

# PURPLE PROMENADE

A NIGHT OF GIVING AND GLAMOUR

## SPONSORSHIP PROPOSAL



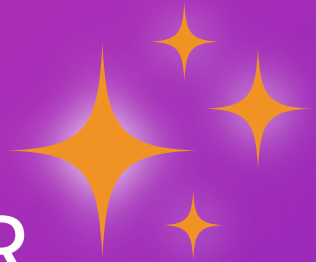
YPT

Young Playwrights' Theater





# A NOTE FROM THE EXECUTIVE DIRECTOR



Do you remember the first time you experienced the magic of theater?

If you are like me, you learned the power of theater at a young age. Maybe you were cast in a school play. Maybe you loved to dance, or sing, or you met lifelong friends in marching band. Or maybe you thrived backstage, painting sets or hanging lights. Maybe you are the proud parent of a theater kid. Perhaps you've even had the opportunity to be a playwright – experiencing the joy of watching actors breathe life into your story.

No matter your personal connection to the performing arts, you know firsthand that participating in theater is powerful.

At Young Playwrights' Theater (YPT), we believe that everyone deserves high-quality theater education that centers their voice. Our playwriting and theater education programs boost confidence and personal resilience, inspire creativity, and create lifelong memories, often providing our students with their very first theater experience.

"Young Playwright's Theater has been not only a fond memory for me, but instrumental in my love of theater, my development as a writer, and in shaping my views on what I believe I'm capable of as an artist."

