



BROADWAY DALLAS

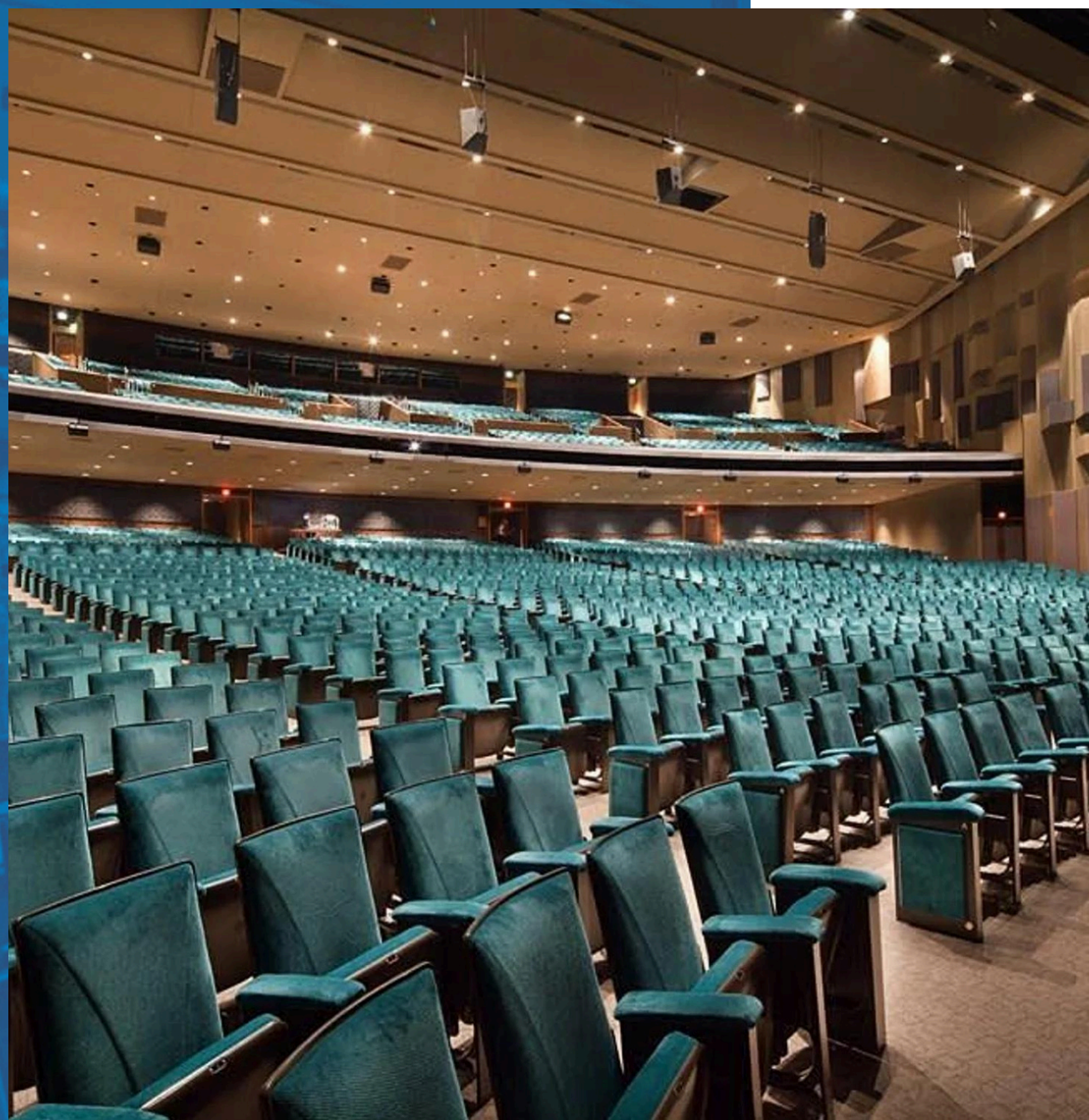
BROADWAY



ACROSS AMERICA[®]

**SPONSORSHIP OPPORTUNITIES
DALLAS MUSIC HALL**

ABOUT THE BROADWAY DALLAS SERIES



Broadway Dallas is part of the Broadway Across America network presenting the biggest theatrical blockbusters direct from NYC and London's West End. As one of the most attended Broadway series in the country Broadway Dallas features the best of Broadway with shows like Hamilton, Wicked, Lion King and countless others.

