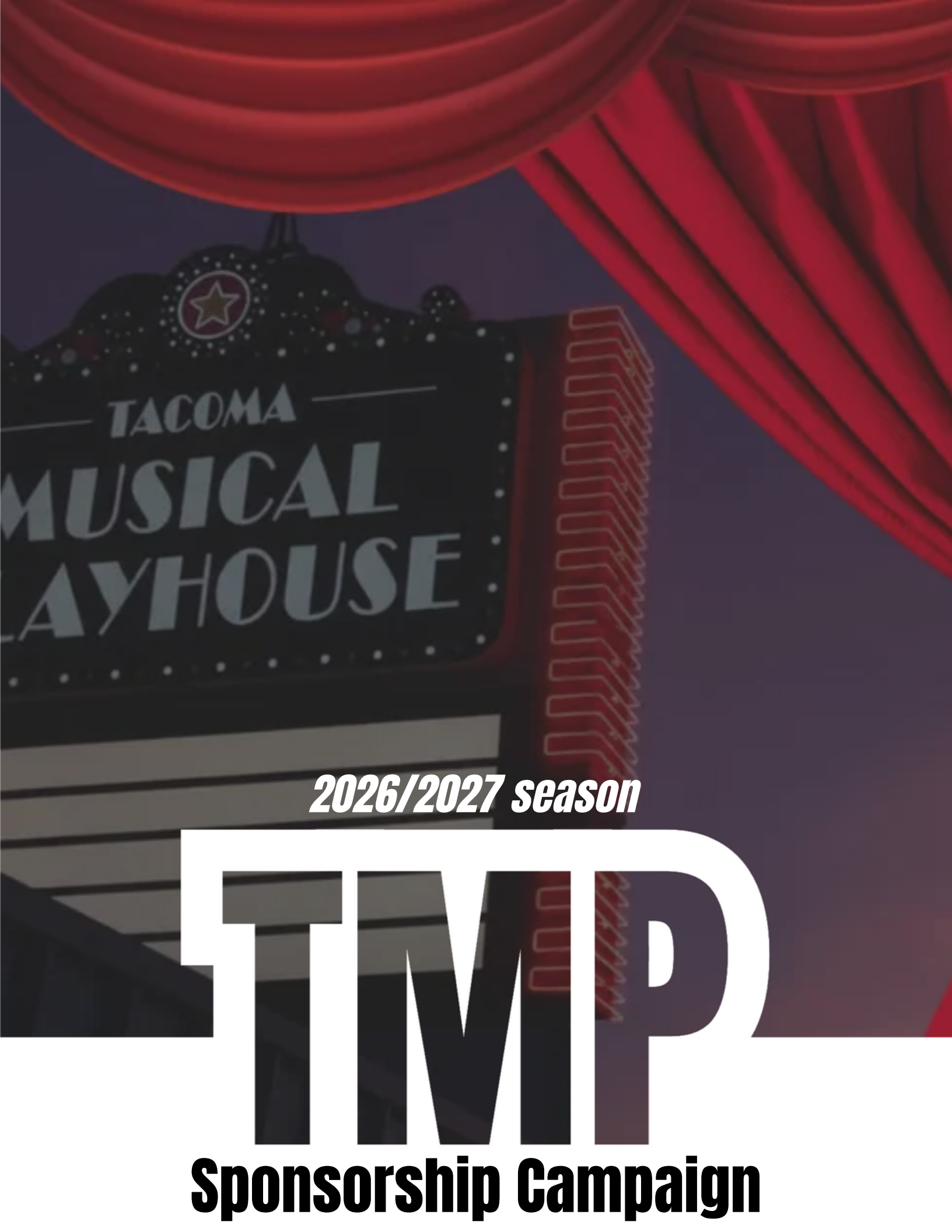




2026/2027 season

TMP

Sponsorship Campaign

2026-2027 Season



Tacoma Musical Playhouse (TMP) is one of the Pacific Northwest's leading performing arts organizations and the largest community theater in the region. Recognized nationally and internationally for artistic excellence—including national and international awards for productions such as *The Addams Family*—TMP has become a cultural cornerstone in Tacoma and beyond.

From its humble beginnings at the Annie Wright Kemper Center, to a church basement, and eventually to its current home at the Narrows Theatre, TMP has experienced remarkable growth while remaining dedicated to its mission of making high-quality musical theater accessible to the community. Today, TMP welcomes audiences to a 390-seat venue and operates with an annual budget of approximately \$2.8 million.

