



Dear neighbor,

It's that time of year again! We are gearing up for Literature Alive, 2024! As we approach our 13th year of Literature Alive, we are pleased to recap what this program has brought to our community:



These are big numbers making a difference in the lives of our young community members who are just beginning to read. The Literature Alive Program has inspired thousands of children through the magic of live theatre, and continues to bring outstanding programming to Concho Valley children at no charge to the families who attend.

In addition, we also provide exposure to the performing arts, as many of the children who attend have never seen a live theatrical performance. Although we have children from all socioeconomic backgrounds, our highest attendance and biggest focus are families in the lower income bracket. Low-income families have less financial means to purchase tickets to live performance events such as theatre and dance. Studies continue to show exposure to the performing arts is extremely important in development, and we are proud to produce such an enriching and exciting event each year. I am thrilled to introduce you to this year's Literature Alive as we celebrate our kiddos and unique methods of storytelling. We appreciate your consideration for a 2024 sponsorship.

April 11th - Autism Alliance 5pm

April 11th - Sponsor Night 7pm

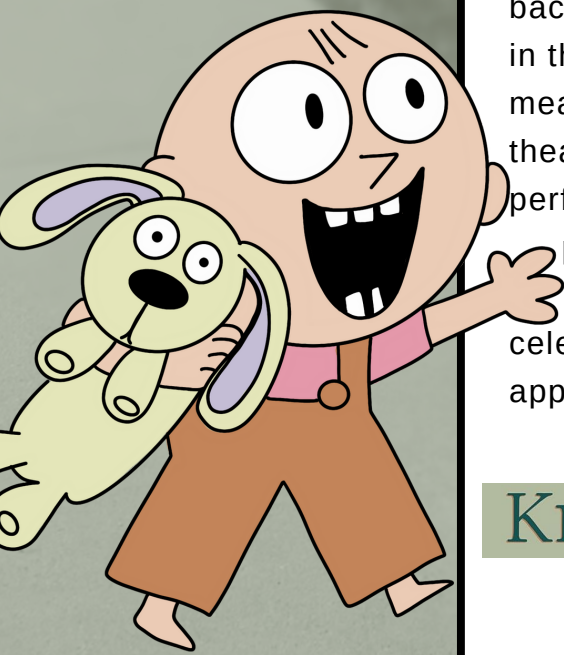
April 12th - 5:30pm & 7pm

April 13th- 11am, 2pm, & 6pm

April 14th - 2pm

KNUFFLE BUNNY

Written by Mo Willems



Sponsorship Opportunities:

THE DAD SPONSOR: \$5,000

The 'Dad' Sponsor will have the distinct privilege of being the main partner of Be Theatre. Your business logo will be the same size as ours along with all the perks the 'Mom' sponsors receive listed below. Additional benefits include...

- Exclusive Logo next to Be's on the Book Plate and on our website homepage
- Posters of your logo posted throughout the lobby and theatre
- Social media posts specifically dedicated to you

The MOM SPONSOR: \$2000

As in previous years, 'Mom' sponsors packages are a vital part of Literature Alive. Below is a list of everything our 'Dad' and 'Mom' sponsors will receive:

- Logo recognition on the following items: show logo, business logo on our Literature Alive website page, posters, lobby recognition, radio promotions, postcards, t-shirts and special sponsor t-shirts
- Special Sponsor Preview Party on April 11th, followed by a party in the lobby. At this preview event, meet and greet the cast and bring your family! (Avoid the long lines the days of the event.)

THE TRIxie SPONSORS: \$300

Our Trixie Sponsors are incredible community partners who understand the importance of childhood literacy and access to literature. Trixie sponsors will receive the following perks for their donations:

- Name/Business listed with other book sponsors on webpage, social media, and other ads.
- "I sponsored Literature Alive" swag for the family
- Special Sponsor Preview Party on April 11th following the show in the lobby. At this preview event, meet and greet the cast and bring your family! This helps to avoid the long lines the days of the actual event.

Thank you for considering a 2024 Literature Alive Sponsorship! I am happy to answer any questions about the event or your sponsorship. Please email us at info@betheatre.com if you would like to partner with us! Thank you for your support!

Sidney Timmer
Artistic Director