Broadway Dallas, previously known as Dallas Summer Musicals, is still the preeminent nonprofit presenter of Broadway theater, musicals, and concerts in North Texas.

Broadway Dallas presents and promotes excellence in live musical theater with year-round performances for diverse audiences of all ages, impacting the lives of children and families through community outreach and education and enriching the cultural landscape of Dallas/Fort Worth, North Texas and the Southwest Region.



Anchor Attraction

A National Treasure at Fair Park



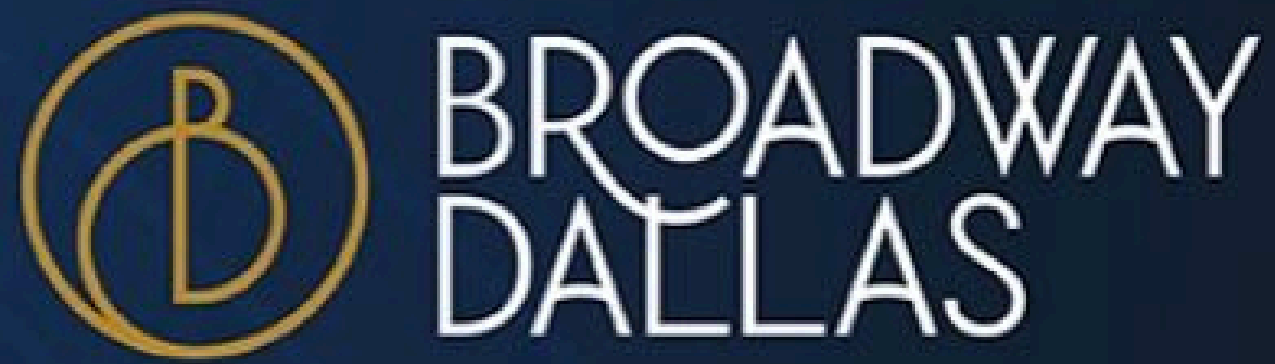
Celebrating 100 Years!

Centennial Celebrations coming in 2025!

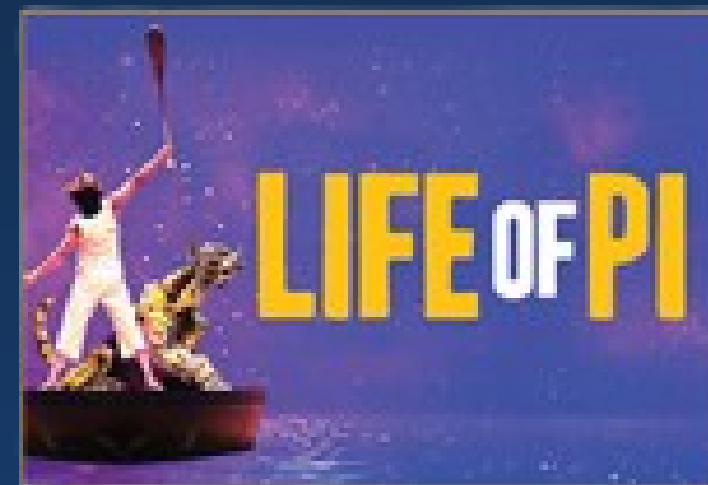
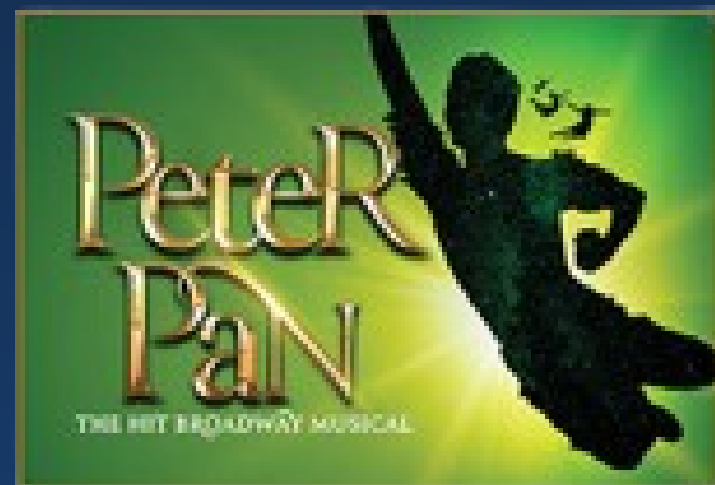


