

# 75<sup>TH</sup> SEASON ALLEY THEATRE

EVENT CHAIRS  
**Eloise Brice**  
**Rose Hochner Nelson**



## DECK the TREES

CELEBRATE THE SEASON

NOV. 19, 2021  
- JAN. 3, 2022

AT THE ALLEY THEATRE AND GEORGE R. BROWN CONVENTION CENTER

### SPONSORSHIP OPPORTUNITIES

Name (as you would like it to appear on marketing materials)

Company

Address

City

State

Zip

Email

Phone

### SPONSOR LEVELS AND BENEFITS ON REVERSE SIDE

I WOULD LIKE TO MAKE THE FOLLOWING GIFT:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <b>A GIFT OF MUNIFICENCE</b><br><b>\$50,000</b> | <input type="checkbox"/> <b>A GIFT OF BENEVOLENCE</b><br><b>\$25,000</b> | <input type="checkbox"/> <b>A GIFT OF LEADERSHIP</b><br><b>\$15,000</b> |
| <input type="checkbox"/> <b>A GIFT OF PATRONAGE</b><br><b>\$10,000</b>   | <input type="checkbox"/> <b>A GIFT OF SUPPORT</b><br><b>\$5,000</b>      | <input type="checkbox"/> <b>A GIFT OF CARE</b><br><b>\$2,500</b>        |

### PAYMENT

- |   |   |
|---|---|
| <input type="checkbox"/> My check is enclosed in the amount of \$ _____ made payable to the Alley Theatre.  | <input type="checkbox"/> I cannot participate, but enclosed is a fully tax-deductible donation of \$ _____.   |
| <input type="checkbox"/> Please invoice me on October 15 for the full amount. (All pledges must be paid on or before November 18, 2021.)  | <input type="checkbox"/> I wish to recommend a gift through a Donor Advised Fund. I personally guarantee that this pledge will be fulfilled in order for the Alley Theatre to book this pledge. |
| <input type="checkbox"/> Please charge \$ _____ to my:<br><input type="checkbox"/> Amex <input type="checkbox"/> Discover <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa |   |

Card Number

Exp. Date

Name on Credit Card

CVV

Signature

Date

PLEASE RETURN COMPLETED FORM TO: KRISTINE RIZZO, DIRECTOR OF SPECIAL EVENTS  
615 TEXAS AVENUE | HOUSTON, TX 77002 | 713.315.3370 | KristineR@alleytheatre.org

## SPONSORSHIP LEVELS AND BENEFITS



### Sponsorship of the 20' Hallmark Holiday Tree at the Alley Theatre decorated by a Premiere Houston Designer

#### A GIFT OF MUNIFICENCE \$50,000

- Exclusive volunteer opportunity for 50 employees to help with the installation of Deck the Trees
  - 12 invitations to Deck the Trees - Tree Lighting Ceremony and *A Christmas Carol* at the Alley Theatre on November 19, 2021
  - Announcement of sponsorship during the Tree Lighting Ceremony presentation
  - Prominent name recognition as the Presenting Sponsor in the event invitation, Alley website, signage, and donor recognition in the 2021-22 *Playbill*
- Fair market value \$1,500*

### Sponsorship of a 14' Holiday Tree (Alley or George R. Brown location) decorated by a Premiere Houston Designer

#### A GIFT OF BENEVOLANCE \$25,000

- 10 invitations to Deck the Trees - Tree Lighting Ceremony and *A Christmas Carol* at the Alley Theatre on November 19, 2021
  - Prominent name recognition in the event invitation, Alley website, signage, and donor recognition in the 2021-22 *Playbill*
- Fair market value \$1,200*

### Sponsorship of a 12' Holiday Tree (Alley or George R. Brown location) decorated by a Premiere Houston Designer

#### A GIFT OF LEADERSHIP \$15,000

- 8 invitations to Deck the Trees - Tree Lighting Ceremony and *A Christmas Carol* at the Alley Theatre on November 19, 2021
  - Prominent name recognition in the event invitation, Alley website, signage, and donor recognition in the 2021-22 *Playbill*
- Fair market value \$1,000*

### Sponsorship of a 10' Holiday Tree (Alley or George R. Brown location) decorated by a Premiere Houston Designer

#### A GIFT OF PATRONAGE \$10,000

- 6 invitations to Deck the Trees - Tree Lighting Ceremony and *A Christmas Carol* at the Alley Theatre on November 19, 2021
  - Prominent name recognition in the event invitation, Alley website, signage, and donor recognition in the 2021-22 *Playbill*
- Fair market value \$800*

### Sponsorship of a 7.5' Holiday Tree (Alley or George R. Brown location) decorated by a Premiere Houston Designer

#### A GIFT OF SUPPORT \$5,000

- 4 invitations to Deck the Trees - Tree Lighting Ceremony and *A Christmas Carol* at the Alley Theatre on November 19, 2021
  - Prominent name recognition in the event invitation, Alley website, signage, and donor recognition in the 2021-22 *Playbill*
- Fair market value \$600*

### Sponsorship of a 7.5' Holiday Tree (Alley or George R. Brown location) decorated by a Premiere Houston Designer

#### A GIFT OF CARE \$2,500

- 2 invitations to Deck the Trees - Tree Lighting Ceremony and *A Christmas Carol* at the Alley Theatre on November 19, 2021
  - Prominent name recognition in the event invitation, Alley website, signage, and donor recognition in the 2021-22 *Playbill*
- Fair market value \$400*