



**40<sup>TH</sup>**  
1980  
2020  
RAISE YOUR VOICE!



## 2020 MILLER OUTDOOR THEATRE PRODUCTION

ROALD DAHL'S  
**Matilda**  
The Musical

A small person on a big stage  
can make a huge difference.

BOOK  
DENNIS KELLY

MUSIC & LYRICS  
TIM MINCHIN

DIRECTED BY  
ADAM WAGNER

MUSICAL DIRECTOR  
MICHAEL MERTZ

CHOREOGRAPHY  
DANA LEWIS

APRIL 2-4 & 9-11, 2020

ALL PERFORMANCES 8:00PM  
Miller Outdoor Theatre - Free Admission

HITSTHEATRE.ORG







This spring, dream big as HITS Theatre presents Roald Dahl's *Matilda the Musical*, our 33rd annual production at Miller Outdoor Theatre with six performances.

Led by Artistic Director Adam Wagner, HITS students will bring to life the Tony Award-winning masterpiece from the Royal Shakespeare Company that revels in the power of imagination, the anarchy of childhood, and the inspiring story of a girl who dreams of a better life. With book by Dennis Kelly and original songs by Tim Minchin, *Matilda the Musical* has won 47 international awards and continues to thrill sold-out audiences of all ages around the world.

## RECENT HITS PRODUCTIONS AT MILLER OUTDOOR THEATRE

2019	2018	2017	2016	2015	2014	2013
<b>HITSBILL</b>  MILLER OUTDOOR THEATRE MARCH 28-30 AND APRIL 4-6	<b>HITSBILL</b>  MILLER OUTDOOR THEATRE MARCH 29-31 AND APRIL 5-7	<b>HITSBILL</b>  MILLER OUTDOOR THEATRE MARCH 30-APRIL 1 AND APRIL 9-8	<b>HITSBILL</b>  MILLER OUTDOOR THEATRE MARCH 31-APRIL 2 AND APRIL 7-9	<b>HITSBILL</b>  MILLER OUTDOOR THEATRE APRIL 2-4 AND 9-11	<b>HITSBILL</b>  MILLER OUTDOOR THEATRE OCTOBER 22, 24, 25, 26, 27 AND NOVEMBER 1, 2014	<b>HITSBILL</b>  MILLER OUTDOOR THEATRE APRIL 8-6 AND 11-13, 2013

## WHAT AUDIENCES SAY ABOUT HITS PRODUCTIONS AT MILLER



"An amazing performance... it made me forget it was performed by students!"

"I was absolutely blown away! As good or better than any performance I have seen."

"Absolutely wonderful... The production was phenomenal!"

## TRADITION OF PARTNERING FOR EXCELLENCE

For the past 33 years, the HITS annual Miller Outdoor Theatre performances have brought together a broad, diverse audience of 20,000 to 25,000 through 6 performances of a Broadway-style musical theater production. We train a talented cast of students and employ a professional creative team. Miller provides invaluable support, a first-class facility, and a picturesque venue. Together, we provide free, professional caliber entertainment accessible to all Houstonians and visitors to our community.

## QUALITY

From pre-production to show time, HITS Theatre is committed to offering high quality productions at our theater in the Heights and throughout the community. HITS strives to develop partnerships with sponsors that complement the professional caliber of our productions and mutually benefit the theater, the sponsoring organization, and our shared audience.

## BY THE NUMBERS

**\$250,000** - Cost of production

**\$30,000** - Raised from student tuition

**\$82,000** - Awarded by Miller Advisory Board

**\$138,000** - Funds needed from corporate sponsors and donors

## FREE!

Through our partnership with Miller Outdoor Theatre, the City of Houston, and the generosity of corporate sponsors and donors, HITS Theatre has been able to offer this annual production FREE of charge, thereby eliminating barriers and improving access to the arts.

## SUPERB LOCATION

Nestled in Hermann Park and centrally located in the heart of Houston, Miller Outdoor Theatre is easily accessible to the nearly 6.5 million people in the greater Houston area.



Miller Outdoor Theatre is unique in the United States, offering an eight-month season of high-quality, professional entertainment and culturally diverse programming. It is the largest “always free” program of its kind in the country. HITS Theatre is proud to be one of the longest-running annual events at Miller Outdoor Theatre (since 1987).





**In just the past 7 seasons, nearly 130,000 patrons have enjoyed HITS Theatre's FREE performances at Miller Outdoor Theatre!**

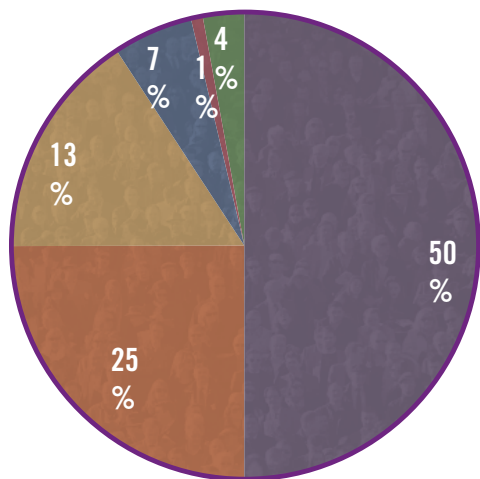
### Attendance at HITS Theatre performances at Miller Outdoor Theatre:

