

*"WAM is a theatre company ahead of its time.
With a mission to create opportunities for women
and girls—WAM's time is now!"*

Arwen L., WAM Donor, Pittsfield MA

January 2023

Dear Valued Business Partner,

Will you join us in making a difference for women and girls in our community? At WAM Theatre we make trail-blazing, empowering theatre and innovative arts education programs available and accessible to people across our community and around the country. **Will you join us in this work?**

With programming throughout the year, WAM attracts more than 5,000 community members annually. WAM's Business Sponsors demonstrate a commitment to bettering our community by supporting WAM's work on stage and off.

Our 2023 Performance Season and Community Engagement Program centers on women taking control of their own lives and explores groundbreaking narratives that place complex women center stage.

We do more than make theatre, we donate a portion of the proceeds from our Mainstage productions to carefully selected recipients who are creating change. Since WAM's founding in 2010, we have donated more than \$85,000 to 25 local and global organizations taking action for gender equity in areas such as girls education, teen pregnancy prevention, sexual trafficking awareness, midwife training, and more.

In addition to Mainstage productions and special events, WAM's activities include innovative community engagement programs and the Fresh Takes Play Reading Series. To date, WAM has provided paid work to more than 500 theatre artists, the majority of whom are female-identifying.

Our programs are run by a dedicated team of eight employees, plus dozens of independent contractors, as well as 60 community volunteers including a passionate Board of Directors who provide governance to the organization and oversee WAM's ongoing fiscal health and strategic plan.

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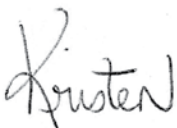


To date, WAM has provided paid work to over 500 professional theatre artists, 73% of whom identify as female. Our yearly programs include:

- ***Mainstage Performances:*** Each year, WAM undertakes the ambitious double-goal of producing a high quality theatrical engagement that employs local artists working under professional union contracts, while donating a percentage of the box office revenue to one or more charities that serve the unmet needs of women and girls here in Berkshire County and beyond.
- ***Fresh Takes Reading Series:*** Fresh Takes gives a stage to ground-breaking works that tell women's stories onstage. These play readings, performed in a more intimate setting, always include an artist talkback that deepens the experience.
- ***Education Program:*** WAM has developed an education program that provides a safe and supportive place for community members from all circumstances to cultivate their own aspirations through focused and imaginative empowerment activities. To date, WAM has served over 800+ young people through WAM's educational programs.
- ***Accountability work:*** As a civic organization that embraces intersectional feminism (feminism that acknowledges how multiple forms of discrimination overlap), WAM understands that to address one piece of systemic discrimination means we have to address them all. This is on-going work for WAM's staff and board, and includes building and deepening our partnerships within our community.

Your support uplifts WAM's work. Our 2023 season gathers our community around the dynamic stories of women and girls, defying expectations and stereotypes, and stepping into power in unexpected ways. Your support enables artists to create innovative thought-provoking theatre, and educators to lead empowering programs for our community. Can you help us positively impact women and girls in the Berkshires and beyond by becoming a Business Partner today?

With appreciation,



Kristen van Ginhoven
Producing Artistic Director



Molly Merrihew
Managing Director

WAM Business Sponsor Benefits

WAM's current sponsorship levels are enclosed, and we would be happy to chat with you in more detail to make sure your specific needs are met. Contact Molly at molly@wamtheatre.com to set up a meeting today.

WAM Business Sponsor Benefits

	SUPPORTER \$500	PATRON \$1000	LEADER \$1,500	PARTNER \$3,000	PRODUCER \$5,000	PRODUCTION SPONSOR \$10,000	SEASON SPONSOR \$20,000+
BUSINESS AD Your Color Ad in Mainstage Digital Playbills	1/8	1/4	1/2	FULL PAGE	FULL PAGE PREMIUM PLACEMENT	FULL PAGE INSIDE BACK COVER	FULL PAGE INSIDE FRONT COVER
PERFORMANCE TICKETS Complimentary Tickets to Mainstage Productions	2	4	6	6	8	10	20
LOGO RECOGNITION Company logo on WAM webpage and theatre signage	★	★	★	★	★	★	★
WAM PUBLICITY Inclusion in WAM Season Press Release	★	★	★	★	★	★	★
OPENING NIGHT PARTIES & NETWORKING Meet and Greet with Colleagues and Community Members				★	★	★	★
WAM SWAG Signed poster from the cast				★	★	★	★
WAM BENEFIT PERFORMANCE TICKETS Join us for our annual WAM celebration					★	★	★
EMAIL ADVERTISING Your company ad in WAM's email newsletter						1X PER YEAR	2X PER YEAR
WAM PUBLICATIONS Public Recognition in Community Engagement Collateral							★
EMPLOYEE TICKET DISCOUNT: 20% off for your employees to Mainstage shows							★