



**SPONSORSHIP OPPORTUNITIES**

**2023-2024**

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## THE HISTORY OF THE LAKE WORTH PLAYHOUSE

The theatre first opened its doors on November 3, 1924, with local newspapers proudly touting its \$150,000 cost – a very high price at the start of the Great Depression. Opening night patrons were treated to a showing of a silent movie based on the Broadway play *Welcome Stranger*. The new \$10,000 Wurlitzer pipe organ (with built-in piano) played in concert for the first time that night and a five-piece orchestra from Fort Lauderdale played for the two performances.





## A DREAM LOST

The building was constructed by Lucien and Clarence Oakley, two brothers who came to South Florida from Illinois on the wave of movie mania sweeping the country in the early 1920s. Their dream was to build a movie palace and vaudeville house.

On September 16, 1928, a devastating hurricane ripped through the area, virtually demolishing the Oakley Theatre. But the tenacious brothers quickly rebuilt and reopened the theatre on January 10, 1929. Their dreams were ultimately dashed when the full weight of the Depression struck South Florida, and they lost ownership of the theatre for good. Over the years, the theatre changed names and ownership many times, showing art films, mainstream films and, later, blue movies. But no one was able to keep the film house afloat, and the theatre was finally shut down.



## A NEW DREAM REALIZED

On December 1, 1953, The Lake Worth Playhouse was incorporated by a group of Lake Worth citizens. The earliest seasons featured four productions a year in the auditorium of the old Lake Worth City Hall. Despite the long stairway climb to the non-air-conditioned third-floor performance space, audiences came out to support the organization. Most of the early performances sold out. The first play produced by the fledgling organization was Springtime for Henry.

In October 1975, The Lake Worth Playhouse purchased the Oakley Theatre building for \$60,000 and began much-needed renovations with an additional \$15,000 Bicentennial grant. The first production of The Lake Worth Playhouse in its new home was The Last of Mrs. Lincoln, chosen to fulfill stipulations of the federal Bicentennial grant.





# THE LAKE WORTH PLAYHOUSE TODAY

The Lake Worth Playhouse is proud to offer a variety of mainstream and alternative programming, both live and on film. The Playhouse also offers educational programs for adults and children, community outreach initiatives that bring cultural programs into the neighborhoods of underserved youth, and an outreach program that provides complimentary tickets for disadvantaged citizens in the community.





## THE STEPHANIE SMITH MAIN STAGE

The Lake Worth Playhouse is a 501 (c) 3 nonprofit community theatre with a never-be-dark policy. Year-round programming includes award-winning dramas, comedies, musicals, area premieres, Broadway favorites, children's shows, a live concert series and alternative programming.





## BLACK BOX SERIES

In addition to its Main Stage theatrical fare, the Black Box Series offers a unique selection of plays featuring the works of nationally and internationally established playwrights whose subjects or themes are both thought provoking and relevant to today's world. All works selected and presented in the series make perfect use of the Playhouse's 60 seat Stonzek Studio Theater, an intimate setting which provides the audience with a personal and visceral theatre going experience. The focus of the series is on the story, writing and acting of a chosen work with very basic technical arrangements.





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## INDEPENDENT FILM SERIES

Programming also includes independent and foreign films in the Stonzek Studio Theatre, perfect for its intimate space, movie theatre style seating, large viewing screen and high-definition projection.



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## OUR MISSION

The mission of The Lake Worth Playhouse is to provide premium entertainment, education and artistic opportunities through volunteerism and community involvement.





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## HOW CAN YOU HELP?

The Lake Worth Playhouse relies on your support to continue our mission of bringing arts and volunteer opportunities to our community and to future generations. Ticket sales only cover 60% of our costs, with the remainder of our funding coming in through grants and donors like you! Each sponsorship opportunity is annually based and offers its own set of exclusive benefits to businesses and individuals, offering highly targeted visibility and an opportunity to make a difference in your community.