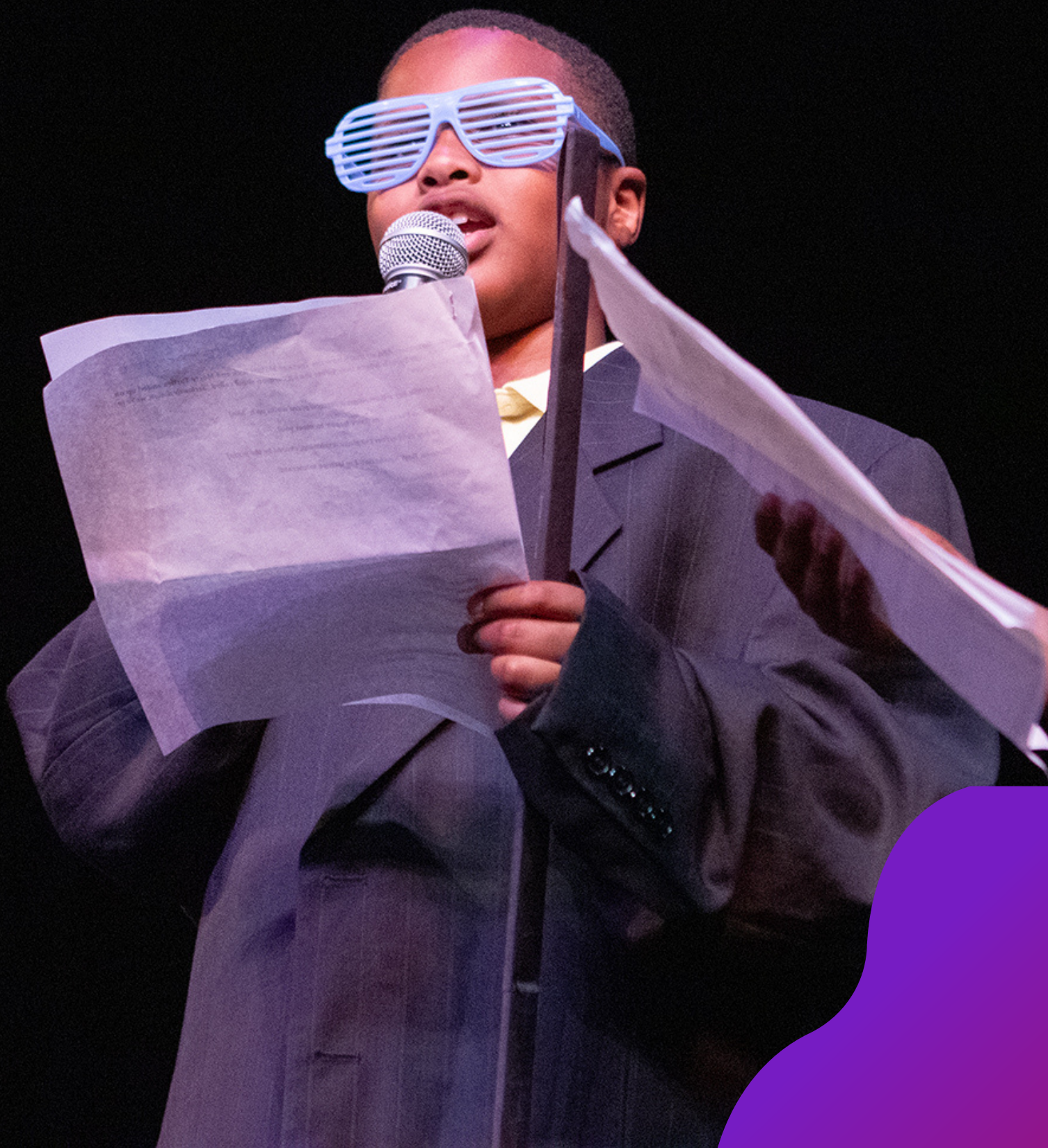
Fayshawn, YPT Alumna

To support this important mission, I hope you will consider sponsoring YPT's Purple Promenade. Thank you for believing in the power of the arts and the brilliance of our region's young people.

In gratitude,

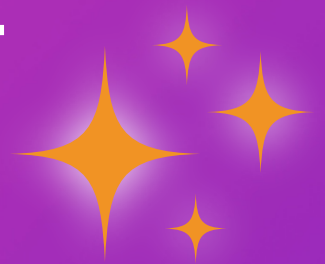
Brigitte Winter  
Executive Director







# ABOUT YPT



Because everyone deserves high-quality theater education that centers their voices, YPT provides inspiration, tools, and opportunities for young and emerging artists to develop and share their stories. We prioritize young people who are targeted by systems of oppression, and we also collaborate with people of all ages who are invested in the ways that theater can transform lives and communities.

Since 1995, we have administered customized, responsive educational programs, playwright-centered, process-focused productions, and other opportunities for youth and adults to develop creatively, personally, and professionally. Across all of our work, we center young people and their agency and adhere to our core organizational values of acknowledging oppression and reducing its harm, anti-oppressive communication, commitment to health and safety, and responsive flexibility.

We provide these opportunities to 650 students and over 1000 audience members each year in order to achieve youth development outcomes through theater education. We engage our students in joyful, creative play, bolster their confidence and personal resilience, enhance their writing, communication, and collaboration skills, develop young and emerging playwrights and theater artists, and create an arts-enriched world in which marginalized perspectives are valued and heard.

**We believe that young people are inherently brilliant, and we exist to share their brilliance with the world.**



# OUR IMPACT

Founded in 1995 by award-winning Latina playwright Karen Zacarías, YPT has impacted the lives of 25,000 underserved DC-area students, and our professional stagings of student-written plays have allowed us to reach 100,000 DC-area residents. This past year, our programs reached 601 students and 650 audience members across the Washington, DC metropolitan region, the majority of whom are defined as "At-Risk".

Assessments indicate that YPT inspires our students to think more creatively and feel more confident expressing themselves. One student described YPT as, "A safe space to be creative," and another said "...they will make you confident in your ideas and make you write better." We are proud of our impact on the youth we serve, and excited to continue providing DC youth vital safe spaces to challenge themselves creatively and maintain platforms for their voices to be heard.

# YPT BOARD



Walt Derengowski  
Gelman, Rosenberg & Freedman

Paul Feeko, Treasurer

Michone T. Johnson, Vice-Chair  
Verizon

Courney Knowles  
National Geographic

Lisa Rawls  
KPMG Advisory Services

Charles “Trey” L. Scott III  
American Systems

Tyrone D. Short  
Southern Imaginations

Jonathan B. Tucker  
Artist

Michele Walters

Lara Trujillo Webb  
PwC

Lemar White, YPT Board Chair  
Google

Katy Williams, Secretary  
PrepMatters





# ABOUT THE EVENT

On Saturday, March 23, YPT will host an unforgettable night of fun, glamour, and celebration at our "Purple Promenade," a spectacular fundraiser that will be held at Metrobar in Washington, DC! More than 150 guests will dance the night away while supporting a worthy cause.

All funds raised from this evening will contribute to creating life changing performing arts memories for deserving students.

This is a fantastic opportunity to connect your business with YPT Board Members, stakeholders, and audiences: an affluent, vibrant, and engaged community.

General sponsorship levels are below. However, we are happy to create a tailored sponsorship package for your business' needs and budget.

Once we receive confirmation of your sponsorship, our Communications Manager will be in contact with you to discuss timelines for executing on print and virtual materials. We are also happy to discuss and coordinate joint social media campaigns.



