

# WELCOME TO THE LEAGUE OF HISTORIC AMERICAN THEATRES



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## We're Good for Business

### WHO WE ARE

Founded in 1976, the League is a network of more than 325 historic theatres throughout the United States and Canada.

**OUR MISSION** // The mission of the League of Historic American Theatres is to champion the preservation, restoration and operation of historic theatres.

**OUR VISION** // The League envisions these unique showcases for human creativity, arts and culture as vital assets in livable communities throughout North America.

**OUR VALUES** // We believe that historic theatres are irreplaceable social, economic, historic and cultural resources for their communities. As iconic, creative places of public assembly, they build community loyalty, reinforce community identity and heritage, stimulate downtown revitalization, promote pride of place and anchor creative economies.

### WHAT WE DO

Historic theatres are successful survivors. Their managements constantly adapt their programming, operations and facilities to remain relevant to communities who embrace them. The League provides its membership with the tools, techniques and technologies to sustain and thrive at the center of their communities.

### WHY YOU SHOULD BECOME A SPONSOR

**Strengthen** your company's name recognition and enhance visibility within the historic theatre field.

**Gain** a competitive advantage by exposing your company's products and services to your target market.

**Demonstrate** your company's leadership in the field to more than 300 historic theatres across the U.S. and Canada.

**Support** activities and programs designed specifically to sustain historic theatres of various sizes, operating structures and programming philosophies.

**Receive** year-round acknowledgment in our publications and on the League website and reach League members and hundreds of others who turn to the League for help.

**Create** business opportunities and relationships at the conference.

### A READY MARKET

Over 65% of League members are actively planning to renovate/expand their theatres and upgrade their equipment/systems. They are looking for products and services like yours!

# WELCOME TO THE LEAGUE

## ALLIED MEMBERSHIP

Allied members provide the tools, technologies, products and services critical to historic theatres' success in sustaining their operations and venues. Membership provides year-round access to members and discounts to all League sponsored events and conferences. The cost of **allied membership** is based on total staff or board size:

**YOU ARE NOT ALONE.**  
THROUGH THE  
**LEAGUE**, MAXIMIZE  
YOUR IMPACT AND  
SUPPORT FROM YOUR  
COMMUNITY.

<b>Level 1</b>	Organizations with 21+ staff/board	<b>\$1,250</b>
<b>Level 2</b>	Organizations with 11-20 staff/board	<b>\$850</b>
<b>Level 3</b>	Organizations with 1-10 staff/board	<b>\$600</b>

## ANNUAL EXPO & CONFERENCE

**2019 National Conference**  
July 14-17, 2019  
Philadelphia, PA

The League's Annual Conference is the only national gathering of theatre professionals focusing on opportunities and challenges facing historic theatres. With hundreds of historic theatre professionals participating, this conference is the perfect professional development opportunity for theatre professionals and the perfect marketing opportunity for someone who does business with historic theatre professionals.

### Highlights:

- 300+ Historic Theatre Professionals Attend
- 175+ Historic Theatres Represented
- 55+ Theatre Service Providers Participate
- Dedicated Service Provider Expo
- 25+ Educational Sessions
- All-Conference Events for Networking
- Annual Meeting for League Membership
- National Partners: Ambassador Theatre Group, Disney Theatrical, DLR Group, National Trust Insurance, Nederlander & Shubert

### EXPO:

A concentrated 2.5 hour, highly attended opportunity to meet theatre professionals  
**Space: \$515 Members / \$875 Nonmembers**

### CONFERENCE REGISTRATION:

Effective networking & relationship building opportunity each day of the conference  
**\$540 to \$745 Members / \$785 to \$900 Nonmembers**



## GET INVOLVED

- BASIC.....** Annual Expo starting at \$515
- GOOD.....** Conference Registration starting at \$540
- BETTER.....** Annual Allied Membership starting at \$600
- BEST.....** Sponsorships start at \$1,500 (see next page)



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# WHAT IT TAKES TO BE A SPONSOR

## NATIONAL CONFERENCE PHILADELPHIA JULY 14-17, 2019



League sponsors enjoy access to the League membership allowing you to build lasting relationships with your peers and historic theatre operators across the nation. Every day Theatre Members turn to Allied Members & sponsors for their expertise and resources. Doing business with us is good for your business.



### TITLE SPONSOR \$15,000+

Conference Title Partner Recognition shared with National Partners (Ambassador Theatre Group, Disney Theatrical, DLR Group, National Trust Insurance, Shubert & Nederlander). Customized benefits including complimentary registrations, Expo space & advertising space

### FIVE-STAR ★★★★★ \$10,000

Leading Sponsor Recognition with customized benefits including:

- Three comp. registrations & Expo space
- Advertising space in conference program and one issue of inLEAGUE
- Materials included in registration bags
- Sponsor display in registration area
- Full membership event such as:
  - Welcome/Opening Dinner or Keynote Address, with option to address group

### FOUR-STAR ★★★ \$7,500

Leading Sponsor Recognition with customized benefits including:

- Two comp. registrations & Expo space
- Advertising space in conference program
- Sponsor display in registration area
- Materials included in registration bags
- Full conference exposure such as:
  - Primary education program sponsor
  - Conference transportation sponsor
  - Awards Ceremony or Annual Meeting
  - Tote Bags or Conference Mobile App
  - Closing Party or Plenary Session (tentative)

### THREE-STAR ★★★ \$5,000

- Comp. registration(s) and/or Expo space
- Sponsor display in registration area
- Materials included in registration bags
- Full conference exposure such as:
  - Pre-conference Ramble
  - In-conference Theatre Tours (tentative)
  - Schedules-at-a-glance or Name Badge Lanyards

### TWO-STAR ★★ \$3,500

- Comp. registration and Expo space
- Sponsor display in registration area
- Event-specific exposure such as:
  - Tools & Techniques Segment (multiple sessions)
  - Eye Opener Breakfast (tentative)

### ONE-STAR ★ \$2,500

- Complimentary Conference Registration
- Sponsor display in registration area
- Partial conference exposure such as:
  - Early Bird Intensive Sessions, including "Renovation 101"
  - Networking Refreshment Breaks

### CRITIC'S PICK 👉 \$1,500

- Logo and link on website
- Logo and bio in conference program
- Name on large sponsor display at registration



Our 2018 National Conference in Austin, Texas was the largest gathering of historic theatre operators in the nation!