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# MAIN STAGE PRODUCTION SPONSORSHIPS

In its 71st season, The Lake Worth Playhouse is proud to offer 3 musicals and 2 plays on the Main Stage. This blockbuster season has something for everyone and includes old classics, groundbreaking musicals, a murder mystery and a holiday favorite!

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## OPENING NIGHT SPONSOR - \$1,500

Sponsor our Opening Night reception and festivities and be a part of the excitement of Opening Night.

### YOUR SPONSORSHIP INCLUDES:

- 4 complimentary tickets to Opening Night
- Ad in Main Stage Playbill
- An acknowledgement of your sponsorship in the Curtain Speech
- Listing in our show printed materials
- Listing on our website donor page
- Signage in the theatre lobby and reception room

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## **PLAY SPONSOR - \$2,500**

Sponsor one of our plays and help defray the costs of producing a play on The Stephanie Smith Main Stage.

### **YOUR SPONSORSHIP INCLUDES:**

- 4 complimentary tickets to Sponsored Play
- Ad in Main Stage Playbill
- An acknowledgement of your sponsorship in the Curtain Speech
- Listing of sponsorship in all show related materials
- Listing on our website donor page
- Signage in the theatre lobby

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## MUSICAL SPONSOR - \$5,000

Sponsor one of our musicals and help defray the costs of mounting a full-scale musical on The Stephanie Smith Main Stage.

### YOUR SPONSORSHIP INCLUDES:

- 4 complimentary tickets to Sponsored Musical
- Ad in Main Stage Playbill
- An acknowledgement of your sponsorship in the Curtain Speech
- Listing of sponsorship in all show related materials
- Listing on our website donor page
- Signage in the theatre lobby



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## SEASON SPONSOR - \$10,000

Sponsor all 5 shows of the 23-24 season and be our theatre hero! Your sponsorship will help defray costs for all 5 shows and give the artistic staff the opportunity to raise the level across the board.

### YOUR SPONSORSHIP INCLUDES:

- 6 complimentary tickets to Opening Night of all 5 Sponsored Shows
- Ad in Main Stage Playbill
- An acknowledgement of your sponsorship in the Curtain Speech of all 5 Sponsored Shows
- Listing of sponsorship in all season related materials
- Listing on our website donor page
- Signage in the theatre lobby throughout the season
- Your name in lights with a Season Sponsor Acknowledgement for each Opening Night of the season.

# AUDIENCE DEMOGRAPHICS



- 92% Palm Beach County residents
- 2% Broward County residents
- 4% Tourists
- Median Age: 44
- Average Income: \$119,150
- 85% own investments
- 69% own two + cars
- 78% dine out with theatre visit
- 68% hold managerial or executive positions
- 26% are First Time Ticket Buyers
- 2,750 average patrons per show
- 16,500 average patrons per year