Situated on an 11,000 square foot outdoor venue, and built inside a refurbished 5000-series Metro railcar at the Rhode Island Avenue Metro station, Metrobar is a multi-purpose bar and cultural venue that provides an arts-driven space meant to connect people across the community and celebrate DC's rich history and culture.







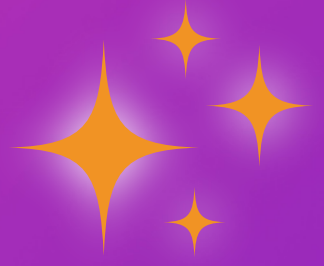
# SPONSORSHIP OPPORTUNITIES

## Purple Reign Presenting Sponsor (\$15,000)

- Exclusive recognition and naming rights as Presenting Sponsor of event.
- Presenting Sponsor recognition during event sponsor reel, print signage, and any other related materials.
- Sponsor recognition on all media coverage: press release, TV, radio, email blasts, social media, blogs, and other online advertising.
- Prominent corporate logo or donor name on all event-related marketing and promotional collateral: invitations, flyers, emails, and posters.
- Opportunity to distribute premium company give-away(s) for each attendee.
- 20 tickets to the event.
- Full-page advertisement in the event booklet to over 150 attendees.
- Corporate logo or donor name on all event-related marketing and promotional collateral: invitations, flyers, emails, and posters.
- Corporate logo or donor name on YPT website with a hyperlink.
- Acknowledgement in event program booklet to over 150 attendees.



# SPONSORSHIP OPPORTUNITIES



## Amethyst Wonder Sponsor (\$10,000)

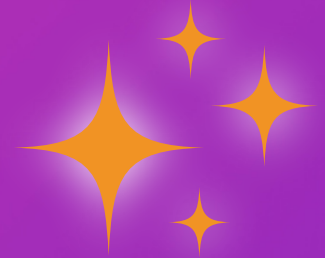
- Sponsor recognition on all media coverage: press release, TV, radio, email blasts, social media, blogs, and other online advertising.
- Prominent corporate logo or donor name on all event-related marketing and promotional collateral: invitations, flyers, emails, and posters.
- Opportunity to distribute premium company give-away(s) for each attendee.
- 8 tickets to the event.
- Half-page advertisement in the event booklet to over 150 attendees.
- Corporate logo or donor name on all event-related marketing and promotional collateral: invitations, flyers, emails, and posters.
- Corporate logo or donor name on YPT website with a hyperlink.
- Acknowledgement in event program booklet to over 150 attendees.







# SPONSORSHIP OPPORTUNITIES



## Violet Visionary Sponsor (\$5,000)

- 4 tickets to the event.
- Quarter page advertisement in the event booklet to over 150 attendees.
- Corporate logo or donor name on all event-related marketing and promotional collateral: invitations, flyers, emails, and posters.
- Corporate logo or donor name on YPT website with a hyperlink.
- Acknowledgement in event program booklet to over 150 attendees.

## Plum Prestige Sponsor (\$2,500)

- Corporate logo or donor name on all event-related marketing and promotional collateral: invitations, flyers, emails, and posters.
- Corporate logo or donor name on YPT website with a hyperlink.
- Acknowledgement in event program booklet to over 150 attendees.





# A LA CARTE SPONSORSHIP OPPORTUNITIES

## Photo Booth Sponsor \$500

- Your company will be prominently displayed in the photobooth backdrop.

## Flower Sponsor

- Your company can make an in-kind donation of branded corsages to be purchased by attendees for their special prom guests.

**We are open to your sponsorship ideas! Contact us to develop a package tailored to your budget and needs.**





# SPONSORSHIP COMMITMENT FORM

YES! Our company will be a \_\_\_\_\_ sponsor!

Company/Donor Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT (Circle one)

- Please send an invoice
- Enclosed is a check payable to Young Playwrights' Theater (Preferred Method)
- Please charge my credit card (Visa, MasterCard or American Express)

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount \_\_\_\_\_ CVV# \_\_\_\_\_

Signature \_\_\_\_\_

Please submit sponsorship commitment by February 29, 2024

Brenna Hill, Development Director

Young Playwrights' Theater

6925 Willow Street NW

Suite LL-230

Washington, DC 20012

202.531.6763

[bhill@yptdc.org](mailto:bhill@yptdc.org)

Young Playwrights' Theater is a 501 (c)(3) organization. Tax ID 52-2102391