

PORIRUA LITTLE THEATRE

SPONSORSHIP · 2027 SEASON

YOUR NAME IN LIGHTS.

Four productions, one stage-struck community. Sponsor a single show or the whole 2027 season and put your business in front of audiences from across Porirua and the Wellington region — while helping local performers, crews and volunteers bring big theatre to their home town.

77
YEARS ON STAGE

293+
PRODUCTIONS

4
SHOWS IN 2027

100%
VOLUNTEER-RUN

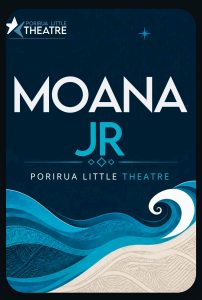
BE SEEN
Your logo on posters, programmes, the venue, our website and social media, from the season launch to closing night.

BE LOCAL
PLT has been made by Porirua, for Porirua, since 1950. Sponsoring us shows real commitment to the community you serve.

GET TALKED ABOUT
Featured posts, tags and shout-outs across Facebook, Instagram and our newsletter put your name in front of our followers all season.

MAKE IT HAPPEN
We're 100% volunteer-run and non-profit. Every dollar goes on stage: rights, sets, costumes, lights and venues.

THE 2027 SEASON



YOUTH MUSICAL
DISNEY'S MOANA JR
15–18 April 2027
Aotea College

A vibrant young cast sets sail across the Pacific. Our big family show, packed with schools, whānau and first-time theatregoers.



MUSICAL
INTO THE WOODS
July 2027
Venue to be announced

Sondheim's fairy-tale classic: wishes, witches and happily ever after — with a twist. Our winter main-stage musical.



DRAMA
THE DROWNING GIRLS
October 2027
Venue to be announced

A haunting, beautifully staged true story. An intimate drama for adult audiences who love bold, thoughtful theatre.



CABARET
DINNER CABARET
November 2027
Venue to be announced

Great food and a night of local talent: music, comedy and show-stopping acts. Our end-of-year celebration and a perfect night out for teams and clients.

CHOOSE ONE SHOW, OR THE WHOLE SEASON

SPONSORSHIP OPTIONS

Every option comes two ways: **per show** for the show of your choice, or **season** for all four 2027 shows at a better price.

PACKAGES		PER SHOW	SEASON
HEADLINER NAMING RIGHTS · EXCLUSIVE — 1 PER SHOW, OR 1 FOR THE SEASON	Naming rights · logo on the poster, programme cover and all show promotion · 4 featured social posts · full-page ad · 8 seats	**$4,999**	**$10,000**
LEADING ROLE LEAD SPONSOR · UP TO 4	Credited with a lead role · 2 featured social posts · half-page ad · venue logo · 6 seats	**$2,000**	**$5,000**
SUPPORTING ROLE CAST SPONSOR · UP TO 8	Credited with a cast member's role · 1 featured social post · quarter-page ad · 4 seats	**$1,000**	**$2,500**
SPOTLIGHT LOGO AND AD · OPEN	Sponsor thank-you post · eighth-page ad · venue and website logo · 2 seats	**$500**	**$1,250**
FRONT ROW FRIEND OF THE SHOW · OPEN — GREAT FOR SMALL BUSINESSES	Name in the programme and on the website · 2 seats	**$250**	**$600**

MORE WAYS TO SPONSOR		PER SHOW	SEASON
CAST & CREW MERCH PARTNER EXCLUSIVE	Your logo on the back of every cast and crew hoodie and T-shirt — worn at rehearsals, on show nights and around Porirua for years after.	**$2,000**	**$5,000**
PROGRAMME PARTNER EXCLUSIVE	Cover the printing of the souvenir programme, with your logo on the back cover.	**$600**	**$1,800**
OPENING NIGHT PARTNER 1 PER SHOW	Your brand on our biggest night: signage, a thank-you in the pre-show announcement and photos from the night shared online.	**$1,500**	**$3,500**
CORPORATE TICKETS OPEN	Tickets for your team or clients: 10 tickets to a show, or 10 to each show for the season (40 in all), any performance.	**$500***	**$1,800***
YOUNG PERFORMERS PARTNER EXCLUSIVE	Back the next generation: helps cover scripts, rehearsal space and costumes for the Moana JR youth company.	**$1,500**	**$2,500**

All prices exclude GST. Show price = one show of your choice. Season price = all four 2027 shows. Full details on the next page.
* Dinner Cabaret tickets include a meal, so a corporate pass for that show may cost more.