# EDUCATIONAL PROGRAMS SPONSORSHIPS



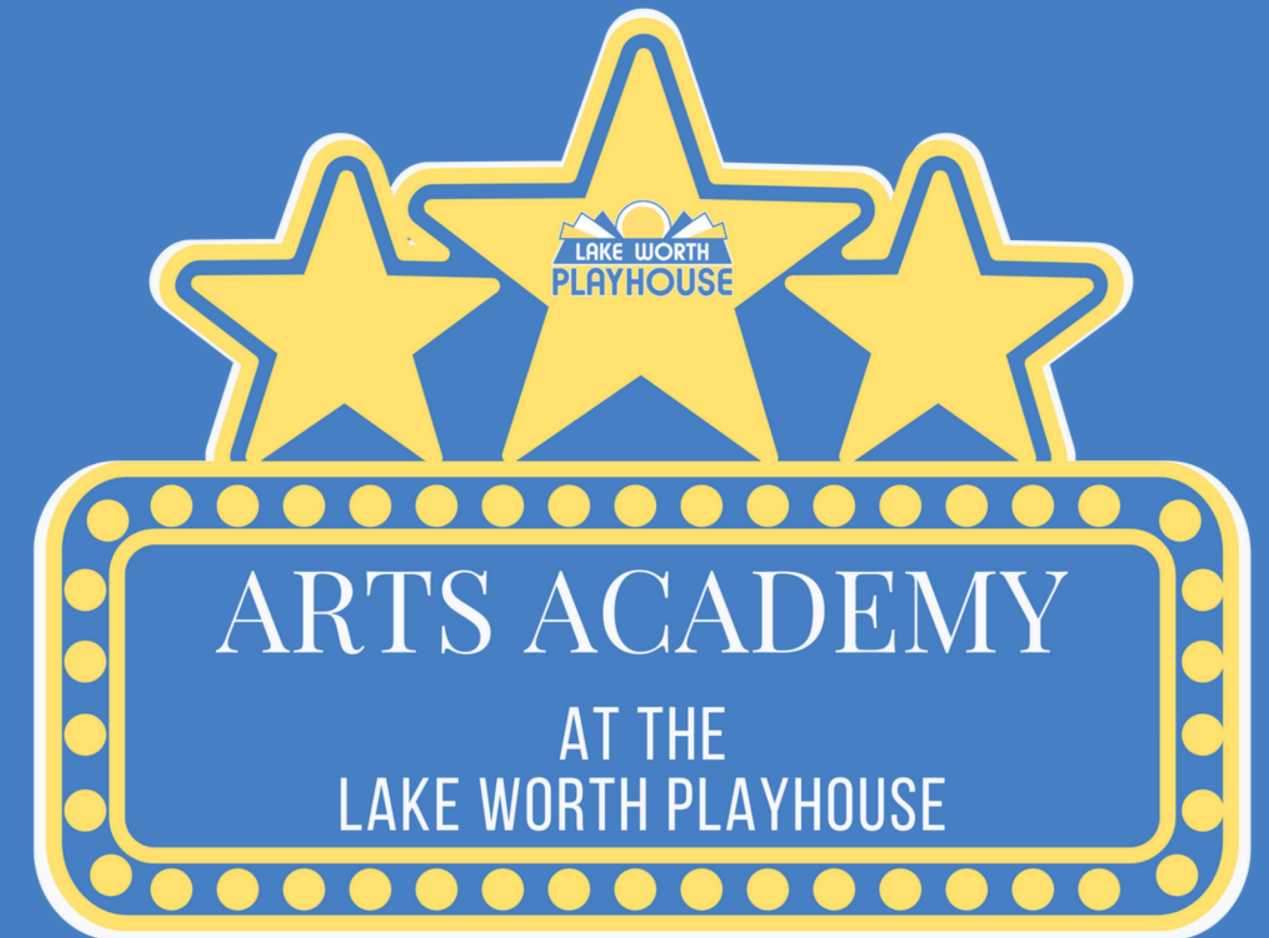


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## ARTS ACADEMY AT THE LAKE WORTH PLAYHOUSE

Arts and culture are essential to every child's development and education but we recognize that not all children have access to the arts. In order to remove those barriers, we'd like to offer reduced ticket prices for family shows to free transportation to the theatre for Title 1 schools. Through our education and community outreach initiatives, the Playhouse benefits thousands of children each year, connecting them and their families to the arts. The Playhouse summer camps and outreach initiatives have been widely popular, typically selling out camps and camp performances each summer.

Make a difference in a child's life and help us grow our performers and patrons of the future.





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## THEATRE CAMP SPONSORSHIP

**\$175 for one week**

**\$1,175 for the summer**

Sponsor a deserving child who would love to spend their summer at The Lake Worth Playhouse! You can sponsor one week up to 9 weeks for one child to attend our summer theatre camp program for kids 6 – 12 years of age. Kids will participate in arts and crafts, theatre games, the creation of sets and costumes and will perform in a weekly showcase.

