



334 N. Charles Street, 2nd Floor
Baltimore, MD 21201

tel: 410-659-9533; toll free: 877-627-0833; fax: 410-837-9664

e-mail: fholden@lhat.org

web site: www.lhat.org

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 in 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 more than 300 historic theatres throughout the United States and Canada. Past and current 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.

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.

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 Fran Holden, Executive Director, at 410-659-9533 or fholden@lhat.org to tailor one to meet your needs.

ANNUAL CONFERENCE & THEATRE TOUR

34th Annual Conference & Theatre Tour, San Antonio, TX, July 14-17, 2010

35th Annual Conference & Theatre Tour, Schenectady, NY, July 13-16, 2011

36th Annual Conference & Theatre, San Diego, CA, July 2012

The League's annual conference is the largest national gathering of historic theatre professionals, community leaders, service providers and suppliers, attracting participants from across the U.S. and Canada. Conference strategic partners directly engage 250-300 conference attendees each year, including delegates from over a hundred 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 **\$2,000 or more per year for three years**, secure the conference event or activity with which they want their company associated for three consecutive conferences. 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 up-grade to **full color** for any **advertisement** included as a partnership benefit (*for partners investing \$5,000 or more each year*).

To receive full benefits associated with multi-year or year-round acknowledgment, conference strategic partnerships require **commitment by November 1st and a **25% deposit by January 15th** each year.**

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

- **Title Partner**
- **Opening Night Activities**
- **Or mix and match other activities totaling \$10,000 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 15, 2010.*)
- 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
- 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
- Three free, full-conference registrations for your company
- One registration for Service Providers & Suppliers Expo & Reception
- Ribbons for conference badges, designating strategic partner status

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

- **Conference Transportation** *or*
- **Mix and match other activities totaling \$8,000 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, 2010.*)
- 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 from podium during hosted event
- Acknowledgment of partnership during all major conference events
- Opportunity to insert corporate materials into all conference tote bags
- Two free, full-conference registrations for your company
- One registration for Service Providers & Suppliers Expo & Reception
- Ribbon for conference badge, designating strategic partner status

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

- **Opening Luncheon** *or*
- **League of Historic American Theatres Annual Membership Meeting & Birthday Party** *or*
- **Silent Auction and Reception** *or*
- **Annual Awards Banquet** *or*
- **Conference Tote Bags** *or*
- **L-hat (conference baseball cap)**
- **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:

- Prominent placement of company name and logo in conference registration brochure. (*Requires commitment & 25% deposit by January 15, 2010.*)
- 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 & Reception
- Exhibition of a 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 free, full-conference registrations for your company
- Ribbon for conference badge, designating strategic partner status

★★ Two-Star Strategic Partnership - \$3,500

- **Pre-Conference Theatre Ramble** *or*
- **Eye-Opener Breakfast Sessions (one of three sessions)** *or*
- **Lanyards for Conference Name Tags** *or*
- **Flash Drive containing conference materials** *or*
- ***Or mix and match other partnership activities totaling \$3,500 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 15, 2010.*)
- Company name, logo and web link on LHAT conference page
- Company name, logo and bio in conference program
- Exhibition of a company display in conference registration area and at hosted event
- Acknowledgment of partnership during all major conference events
- Two free, full-conference registrations for your company
- Ribbon for conference badge, designating strategic partner status

★ One-Star Strategic Partnership - \$2,000

- **Pre-Conference Workshops** *or*
- **Conference Schedule-at-a-Glance** *or*
- **Plenary Session (one of several throughout the conference)** *or*
- **Tools & Techniques Session (one of 4 sessions of 4-5 concurrent educational presentations; sessions are repeated following a refreshment break each day)**
- ***Or mix and match other partnership activities totaling \$2,000 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 a company display in conference registration area and at hosted event
- Acknowledgment of partnership during all major conference events
- One free, full-conference registration for your company
- Ribbon for conference badge, designating strategic partner status

Other Conference Partnership Opportunities

- **General Conference Partner - \$1,000**
- **Scholarships @ \$500 (supports full-conference registration for a representative of a historic theatre 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
- Ribbon for conference badge, designating strategic partner status