LIMITED AND TIME-BOUND

BOOK EARLY

Some benefits are limited, and some depend on print and production deadlines. The earlier you confirm, the more you get.

- ★ Exclusive packages (Headliner, merch, programme and opening-night partners) go to the first sponsor to confirm. Once taken, they're sold out.
- ★ Logo on posters, flyers and the programme cover: we need your confirmation and logo before the poster goes to print, usually about two months before opening night.
- ★ Programme ads: artwork is due about three weeks before opening night.
- ★ Cast and crew merch: your logo is needed before the merch is ordered, early in rehearsals.
- ★ Join after a deadline and you still get every other benefit, and we'll make up the difference where we can.

MORE INFO

WHAT YOU GET

Per-show benefits apply to the show you choose. Season sponsors get them at all four shows, and stay on the PLT website for 12 months.

NAMING RIGHTS

HEADLINER

$4,999 PER SHOW · **$10,000** SEASON

- Naming rights — "Into the Woods, brought to you by [Your Company]" (season: "The [Your Company] 2027 Season")
- Logo on the poster, programme cover and ticketing page
- Logo on all show promotion: social graphics, videos, ads and the newsletter
- 4 featured posts on PLT Facebook and Instagram, plus tags in every show post
- Logo on every page of the PLT website
- Full-page programme ad
- Prominent logo at the venue
- 8 opening-night seats and 8 programmes

LEAD SPONSOR

LEADING ROLE

$2,000 PER SHOW · **$5,000** SEASON

- Credited with a lead role in the programme (e.g. "Moana is brought to you by...")
- 2 featured posts on PLT social media, plus tags in show posts
- Half-page programme ad
- Prominent logo at the venue
- Logo and link on the PLT website sponsors page
- 6 opening-night seats and 6 programmes

CAST SPONSOR

SUPPORTING ROLE

$1,000 PER SHOW · **$2,500** SEASON

- Credited with a cast member's role in the programme
- 1 featured post on PLT social media
- Quarter-page programme ad
- Logo at the venue
- Logo and link on the PLT website sponsors page
- 4 opening-night seats and 4 programmes

LOGO AND AD

SPOTLIGHT

$500 PER SHOW · **$1,250** SEASON

- Shared sponsor thank-you post on PLT social media
- Eighth-page programme ad
- Logo at the venue
- Logo and link on the PLT website sponsors page
- 2 opening-night seats and 2 programmes

FRIEND OF THE SHOW

FRONT ROW

$250 PER SHOW · **$600** SEASON

- Name in the programme's thank-you list
- Name on the PLT website sponsors page
- 2 opening-night seats and 2 programmes

EVERY SPONSOR

HOW WE PROMOTE YOU

- A welcome post on Facebook and Instagram when you come on board, tagging your business
- Featured sponsor posts during the season (Headliner, Leading and Supporting Role)
- Tags in show announcements, ticket releases and opening-week posts
- A thank-you in the PLT newsletter
- Your logo and link on the PLT website sponsors page

PROGRAMME ADS

Just an ad, per show: full page **$350** · half page **$200** · quarter page **$120** · eighth page **$75**.

IN KIND

Sponsorship in kind is very welcome: printing, catering, building materials, timber and paint, transport, storage or rehearsal space. We'll match your contribution's value to a package.

LET'S TALK

PUT YOUR NAME UP IN LIGHTS.

Every package is flexible. Tell us what matters to your business and we'll tailor something that fits.

sponsors@porirualittletheatre.co.nz

PORIRUA LITTLE THEATRE

porirualittletheatre.co.nz/**sponsor**