Each season, TMP produces six Mainstage productions and two Family Theater productions, serving tens of thousands of audience members from across the South Sound region. In addition to its performance season, TMP's thriving education programs provide year-round opportunities for youth ages 5–18 through classes, workshops, camps, and fully staged productions. Through CampTMP and other educational initiatives, young artists develop confidence, creativity, teamwork, and lifelong appreciation for the arts.

TMP's mission is simple yet powerful:

"Inspiring and enriching the lives of our diverse community through musical theater."

For more than three decades, TMP has fulfilled this mission by creating transformative artistic experiences that entertain, educate, and bring people together. Whether a production sparks meaningful conversations, delivers unforgettable laughter, or creates deeply moving emotional moments, TMP believes the performing arts have the power to strengthen communities and enrich lives.

Our audiences have experienced acclaimed productions including *Singin' in the Rain*, *Man of La Mancha*, *La Cage aux Folles*, *West Side Story*, *My Fair Lady*, *Elf*, *The Drowsy Chaperone*, and *Cinderella*. By presenting a diverse range of productions, TMP ensures there is something for every generation, background, and interest.

Why Partner with TMP?

A sponsorship with Tacoma Musical Playhouse aligns your organization with one of the region's most respected arts



organizations while demonstrating a commitment to education, community engagement, and cultural enrichment.

Sponsors gain meaningful visibility among a loyal and diverse audience while helping sustain opportunities for local artists, youth education programs, and accessible, high-quality performing arts experiences throughout the South Sound.

Together, we can continue to inspire audiences, develop future generations of artists, and strengthen the vibrant cultural fabric of our community.



**Joseph and the Amazing Technicolor
Dreamcoat 2022**

What to know about TMP

Partnering with Tacoma Musical Playhouse offers businesses a unique opportunity to connect with a highly engaged and diverse audience throughout the South Sound community.

With a seating capacity of 390 and annual attendance exceeding 32,000 patrons, Tacoma Musical Playhouse provides meaningful exposure for corporate sponsors. Sponsor recognition and advertising opportunities appear in our printed show programs, which are distributed to every patron attending our productions. These programs are also available online, attracting an average of 2,084 visitors each month, extending sponsor visibility well beyond the theater walls.

Our marketing efforts further amplify sponsor exposure through regional transit advertising. TMP productions generate approximately 2.8 million impressions through bus advertising campaigns, reaching audiences across the greater Tacoma area and expanding brand awareness to thousands of potential customers outside our regular patron base.

In addition, Tacoma Musical Playhouse maintains a strong and growing digital presence. Across our social media platforms, we engage a community of more than 15,000 followers, providing sponsors with valuable opportunities to reach and connect with an active audience through online promotions and content.

In addition to traditional advertising, Tacoma Musical Playhouse productions are frequently featured on CityLine Tacoma, a popular local television program with a strong regional following. These interviews provide sponsors with added visibility through broadcast and digital media channels, helping extend the reach of our productions and promotional messaging to audiences beyond our existing patron base.

By sponsoring Tacoma Musical Playhouse, your organization is not only gaining access to significant marketing and brand visibility opportunities—it is also investing in arts education, cultural enrichment, and the continued growth of community theater in our region.

TMP will be visiting CityLine Tacoma on the following dates for next season's productions:

September 3, 2026
November 12, 2026
January 7, 2027
February 11, 2027
March 25, 2027
May 6, 2027
June 24, 2027

All season sponsors will be thanked during our visits to CityLine and in any press-related promotions.



The Prom 2024

Types of TMP Sponsorships

Programming Partners

- Season Presenting Sponsor
- Premier Production Sponsor
- Production Sponsor
- Family Theater Season Sponsor
- Family Theater Production Sponsor

Education Partners

- CampTMP Season Sponsor
- Team One Sponsor
- CampTMP Program Sponsor
- Spire Education Center Partner



Audience Experience Partners

- Official Playbill Partner
- Official Marketing Partner
- Marketing Resources Sponsor
- Intermission Sponsor
- Lobby Experience Sponsor
- Patron Experience Partner



Operations & Facilities Partners

- Facilities Partner
- Main Campus Partner
- Behind the Scenes Partner

Season Presenting Sponsor

(6 Shows)\$45,000

Presenting the Magic of an Entire Season

As the Season Presenting Sponsor, your organization plays a leading role in bringing Tacoma Musical Playhouse's entire Mainstage season to life. Your partnership supports six exceptional productions while connecting your brand with thousands of patrons and demonstrating a lasting commitment to arts, culture, and community.