- 2019: 20,000 (*Anything Goes*)
- 2018: 23,000 (*Shrek The Musical*)
- 2017: 25,000 (*Footloose*)
- 2016: 17,300 (*Crazy for You*)
- 2015: 23,500 (*Legally Blonde, The Musical*)
- 2014: 24,800 (*The Addams Family*)

## AUDIENCE DEMOGRAPHICS

People of all ages attend our annual productions:

- 82% live within 25 miles of Miller Outdoor Theatre
- 12% live 25-50 miles from Miller Outdoor Theatre
- 6% live in areas 50 miles or more from Miller Outdoor Theatre



- 50% Non-Hispanic White
- 25% Hispanic, Latino
- 13% Black, African American
- 7% Asian
- 1% Other
- 4% Prefer Not To Say



"Performing with HITS Theatre at Miller Outdoor Theatre has always been nothing short of fabulous..."

Everyone from the directors and choreographers to the costumers and technical staff helps the kids put on a professional quality production."

A proud HITS parent

## SPONSORSHIP OPPORTUNITIES

Tuition covers only 40% of our annual budget. The theater relies on the generosity of corporate sponsors, private foundations, public funding agencies, individual and family donors. Thank you to all our supporters for their ongoing commitment to our mission, for sharing this experience with us, and for believing in what we do!

The following sponsorship levels are available:

Visionary Sponsor	\$20,000
Presenting Sponsor	\$15,000
Title Sponsor	\$10,000
Producer's Circle	\$7,500
Director's Circle	\$5,000
Actor's Circle	\$2,500
Patron's Circle	\$1,500
Triple Threat	\$1,000
Rehearsal	\$500
Backstage	\$250
Stagedoor	\$150
Junior Patron	\$100

*Please see supplemental chart for sponsorship benefits.*





SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS						
	VISIONARY \$20,000	PRESENTING \$15,000	TITLE \$10,000	PRODUCER'S CIRCLE \$7,500	DIRECTOR'S CIRCLE \$5,000	ACTOR'S CIRCLE \$2,500	PATRON CIRCLE \$1,500
<ul style="list-style-type: none"> <li>• PRIVATE BACKSTAGE TOUR &amp; CHAMPAGNE TOAST for 6</li> <li>• 1 VIP PARKING SPOT AT MILLER OUTDOOR THEATRE</li> <li>• EXCLUSIVE INVITATION TO ATTEND ORCHESTRA SITZPROBE for 2</li> </ul>	•	•					
<ul style="list-style-type: none"> <li>• SPONSOR'S COMPANY BANNER DISPLAYED AT MILLER</li> <li>• COMPANY LOGO PROJECTED ON STAGE BEFORE SHOW</li> <li>• WALK-ON, NON-SPEAKING ROLE DURING SHOW</li> </ul>	•	•	•				
<ul style="list-style-type: none"> <li>• CURTAIN SPEECH RECOGNITION</li> <li>• RECOGNITION IN PRESS RELEASES</li> <li>• LOGO AND/OR RECOGNITION ON ALL MARKETING MATERIALS</li> <li>• SPONSOR OPTION TO PROVIDE PUBLICITY BOOTH AND COMPLIMENTARY PROMOTIONAL ITEM</li> </ul>	•	•	•	•	•		
<ul style="list-style-type: none"> <li>• TICKETS to "MATILDA" PERFORMANCE</li> <li>PREFERRED ASSIGNED COVERED SEATING</li> </ul>	100	80	60	50	35	25	15
<ul style="list-style-type: none"> <li>• RESERVED SEATING AT HITS THEATRE</li> <li>• LOGO RECOGNITION ON HITS THEATRE WEBSITE</li> </ul>	•	•	•	•	•	•	
<ul style="list-style-type: none"> <li>• EARLY GENERAL ADMISSION SEATING AT HITS THEATRE</li> <li>• RECOGNITION IN HITS YOUTH PRODUCTION PLAYBILLS</li> <li>• RECOGNITION ON LOBBY DONOR WALL</li> <li>• ACCESS TO EARLY REGISTRATION &amp; TICKETS @ HITS THEATRE</li> </ul>	•	•	•	•	•	•	•
<ul style="list-style-type: none"> <li>• PLAYBILL PREMIUM PLACEMENT - BACK COVER</li> </ul>		•					
<ul style="list-style-type: none"> <li>• PLAYBILL PREMIUM PLACEMENT - INSIDE FRONT or INSIDE BACK COVER</li> </ul>			•				
<ul style="list-style-type: none"> <li>• PLAYBILL PREMIUM PLACEMENT - FULL PAGE</li> </ul>	•			•	•	•	

SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS				
	TRIPLE THREAT \$1,000	REHEARSAL \$500	BACKSTAGE \$250	STAGE DOOR \$150	JUNIOR PATRON \$100
“MATILDA” PLAYBILL FULL PAGE AD OR 20 TICKETS TO “MATILDA” PERFORMANCE IN GENERAL ASSIGNED COVERED SEATING AREA	●				
“MATILDA” PLAYBILL HALF PAGE AD OR 15 TICKETS TO “MATILDA” PERFORMANCE IN GENERAL ASSIGNED COVERED SEATING AREA		●			
“MATILDA” PLAYBILL QUARTER PAGE AD OR 10 TICKETS TO “MATILDA” PERFORMANCE IN GENERAL ASSIGNED COVERED SEATING AREA			●		
“MATILDA” PLAYBILL EIGHTH PAGE AD OR 6 TICKETS TO “MATILDA” PERFORMANCE IN GENERAL ASSIGNED COVERED SEATING AREA				●	
<ul style="list-style-type: none"> <li>• RECOGNITION IN HITS YOUTH PRODUCTION PLAYBILLS</li> <li>• RECOGNITION ON HITS LOBBY DONOR WALL</li> <li>• ACCESS TO EARLY REGISTRATION &amp; TICKETS @ HITS THEATRE</li> </ul>	●	●	●	●	●



## SPONSORSHIP EXAMPLES



Postcards & Invitations



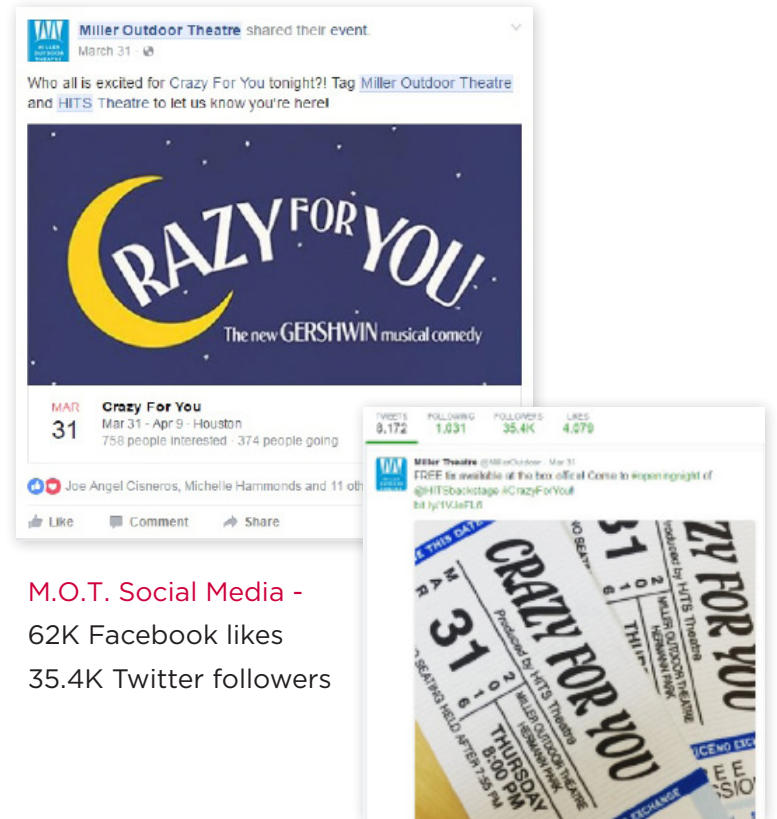
Playbill Ads  
8,500



Houston Chronicle Online Ads -

1.5 MM Weekly Print Readers

4.3 MM Monthly Page Views Online



M.O.T. Social Media -

62K Facebook likes

35.4K Twitter followers

## SPONSORSHIP AGREEMENT

I pledge the following sponsorship to HITS Theatre for the 2020 production,  
*Roald Dahl's Matilda the Musical* at Miller Outdoor Theatre:

☐ Visionary Sponsor (\$20,000)      ☐ Presenting Sponsor (\$15,000)      ☐ Title Sponsor (\$10,000)

☐ Producer's Circle (\$7,500)      ☐ Actor's Circle (\$2,500)

☐ Director's Circle (\$5,000)      ☐ Patron's Circle (\$1,500)

☐ Triple Threat Sponsor (\$1,000)      ☐ Backstage Sponsor (\$250)

☐ Rehearsal Sponsor (\$500)      ☐ Stage Door Groupie (\$150)

Circle choice:  
Playbill Ad / Tickets

☐ Junior Patron (\$100) *In recognition of performer under the age of 18*

Name of Company: \_\_\_\_\_

Name for Recognition (if different than above): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

☐ Check Enclosed    ☐ Please Invoice Me    ☐ Please Charge My:

☐ American Express    ☐ Visa    ☐ Mastercard    ☐ Discover

Card #: \_\_\_\_\_ Exp. \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_ Billing Zip \_\_\_\_\_

**To ensure you are properly represented in our event materials, the print deadline is February 28, 2020. Information regarding ad specs will be sent to the contact above.**

HITS Theatre will provide its corporate sponsors with benefits listed at the selected sponsorship level.  
For questions about your sponsorship, contact Troy Lubbers at 713.904.3352 or email [troy@hitstheatre.org](mailto:troy@hitstheatre.org).