

GALA

October 26, 2017

HONORARY CHAIR: HARVEY FIERSTEIN

CHAIR: Gretchen Shugart, *President of Arts & Culture, AudienceView*

STEERING COMMITTEE:

Frank Carucci, Jeff Haley, Joan Rose, Sonya Soutus and Joel Zwick

HONORING: DARREN SUSSMAN

TheaterMania/OvationTix Co-Founder/Downtown Entrepreneur/Producer

For his visionary and innovative work on behalf of small and mid-sized performing arts organizations

SAM SHEPARD: A REMEMBRANCE

LOCATION: La MaMa, 66 East 4th Street, New York, NY (btwn Bowery & 2nd Ave)

EVENING SCHEDULE: 6:00 Cocktails; 7:00 Dinner

ABOUT THE GALA: La MaMa's gala will be attended by more than 300 leaders in the entertainment, philanthropy and business worlds. Each year, gala guests are entertained by special guest artists (2017 artists TBA). The gala will honor Darren Sussman, who has made important contributions to the arts community as a producer, musician, and the innovator behind TheaterMania, and the affordable effective online audience engagement platform, OvationTix. *Gala proceeds support La MaMa's artistic programming of experimental work by diverse artists.*

ABOUT LA MAMA: La MaMa is committed to supporting the artist and all aspects of the theatre. Founded in 1961 by Ellen Stewart, La MaMa is recognized as a seedbed of new work by artists of all nations and cultures. To date, La MaMa has presented more than 150,000 artists from 76 nations. Each season, we offer more than 70 productions and receive 34,000 visits from people of all ages and backgrounds, who attend performances, exhibitions, educational activities and the Archives.

Amiri Baraka, Blue Man Group, Robert DeNiro, Harvey Fierstein, Philip Glass, Adrienne Kennedy, Diane Lane, Meredith Monk, David and Amy Sedaris, Sam Shepard, Lanford Wilson, and Joel Zwick are just a few of the artists who worked at La MaMa early on in their careers. La MaMa has been honored with more than 30 Obie Awards and dozens of Drama Desk, Bessie and Villager Awards. La MaMa has become a world-renowned cultural institution that is home to four theatres, an art gallery, rehearsal studios, a visiting artist dormitory, and an extensive archive documenting the history of Off-Off-Broadway.

For more information, contact: 212-254-6468 or laura@lamama.org.

Mia Yoo
Artistic Director

Mary Fulham
Managing Director

Beverly Petty
Producing Director

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Sponsorship Opportunities

\$50,000 GALA TITLE SPONSOR

- 1 Gala Table with seating for 10 in optimum location
- Option to have a La MaMa artist at your table
- Onstage acknowledgement at the Gala and Photo Opportunities
- Two-page ad spread prominently placed in the Gala Program
- A personal tour (for up to 12 people) of La MaMa's Archive containing rarely seen materials from 50 years of Off-Off-Broadway history with Archive Director, Ozzie Rodriguez
- Sponsor listing/logo/link on website and all programs through June 30, 2018
- 30 Tickets to La MaMa's 56th Season productions of your choice (*subject to availability*)
- Invitations to private dress rehearsals, artist meet-and-greets, and opening night parties

\$25,000 GALA CO-SPONSOR or CORPORATE CHAIR

- 1 Gala Table with seating for 10 in a premium location
- Option to have a La MaMa artist at your table
- Onstage acknowledgement at the Gala and Photo Opportunities
- Full page ad prominently placed in the Gala Program
- Sponsor listing/logo/link on website and all programs through June 30, 2018
- 20 Tickets to La MaMa's 56th Season productions of your choice (*subject to availability*)
- Invitations to private dress rehearsals, artist meet-and-greets, and opening-night parties

\$10,000 TABLE SPONSOR

- 1 Gala Table with seating for 10
- Full page ad in the Gala Program
- Sponsor listing/logo/link on website and all programs through June 30, 2018
- 10 Tickets to La MaMa's 56th Season productions of your choice (*subject to availability*)
- Invitations to private dress rehearsals and opening-night parties

\$5,000 SPONSOR

- 4 Gala Patron Tickets
- Half-page ad in the Gala Program
- Sponsor listing on website and all programs through June 30, 2018
- 6 Tickets to La MaMa's 56th Season productions of your choice (*subject to availability*)
- Invitations to opening-night parties

\$2,000 COMMITTEE MEMBER

- 2 Gala Patron Tickets
- 4 Tickets to La MaMa's 56th Season productions of your choice (*subject to availability*)
- Invitations to opening-night parties

Contributions are tax-deductible to the extent allowable by law. The fair market value is \$150 per person.

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Sponsorship Reply Form

YES, I (we) are pleased to Sponsor at the level indicated below. Please record my (our) name(s) on promotional materials as follows:

Please print name(s) exactly as you wish it (them) to appear.

\$50,000 \$25,000 \$10,000 \$5,000 \$2,000

CONTRIBUTION – I/We are unable to attend but would like to make the following contribution: \$_____.

Name

Company

Address

City

State

Zip Code

Daytime Phone

Fax

Email

METHOD OF PAYMENT:

- Enclosed is a check made payable to **La MaMa** (Tax ID #13-2620861)
 Please invoice me at the above address
 Please charge my (our) credit card: Visa MasterCard AmEx

Name on Card

Card #

Security Code

Exp. Date

Signature

Reply by email: laura@lamama.org or mail: **La MaMa, 74a East 4th Street, New York, NY 10003.**