- "Season Presented By" recognition before every performance
- Branding on mainstage marketing materials
- Company name seen onstage in sponsored productions
- Full-page ad in every program
- Website and social media profile recognition all year
- Production-related podcast and video sponsorship recognition
- Featured social media campaign once a month
- 5 Opening Night complimentary tickets
- \$5 off single tickets for company employees
- Opening Night backstage private tours after the performance for up to 5 people

Premier Production Sponsor

(3 Shows)\$27,000

Supporting Three Unforgettable Productions

As the Premier Production Sponsor, your organization helps bring three Mainstage productions of your choice to life, providing audiences with memorable theatrical experiences while supporting the artists, volunteers, and creative teams who make each production possible.

- "Season Presented By" recognition before every performance
- Branding on mainstage marketing materials
- Company name seen onstage in sponsored productions
- Full-page ad in every program
- Website and social media profile recognition all year
- Production-related podcast and video sponsorship recognition
- Featured social media campaign once a month
- 5 Opening Night complimentary tickets
- \$5 off single tickets for company employees
- Opening Night backstage private tours after the performance for up to 5 people



Production Sponsor

(1 Show)\$10,000

Bringing One Story to the Stage

As the Production Sponsor, your organization makes it possible for one Mainstage production of your choice to inspire, entertain, and connect our community. Your support helps transform creative vision into unforgettable live theater.

- "Season Presented By" recognition before every performance
- Branding on mainstage marketing materials
- Company name seen onstage in sponsored productions
- Full-page ad in every program
- Website and social media profile recognition all year
- Production-related podcast and video sponsorship recognition
- Featured social media campaign once a month
- 5 Opening Night complimentary tickets
- \$5 off single tickets for company employees
- Opening Night backstage private tours after the performance for up to 5 people

Family Theater Season Sponsor

(2 Shows)\$15,000

Inspiring Families Through Live Theater

As the Family Theater Season Sponsor, your organization helps introduce children and families to the joy of live theater through engaging performances designed to spark imagination, creativity, and a lifelong love of the arts.

- Family Theater Season Presented By recognition before all performances
- Logo placement on all Family Theater marketing materials
- Full-page advertisement in both Family Theater programs
- Company featured on Family Theater webpage
- Recognition in Family Theater emails and social media posts
- Lobby digital display recognition throughout the Family Theater season
- Recognition in Family Theater press releases and media appearances
- 5 Complimentary tickets for Family Theater shows
- \$5 off single tickets for company employees
- "Family Fun Day presented by [Sponsor]" once per show. Featuring simple activities like crafts, story time, or photo opportunities.



Family Theater Production Sponsor

(1 Show)\$8,000

Creating Magical Moments for Young Audiences

As the Family Theater Production Sponsor, your organization helps bring one family-friendly production to life, creating memorable experiences that inspire children and bring families together through the performing arts.

- Family Theater Season Presented By recognition before all performances
- Logo placement on all Family Theater marketing materials
- Full-page advertisement in both Family Theater programs
- Company featured on Family Theater webpage
- Recognition in Family Theater emails and social media posts
- Lobby digital display recognition throughout the Family Theater season
- Recognition in Family Theater press releases and media appearances
- 5 Complimentary tickets for Family Theater shows
- \$5 off single tickets for company employees
- "Family Fun Day presented by [Sponsor]" once per show. Featuring simple activities like crafts, story time, or photo opportunities.

CampTMP Season Sponsor

\$25,000

Inspiring the Next Generation of Artists

As the CampTMP Season Sponsor, your organization helps provide exceptional performing arts education for all ages throughout our community, supporting our camps, classes, academies, and The Young at Heart Players. Your support empowers artists of all ages to build confidence, creativity, collaboration, and lifelong skills through theater.

- "CampTMP Presented By" recognition across all educational programs.
- Logo placement on CampTMP marketing materials and registration information
- Recognition on the CampTMP webpage
- Recognition in parent newsletters, registration emails, and CampTMP social media posts
- Prominent lobby recognition during camp performances
- Sponsor logo on camper T-shirts or camp keepsakes as applicable
- 5 Complimentary tickets to one CampTMP production of your choice
- Personalized thank-you letter



Team One Sponsor

\$5,000

Helping Young Performers Reach New Heights

As the Team One Sponsor, your organization helps talented young performers represent Tacoma Musical Playhouse through travel and competition at the Jr. Theater Festival.

