The Sheldon Theatre of Performing Arts is a cornerstone community partner, at the heart of Red Wing’s cultural life.

Become a corporate sponsor to demonstrate your pride in Red Wing’s jewel-box as you engage customers, employees and the entire community through the unique power of the performing arts.

Businesses that choose to align with the Sheldon’s community-focused mission receive prominent recognition as an indispensable supporter of SE Minnesota’s premiere performing arts center, where the entire region gathers to play.

Series Sponsor
$3,000 and up

Gain optimal, repeat, and year-round exposure among ticket buyers by sponsoring one of six Series on the Sheldon Season. Each Series is designed to appeal to specific patron interests and aesthetics, allowing our sponsors to connect to different customer profiles.

• Logo placement in Sheldon Season brochure
• Logo placement throughout the year in Sheldon lobby
• Logo placement on kiosk and curbside show posters
  • Lobby sign sponsor acknowledgments
  • Curtain speech acknowledgments
  • Logo placements in Playbill insert
• Sheldon website acknowledgment and link to your business website
• ¼ page Advertisement in Playbill insert for 2 shows in sponsored Series ($150 value)
• 4 Complimentary Tickets in reserved premium seats to each show in sponsored Series ($400 - $1200 value depending on Series)
• Framed recognition certificate for display in your place of business
• Invitations to exclusive Sheldon events throughout the season

Sponsorship Levels and Benefits

**Show Sponsor**
$1,000 and up
Underwrite your favorite show, and align with customer, employee or business interests.

- Logo placement in Sheldon Season brochure
- Lobby sign sponsor acknowledgment
- Logo placement on kiosk and curbside show poster
  - Curtain speech acknowledgment
  - Logo placement in Playbill insert
- Sheldon website acknowledgment and link to your business website
- ¼ page Advertisement in Playbill insert for sponsored show ($75 value)
- 4 Complimentary Tickets in reserved premium seats to sponsored show ($80 - $240 value)
  - Framed recognition certificate for display in your place of business
  - Invitations to exclusive Sheldon events throughout the season

**Sponsor Customizable Package Benefit Options**
Increase your commitment on either package by choosing from these additional benefits.

- Sponsor recognition printed on tickets
- 15% single ticket discount for your employees on sponsored performances
- Opportunity to host a corporate night with private reception at the theatre with dedicated signage
  - Distribute business materials and information in Sheldon lobby
- Insert advertisement, discount offer, or sponsor message in Playbill(s) for sponsored shows
  - Complimentary space rental for a gathering or event
- Additional complimentary tickets – up to 4 per show in the sponsored Series ($80 - $1200 value)
- Advertisement placement for 1 or more months on Sheldon print-at-home tickets ($250 value)
  - Guided historic building and backstage tour
  - We are happy to discuss other ideas to help you achieve your goals

Sponsorship Levels and Benefits

Brand Exposure

• Demonstrate your strong community support
• An easy way to market your business
• Your Logo in front of thousands of potential customers
• Advertising expense write up for your business.

As a corporate partner you may be promoted in the following ways:

Print at Home Ticket Recognition
Web acknowledgment
Poster
Programs and Brochures

Sheldon by the Numbers

Did you know?

• Over 20,000 audience member in 2017
• 71 performances
• Local Sheldon audiences spent $132,295 in Red Wing in 2017*
• Non-local Sheldon audience spent $155,603 in Red Wing in 2017*
• 44 free outreach activities reaching more than 4,000 participants
• Oldest municipally owned theatre in the country
• Voted Arts, Entertainment, Lodging, Recreation and Tourism, Business of the Year 2016 and 2017, Red Wing Chamber of Commerce


* Numbers based on research from Creative MN, Arts Impact on Economy regarding spending above the cost of tickets.