



**2026 SPONSORSHIP
PROPOSAL**

NEW LIGHT THEATRE

OUR MISSION & OUR VISION

ABOUT US:

Founded in 2018, New Light Theatre is a 501(c)(3) nonprofit professional theatre company based out of northern Delaware. New Light Theatre produces high-quality theatre, provides educational apprenticeships and masterclasses to emerging young theatre artists, and works in the local community to bring awareness important aspects of the human condition.

OUR MISSION:

New Light Theatre is committed to producing works that bring light to the darkness, and to examine the human condition and deepen our empathy and connection with one another. While producing meaningful artistic experiences with our collaborators and our audience, we will also seek to improve the human condition by partnering with a thematically connected charitable cause on behalf of each production to raise awareness and support. New Light Theatre places special emphasis on providing opportunities for emerging young theatre artists to work in a professional setting.

OUR VISION:

We believe that theatre has the power to be a force for change in the world, to bring light to the darkness, to connect us in the human experience and deepen our empathy and understanding of one another. We wish to pursue the idea of illuminating and contributing to causes that improve the human condition as we dedicate ourselves to meaningful artistic experiences. Our vision is to:

- Produce theatrical works of the highest quality
- Challenge audience and collaborators to explore stigmatized or unseen aspects of the human condition beyond the experience of the production itself
- Partner with charities that aim to improve the human condition through programming and public awareness
- Advance mission of awareness and support with a focus on diversity, equity, and inclusion efforts
- Provide educational opportunities to emerging theatre artists

In the past 2 years, New Light Theatre has been nominated for 10 Barrymore awards, Philadelphia's regional awards for theatrical excellence, and won 2 for *Fun Home* and *Kinky Boots*.



OUR MISSION OF CHARITABLE PARTNERSHIP

PARTNERING WITH CHARITABLE CAUSES:

Central to our mission is using each production and the themes within the show to spread awareness of a particular aspect of the human condition. We educate our collaborators and audience members on the vital work our charitable partners do through education sessions, social media engagement and moderated post-performance conversations. A portion of all proceeds are donated to our partner charity.

Production	Theme of focus	Partner / Supported Charitable Organization
 <i>Next to Normal</i> (2018)	Mental health	Brain and Behavior Research Foundation 
 <i>Dogfight</i> (2019)	Veteran Support	Hope For The Warriors 
 <i>Othello</i> (2020)	Domestic Violence	Delaware Coalition Against Domestic Violence 
 <i>Citizen: An American Lyric</i> (2021)	Racial Equity	DE Coalition to Dismantle the New Jim Crow 
 <i>Shakespeare's R&J</i> (2022)	LGBTQ+ Support	PFLAG Delaware 
 <i>RENT</i> (2022)	AIDS/HIV	AIDS Delaware 
 <i>A View from the Bridge</i> (2023)	Refugee Crisis	Refugee Integration at Jewish Family Services 
 <i>Godspell</i> (2023)	Community Development	REACH Riverside 
 <i>Fun Home</i> (2024)	Mental health	NAMI Delaware  Delaware
 <i>Kinky Boots</i> (2024)	LGBTQ+ Support	United Way of DE Pride Council 
 <i>Our Town</i> (2025)	Aging	Delaware Hospice 

SPONSORSHIP OPPORTUNITIES

WHY SUPPORT NEW LIGHT THEATRE?

- By sponsoring New Light Theatre, you are saying that your company is committed to the arts and enriching the lives the community.
- Our audiences are your prospective customers; your name and brand will be associated with high quality productions.
- Your support will further the mission of providing emerging young theatre artists the opportunity to learn in a professional setting.
- Your support increases awareness and engagement with our partner charity and their mission in the community.

SPONSORSHIP LEVELS

	PRODUCTION SPONSOR (\$3,000)	PERFORMANCE SPONSOR (\$1,500)	FRIEND OF THE COMPANY (\$500)
Tax Receipt	✓	✓	✓
Logo / link on NLT website	✓	✓	✓
Program Ad	Full page (all productions)	Full page (all productions)	½ page (all productions)
Social media posts expressing our thanks / promoting your business	4	2	1
Complimentary Tickets	4	2	
Thank in preshow announcement	✓		
Name / logo in lobby display	✓		

OR...sponsor a specific need for a production

Sponsoring a specific need for the show enables us to enhance the quality of the production. 98% of all our fundraising goes directly into our production. Choose from one or more of the below and receive a credit in the program for your sponsorship:

- An actor's stipend: \$3,000
- Sponsor a designer (lighting, costumes): \$3,000
- Sponsor an apprentice: \$1,500



OUR REACH

"I've been steadily impressed by the efforts made by your young company and I know that I would like to be a part of supporting its growth and early expression."

"Excellent impactful content beautifully supported by the production."

"Well done inspirational theater"

"You should definitely be proud of your work for creating such an outwardly fantastic and loving environment."



3,000+ subscribers

"Telling this story with such a talented cast, crew, and creative team created a theatre event of great value beyond entertainment."

"For a new company, NLT is killin it in my eyes"

"NLT is a gem and rare in our small state of Delaware! The work you do is truly a gift to the world!!"

4,000+ followers



"You are developing the kind of theatre company the world needs right now."

"I am a fan for life - thank you!"

"Such a unique approach to integrating art and social justice"

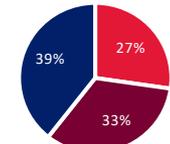
"Exceptional show, highlighted important and relevant issues, but it is still art and it is a way to talk about those topics"

"Emotional, connected, moving art, that brings people together."

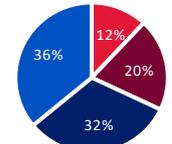


5,000+ audience members

Audience Age



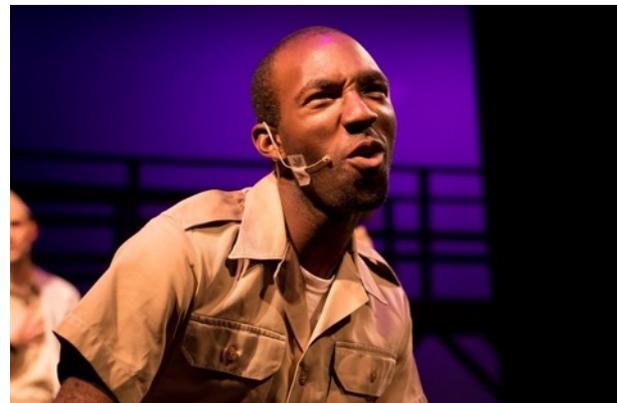
Audience Income



■ Under 30 ■ 30-49 ■ 50+ ■ <\$35K ■ \$35K-\$75K ■ \$75K-\$150K ■ \$150K+

CURRENT & PAST CORPORATE SPONSORS





We look forward to your engagement!

Please contact us:

www.newlighttheatre.com/corporate-sponsorship

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