



wamtheatre.com

PO Box 712 • Lenox • MA • 01240



Dear Business Friend,

For over 16 years, WAM Theatre has thrived at the intersection of art and activism, presenting critically-acclaimed stories and innovative theatrical productions that center the lives of women and girls. Located in Western Massachusetts, WAM's impact extends beyond the theatre.

WAM makes theater to advocate for a better world for women and girls. We do this by building critical partnerships with thought leaders and community-based organizations who work on the front lines of gender and racial justice to provide access to safety, health, education, creative expression, and financial freedom for those who need it most. Then, we invest directly back into our community by donating a portion of proceeds from our Mainstage production back to our partners.

Across 16 seasons, WAM has presented more than 60 stories and donated over \$105,000 to our community. Now we are seeking to deepen relationships within our community and engage companies, organizations, and brands that are mission-aligned and share our values to develop fundraising campaigns, cause marketing, co-branded products, and awareness about WAM's mission and community partners in order to increase our impact in the years to come.

WAM truly believes by harnessing the power of storytelling and creative community programming, we will improve the lives of girls and women in Western MA and beyond—where gender bias and discrimination continues to thrive. **Join us in creating a future for girls and women that is safe, sustainable, equitable, and inclusive. Will you partner with us for our 16th Anniversary Season?**



Genée Coreno
Artistic Director



Molly Merrihew
Managing Director

Our Impact & Mission

WAM Theatre's mission is to create professional theatre with a focus on the stories of people who identify as women and to use that art as activism to support opportunities for women and girls. Since 2010, WAM Theatre has raised over \$105,000 to increase access to education, leadership training, and financial empowerment. In collaboration with our community partners, WAM has raised awareness of some of the most impactful issues for women and girls including: domestic and gender-based violence, human trafficking, climate change, and maternal health.

Our Reach

- 7,000+ community members annually gather in support of WAM's programs
- 500+ young people are transformed by WAM's education programs each year
- 60+ artists and creatives (75% who are female-identifying), receive equitable paid work through WAM each season
- 80+ community volunteers support WAM's mission driven initiatives
- 12 passionate Board Members (91% female-identifying and over 50% BIPOC) provide governance to the organization - overseeing WAM's ongoing strategic and fiscal health
- 5 dedicated year-round employees plus dozens of local independent contractors are employed by WAM annually to uphold our empowering and ambitious mission.

Our 16th Season Programming

Celebrate WAM's 16th Anniversary season with four dynamic original theatrical presentations of stories directed and written by women that draw on past traditions to envision new futures.

- Two Mainstage Performances:** *Where We Stand: A Solo-Community Exploration* by Donetta Lavinia Grays and directed by Jackie Davis. June 26-29, 2025. Lenox MA, Pittsfield MA, and Albany, NY. Regional Premiere of *Angry, Raucous, and Shamelessly Gorgeous* by Pearl Cleage & directed by Cloteal L. Horne. October 16 - November 2, 2025 The Elayne P. Bernstein Theater, Shakespeare & Company, Lenox, MA.
- Fresh Takes Play Reading Series:** *Cry it Out* by Molly Smith Metzler & directed by Molly Merrihew. Sunday, May 4, 2025. *Rooted* by Deborah Zoe Lauffer & directed by Tatyana-Marie Carlo Sunday, June 8, 2025. *ALIEN GIRLS* written by Amy Berryman & directed by Genée Coreno. Sunday, July 13, 2025. Hot Plate Brewing, Pittsfield MA.
- Community Engagement:** WAM is committed to empowering communities to embrace the role of arts and activism through an open screening of *The M Factor: Shredding the Silence on Menopause* at WANDER Berkshires, organizing a panel of Berkshire women leaders to speak at Berkshire Community College, Elder & Teen Ensembles, & more.

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							★