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League of Historic American Theatres **Strategic Partners: Opportunities & Benefits**

Strengthen your company's name recognition and enhance visibility within the historic theatre field as a League Strategic Partner. Join the League of Historic American Theatres, a national association serving a growing network of historic theatres throughout North America, as a Strategic Partner, supporting activities designed to sustain historic theatres of various sizes, operating structures and programming philosophies for the benefit of their communities and future generations.

Who are we?

Founded in 1976 by 42 charter theatre members, the League of Historic American Theatres, Inc. (www.lhat.org) has grown into a network of 300 historic theatres throughout the United States and Canada. League members have driven the rescue and rehabilitation of hundreds of historic American theatres for more than three decades.

Historic theatres are successful survivors. Their longevity is due to managements who constantly adapt their programming, operations and facilities to remain relevant and to communities who embrace them.

Since 2005, the League has been making a transition from an organization best known for a membership that helps save historic theatres to a membership increasingly concerned with the tools, techniques and technologies of sustaining historic theatres at the center of their communities. By shifting focus to sustainability of operating theatres, the League can better sustain the field and assist emerging theatres.

In addition to income derived from dues-paying members and generated by programs, the League relies on the generous support of strategic partners and donors to provide programs and services for improving historic theatres, their businesses and their communities.

Strategic Partnership opportunities are available on a first-come, first-served basis. Contact Colleen Poehlman at the LHAT office, at 443-640-1058, ext 124 or info@lhat.org and she will tailor an opportunity to meet your needs.

Our Vision and Values

We believe that historic theatres are irreplaceable social, economic, historic and cultural resources for their communities. As iconic, creative places of public assembly, they build community loyalty, reinforce community identity and heritage, stimulate downtown revitalization, promote pride of place and anchor creative economies.

The League of Historic American Theatres envisions these unique showcases for human creativity, arts and culture as vital assets in livable communities throughout North America.

Our Mission

The League of Historic American Theatres, Inc., a non-profit membership association, is a professional network dedicated to sustaining America's historic theatres for the benefit of their communities and future generations.

Recognizing issues and challenges unique to operating historic theatres, the League facilitates information exchange among members through peer interaction, conferences, and collaborative projects.

ANNUAL CONFERENCE & THEATRE TOUR

36th Annual Conference & Theatre, San Diego, CA, July 18-21, 2012
37th Annual Conference & Theatre Tour, Minneapolis, MN, July 17-20, 2013
38th Annual Conference & Theatre Tour, New York, NY, July 2014

The League's annual conference -- the only national gathering of theatre professionals focusing on opportunities and challenges facing historic theatres -- attracts participants from across the U.S. and Canada. Conference strategic partners directly engage 250 conference attendees each year, including delegates from 100 historic theatres -- key decision-makers in their communities who seek designers, consultants, manufacturers and other service providers and suppliers to help them improve their historic structures, their businesses and their communities. By receiving year-round acknowledgement through our publications and website, strategic partners reach all League members and hundreds of others who turn to the League for help sustaining historic theatres in their communities.

Multi-year strategic partners, those companies that commit to investing \$3,000 or more per year for three years, secure the conference event or activity with which they want their company associated for three consecutive conferences and help us shape the event. Each year *multi-year partners* receive an **additional complimentary registration** (*may be used by partner or awarded to a representative from an historic theatre of your choice.*), PLUS an upgrade to **full color** for any advertisement included as a partnership benefit (*for partners investing \$8,000 or more each year*).

To receive full benefits associated with multi-year or year-round acknowledgment, conference strategic partnerships require partner to sign a letter of agreement and remit a 25% deposit upon commitment. Balance of partnership committee is due by May 15th each year.

★★★★★ Five-Star Strategic Partnership - \$15,000

- Title Partner *or*
- *Mix and match other activities totaling \$15,000 to receive the following benefits.*

Exceptionally high-visibility benefits associated with the most prominent conference events and year-round recognition as a leading strategic partner in League publications and website, and:

- Prominent placement of company name and logo in conference registration brochure. (*Requires commitment & 25% deposit by January 15th.*)
- Prominent placement of company name, logo and web link on LHAT conference page
- Prominent placement of company name, logo and bio in conference program
- Half-page advertisement in conference program
- Exhibition of a company display in conference registration area and during hosted event
- Display of a 6 x 8 banner (provided by your company) during the hosted event
- Acknowledgment of partnership during all major conference events
- Opportunity to insert corporate materials into all conference tote bags
- Three full conference registrations for your company's representatives
- One registration for Service Providers & Suppliers Expo & Reception
- Ribbons for conference badges, designating strategic partner status

★★★★ Four-Star Strategic Partnership - \$10,000

- Conference Transportation *(not available in 2012) or*
- Closing Night Party *or (this event has been secured for 2012)*
- *Mix and match other activities totaling \$10,000 to receive the following benefits.*

High-visibility benefits, including year-round recognition as a leading strategic partner in League publications and website, and:

- Prominent placement of company name and logo in conference registration brochure. *(Requires commitment & 25% deposit by January 15, 2011.)*
- Prominent placement of company name, logo and web link on LHAT conference page
- Prominent placement of company name, logo and bio in conference program
- One-quarter (1/4) page advertisement in conference program
- Exhibition of a company display in conference registration area and during hosted event or signage on motor coaches
- Opportunity to address participants during hosted event
- Acknowledgment of partnership during all major conference events
- Opportunity to insert corporate materials into all conference tote bags
- Two full conference registrations for your company's representatives
- One registration for Service Providers & Suppliers Expo
- Ribbons for conference badges, designating strategic partner status

★★★ Three-Star Strategic Partnership - \$8,000

- Annual Award Luncheon *(this event has been secured for 2012) or*
- Silent Auction and Reception *(this event has been secured for 2012) or*
- Keynote Address and Reception *(this event has been secured for 2012) or*
- LHAT Annual Membership Meeting & Luncheon *(this event has been secured for 2012) or*
- Conference Tote Bags *(this opportunity has been secured for 2012) or*
- L-hat (conference baseball cap) *(this opportunity has been secured for 2012) or*
- *Mix and match other activities totaling \$8,000 to receive the following benefits.*

High-visibility benefits, including year-round recognition as a strategic partner in League publications and website, and:

- Prominent placement of company name and logo in conference registration brochure. *(Requires commitment & 25% deposit by January 15th.)*
- Prominent placement of company name, logo and web link on LHAT conference page
- Prominent placement of company name, logo and bio in conference program
- One-sixth (1/6) page advertisement in conference program OR one registration for Service Providers & Suppliers Expo
- Exhibition of company display in conference registration area
- Opportunity to address participants from podium during hosted event
- Acknowledgment of partnership during all major conference events
- Opportunity to insert corporate materials into all conference tote bags
- Two full conference registrations for your company's representatives (or a conference registration and a registration for Service Providers & Suppliers Expo for a single representative)
- Ribbons for conference badges, designating strategic partner status

★★ Two-Star Strategic Partnership - \$5,000

- Tools & Techniques (One of four educational segments featuring 3-5 concurrent sessions; each session is repeated following a break) (*T&T segment #1 has been secured for 2012. T&T segments 2 (Thu.), 3 (Fri.) and 4 (Sat.) are still available*) or
- 2012 Nuts & Bolts Breakfast (*this opportunity has been secured for 2012*) (breakfast sessions presented during conference; can include Nuts & Bolts, Peer Discussions, varies each year) or
- Lanyards for Conference Name Tags (*this opportunity has been secured for 2012*) or
- Flash Drive containing conference materials (*this opportunity has been secured for 2012*) or
- *Mix and match other activities totaling \$5,000 to receive the following benefits.*

High-visibility benefits, including year-round recognition as a strategic partner in League publications and website, and:

- Company name and logo in conference registration brochure. (*Requires commitment & 25% deposit by January 15th.*)
- Company name, logo and web link on LHAT conference page
- Company name, logo and bio in conference program and on archived presentation materials for Tools & Techniques partner
- Exhibition of company display in conference registration area and at hosted event
- Acknowledgment of partnership during all major conference events
- Two full conference registrations for your company's representatives (or a conference registration and a registration for Service Providers & Suppliers Expo for a single representative)
- Ribbons for conference badges, designating strategic partner status

★ One-Star Strategic Partnership - \$3,000

- **Pre-Conference Historic Theatre Ramble** or
- 2012 Early Bird, In-Depth Sessions (varies each year; can be pre-conference workshop or seminar) (*these sessions have been secured for 2012*) or
- Conference Schedule-at-a-Glance (*this opportunity has been secured for 2012*) or
- Networking Refreshment Break (30 mins. between Tools & Techniques segment) (*Break #2 has been secured for 2012; Break #1 (Wed.) and Break #4 - (Sat.) are still available*) or
- **Conference Plenary Session** (One of several sessions presented to all participants; only one in 2012.) or
- *Mix and match other activities totaling \$3,000 to receive the following benefits.*

High-visibility benefits, including year-round recognition as a strategic partner in League publications and website, and:

- Company name, logo and web link on LHAT conference page
- Company name, logo and bio in conference program
- Exhibition of company display in conference registration area and at hosted event
- Acknowledgment of partnership during all major conference events
- One full conference registration for your company's representative
- Ribbon for conference badge, designating strategic partner status

Other Conference Partnership Opportunities

(Conference registration is not included at this level.)

- General Conference Partner - \$1,000 - \$2,000
- Scholarships @ \$500 (supports full conference registration for a historic theatre representative of your choice)
- Silent Auction Web Site - \$500

Year-round recognition as a strategic partner in League publications and website and:

- Company name, logo and web link on LHAT conference page
- Company name, logo and bio in conference program
- Acknowledgment of partnership during all major conference events