## YOUR SPONSORSHIP INCLUDES:

- An acknowledgement of your sponsorship in the Showcase Curtain Speech
- 4 complimentary tickets to 1 Main Stage or Black Box Production
- Listing in Main Stage Program
- Listing on our website donor page



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## SHOW CAMP SPONSORSHIP \$850

Sponsor a deserving child who is ready to perform on the Main Stage as part of our Summer Show Camp! Your sponsorship will cover tuition for one camper to attend and perform in this 4-week camp that includes 5 performance opportunities! This camp is geared for kids 8 – 15.

### YOUR SPONSORSHIP INCLUDES:

- An acknowledgement of your sponsorship in the Curtain Speech
- 4 complimentary tickets to 1 Main Stage or Black Box Production
- Listing in Main Stage Program
- Listing on our website donor page





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## EDUCATION BUS FUND

### \$400 per bus

Help us get the students to the theatre! Many of the kids in our community don't have the opportunity to participate in our schools shows or outreach programs because their schools can't afford the transportation. Help us remove this barrier and fund a bus! Each bus holds approximately 28 students and you can fund as many buses as you'd like. We typically need funding for 4 – 6 buses per season.

## YOUR SPONSORSHIP INCLUDES:

- An acknowledgement of your sponsorship in the School-Time Series Curtain Speech
- 4 complimentary tickets to 1 Main Stage or Black Box Production
- Listing in Main Stage Program
- Listing on our website donor page



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## **FAMILY SHOW SPONSORSHIP**

### **\$2,500 per show**

Our Family Show Series, a new series that will take place on Saturday mornings in the 24-25 season, will bring families from our community into the theatre for 1-hour long productions geared for families with children between the ages of 5 – 13.

## **YOUR SPONSORSHIP INCLUDES:**

- An acknowledgement of your sponsorship in the Sponsored Show
- 4 complimentary tickets to the Sponsored Show
- Listing in Show Program
- Listing on our website donor page
- Signage in the theatre lobby
- Listing in related printed materials

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# TAKE A SEAT - \$1,500

Dedicate a seat in our historic theatre and celebrate the building's 100th birthday (2024) with us! What a fabulous opportunity to celebrate and remember. Sponsor a seat and become a part of The Lake Worth Playhouse history!

## YOUR SPONSORSHIP INCLUDES:

- A commemorative seat plaque on armrest
- Listing on the donor page in our program
- Listing on website donor page





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## HISTORIC PRESERVATION FUND (BUILDING IMPROVEMENTS) Any \$ Amount

The Lake Worth Playhouse occupies the former Oakley Theatre, the oldest building on the register of the Art Deco Society of Palm Beach County. The building will be 100 years old in 2024 and is in constant need of repair and upkeep. Plans are in the works for new seats and carpet in the Main Stage in addition to other projects that will maintain the beauty of the original building but bring its facilities up to date for the comfort of our patrons.





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# PLANNED GIVING

Through your will or living trust, you can endow your gift so that it lasts forever. Endowments are structured so that a small portion of your gift, rather than the whole amount, is used each year to fund a particular purpose. To perpetuate the fund forever, the majority of the fund always remains intact and is invested for the future.

- **Simplicity:** Just a few sentences in your will or trust are all that is needed.
- **Flexibility:** Because you are not actually making a gift until after your lifetime, you can change your mind at any time.
- **Versatility:** You can structure the bequest to leave a specific item or amount of money, make the gift contingent on certain events, or leave a percentage of your estate to us.
- **Tax Relief:** If your estate is subject to estate tax, your gift is entitled to an estate tax charitable deduction for the gift's full value.

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# WAYS TO GIVE

- **ONLINE:** [Donate via our website](#)
- **VIA SNAIL MAIL:** The Lake Worth Playhouse  
Attn: Sponsorships  
713 Lake Avenue  
Lake Worth Beach, FL 33460
- **IN PERSON:** Stop by the theatre between  
between 10 AM and 4 PM and  
we will happily accept your  
donation in person!

[Sponsorship Form](#)

Administrative Office: 561-586-6169  
[www.lakeworthplayhouse.org](http://www.lakeworthplayhouse.org)