- Recognition as an Official Sponsor of Team One
- Company logo on Team One webpage
- Recognition in Team One emails and social media throughout the season
- Sponsor recognition at Team One showcase performance and fundraising events
- Verbal acknowledgment during the showcase performance
- 5 Complimentary tickets to the showcase performance
- Meet-and-greet opportunity with Team One performers after the showcase performance
- Personalized thank-you letter

CampTMP Program Sponsor

\$1,000

Supporting Arts Education One Program at a Time

As the CampTMP Program Sponsor, your organization helps provide meaningful arts education experiences by supporting the CampTMP program of your choice. Your generosity creates opportunities for students to learn, grow, and discover their creative potential.

- Recognition as an Official Sponsor of the chosen program
- Company logo on the CampTMP webpage
- Recognition in CampTMP emails and social media throughout the season
- Sponsor recognition at the sponsored program performances
- 5 Complimentary tickets to the sponsored performance
- Personalized thank-you letter



James and the Giant Peach 2024



Junie B.'s Essential Survival Guide to School 2024



Facilities Partner

\$24,000

Preserving the Spaces Where Creativity Thrives

As the Facilities Partner, your organization helps maintain Tacoma Musical Playhouse's theaters, classrooms, rehearsal halls, and creative spaces. Your investment ensures that thousands of patrons, students, volunteers, and artists have safe, welcoming places to gather, learn, and perform.

- Recognition as an Official Facilities Partner of TMP
- Recognition on the TMP website
- Year-long recognition on digital lobby display
- Featured social media and behind-the-scenes facility spotlight
- Recognition related to facility improvement projects and community stewardship
- 5 Complimentary tickets to 2 TMP productions
- \$5 off single tickets for company employees
- Annual behind-the-scenes facilities tour

Main Campus Partner

\$16,000

Supporting the Home of Tacoma Musical Playhouse

As the Main Campus Partner, your organization helps preserve the flagship home of Tacoma Musical Playhouse, ensuring that audiences, artists, and volunteers continue to enjoy a vibrant and welcoming environment for performances and community engagement.

- Recognition as an Official Facilities Partner of TMP
- Recognition on the TMP website
- Year-long recognition on digital lobby display
- Featured social media and behind-the-scenes facility spotlight
- Recognition related to facility improvement projects and community stewardship
- 5 Complimentary tickets to 2 TMP productions
- \$5 off single tickets for company employees
- Annual behind-the-scenes facilities tour



Beautiful: The Carole King Musical 2024



Annie 2025



Spire Education Center Partner

\$8,000

Where Every Performance Begins

As the Spire Education Center Partner, your organization supports the creative spaces where students learn, performers rehearse, and future productions take shape. Your partnership helps foster education, collaboration, and artistic growth every day.

- Recognition as an Official Facilities Partner of TMP
- Recognition on the TMP website
- Year-long recognition on digital lobby display
- Featured social media and behind-the-scenes facility spotlight
- Recognition related to facility improvement projects and community stewardship
- 5 Complimentary tickets to 2 TMP productions
- \$5 off single tickets for company employees
- Annual behind-the-scenes facilities tour

Official Playbill Partner

\$18,000

Enhancing Every Patron's Theater Experience

As the Official Playbill Partner, your organization helps create an important part of every guest's theater experience. The playbill connects audiences with the stories on stage while serving as a lasting keepsake of each production.

- Recognition as an Official Playbill Partner
- Full-page advertisement in all programs
- Logo placement in every program
- Recognition on digital lobby displays
- Recognition on the TMP webpage
- Featured recognition on social media throughout the season
- Recognition before every performance





Official Marketing Sponsor

\$12,000

Connecting Our Community to the Arts

As the Official Marketing Partner, your organization helps share the excitement of Tacoma Musical Playhouse with audiences throughout the South Sound. Your support expands awareness of our productions, educational programs, and community events, helping more people discover the power of live theater.

- Recognition as an Official Playbill Partner
- Full-page advertisement in all programs
- Logo placement in every program
- Recognition on digital lobby displays
- Recognition on the TMP webpage
- Featured recognition on social media throughout the season
- Recognition before every performance

Marketing Resources Sponsor

\$6,000

Helping Us Share Our Story

As the Marketing Resources Sponsor, your organization provides the creative tools and materials that help Tacoma Musical Playhouse promote performances, educational opportunities, and community programs, ensuring our message reaches audiences across the region.

- Recognition as an Official Playbill Partner
- Full-page advertisement in all programs
- Logo placement in every program
- Recognition on digital lobby displays
- Recognition on the TMP webpage
- Featured recognition on social media throughout the season
- Recognition before every performance



Patron Experience Partner

\$8,000

Creating a Warm Welcome for Every Guest

As the Patron Experience Partner, your organization helps ensure every visit to Tacoma Musical Playhouse begins with a welcoming, comfortable, and enjoyable experience. Your support enhances the environment that allows audiences to focus on the magic unfolding on stage.

- Recognition as an Official Patron Experience Partner
- Recognition on the TMP webpage and in the TMP Annual Report
- Recognition plaque in the main theater lobby
- Digital lobby recognition throughout the season
- Recognition in season programs
- One partnership announcement and two sponsor appreciation social media posts
- Recognition in one TMP email newsletter
- Two \$5 Complimentary concession vouchers for sponsored performances (excluding alcohol purchases)

Intermission Sponsor

\$6,000

Bringing People Together Between the Acts

As the Intermission Sponsor, your organization enhances one of the most enjoyable parts of the theater experience by supporting refreshments and hospitality during intermission, creating opportunities for audiences to connect and celebrate live theater together.

- Recognition as an Official Intermission Sponsor
- Logo displayed at concession locations throughout the Mainstage season
- Recognition in all Mainstage programs
- Logo on the TMP webpage
- One partnership announcement and two sponsor appreciation social media posts
- Recognition in one TMP email newsletter
- Digital lobby recognition throughout the season
- Two \$10 Complimentary concession vouchers for sponsored performances (excluding alcohol purchases)





Lobby Experience Sponsor

\$4,000

Creating a Memorable First Impression

As the Lobby Experience Sponsor, your organization helps create an inviting and engaging atmosphere from the moment guests arrive. Your support enhances the theater's lobby with displays, information, and welcoming spaces that enrich every visit.

- Recognition as an Official Lobby Experience Sponsor
- Logo on the TMP webpage
- Recognition on selected lobby displays and digital screens
- Sponsor listing in all programs
- One partnership announcement and one sponsor appreciation social media post

Behind the Scenes Partner

\$3,000

Supporting the Daily Operations of Tacoma Musical Playhouse

As the Behind the Scenes Partner, your organization helps provide the everyday resources that keep Tacoma Musical Playhouse running smoothly. From rehearsal preparations and volunteer support to administrative operations and guest services, your investment strengthens the foundation that allows exceptional theater and arts education to flourish.

- Recognition as a Behind-the-Scenes Partner
- Logo on the TMP webpage
- Recognition in all Mainstage programs
- Digital lobby recognition throughout the season
- One partnership announcement and one sponsor appreciation social media post



Advertise with us!



Hairspray 2026

TMP offers advertisement spaces in our programs and on our digital screens and email blasts in various sizes which can be seen below!

Our lobby and auditorium screens are 75" and play advertisements on a loop before the show begins and during intermission. The Playhouse Post is sent out once per month to our email subscribers.

Full page - 5.5 x 8.5

Inside Front Cover - 5.5 x 8.5

Inside Back Cover - 5.5 x 8.5

Half Page - 5.5 x 4.25

Third Page - 5.5 x 2.75

Fourth Page -
4.25 x 2.75

Business Card -
2 x 2.75

Pricing can be found on the next page.

Program Advertisement Pricing

	FULL SEASON	THREE SHOWS	SINGLE SHOW
INSIDE FRONT COVER	\$1,500	\$750	\$300
INSIDE BACK COVER	\$1,250	\$625	\$250
FULL PAGE	\$900	\$450	\$175
HALF PAGE	\$550	\$300	\$125
THIRD PAGE	\$425	\$250	\$100
FOURTH PAGE	\$325	\$190	\$75
BUSINESS CARD	\$225	\$125	\$50



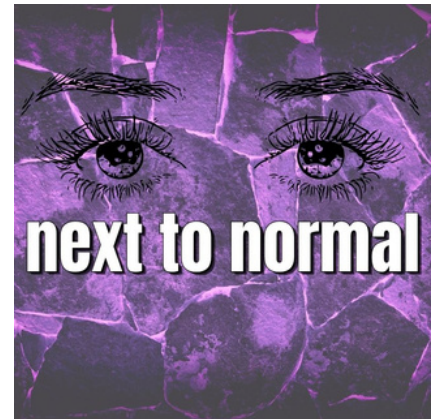
Digital Advertisement Pricing

	SEASON/PACKAGE RATE	INDIVIDUAL RATE
ON SITE DIGITAL DISPLAYS	\$500/season	\$150/show
PLAYHOUSE POST	\$2,500/year	\$300/issue
WEEKLY PODCAST	\$2,500 for 52 episodes	\$220/episode



2026-2027 Season Shows

Mainstage



Family Theater