Renovation Happening Soon

Massive renovation upcoming as result of Brimer Bill Funding



GREAT SCOTT! THE 24/25 SEASON HAS ARRIVED.





JOHN GORE ORGANIZATION

**BROADWAY.COM****THE
BROADWAY
CHANNEL®**

BroadwayBox.com

**OFFICE
BOX
SALES
GROUP**

JGO is the leading developer, producer, distributor and marketer of Broadway theatre worldwide. Under the leadership of 14-time Tony winning producer and owner John Gore, its family of companies includes Broadway Across America, Broadway.com, The BroadwayChannel, BroadwayBox.com and Group Sales Box Office. Its productions span Broadway, Off Broadway, London's West End, Japan, Canada and 45 markets in North America. It has won Tonys in every producing category as well as numerous other Drama League, Drama Desk and Olivier awards. Through digital media, broadcast specials and live touring shows, JGO reaches over 35 million Broadway fans each year.

Broadway Across America and Broadway Across Canada comprise North America's largest network of touring Broadway presenters, bringing first-class touring Broadway to more than 7 million fans across 45 markets. Each market's Broadway season consists of 5-8 shows per year. BAA/BAC sold nearly 40% of all North American touring Broadway tickets in the 18-19 season.

BAA/BAC have a combined reach of 5 million website visitors, 4 million eClub members, 2 million social media followers and 450,000 season ticket holders.

DEMOGRAPHICS OF NORTH AMERICA'S BIGGEST SPORTS VS. BROADWAY ACROSS AMERICA

	NASCAR	MLB	NBA	NFL	NCAA Basketball	NCAA Football	NHL	PGA Tour		Broadway Across America
Gender										
Men	64.20%	65.20%	65.40%	66.50%	67.30%	68.50%	69.50%	70.60%	Men	40%
Women	35.80%	34.80%	34.60%	34.60%	32.70%	31.50%	30.50%	29.40%	Women	60%
Age										
18-29	13.20%	16.70%	26.80%	19.60%	18.70%	18.60%	20.90%	8.70%	18-24	4%
30-49	34.30%	35.10%	37.60%	38.20%	34.80%	35.70%	41.90%	27.00%	25-34	17%
50-69	40.00%	34.10%	26.00%	31.70%	33.90%	33.40%	29.00%	42.30%	35-54	46%
70+	12.50%	14.10%	9.60%	10.60%	12.60%	12.30%	8.20%	22.10%	55-64	21%
									65+	12%
Household Income										
<\$35,000	32.40%	23.50%	31.00%	24.80%	24.40%	23.00%	20.80%	20.10%	<\$49,999	17%
\$35,000-\$49,999	21.40%	17.80%	19.70%	18.30%	18.20%	17.70%	17.10%	18.50%	\$50,000-\$74,999	22%
\$50,000-\$74,999	16.50%	17.40%	16.00%	17.40%	17.80%	18.20%	16.10%	17.30%	\$75,000-\$99,999	19%
\$75,000-\$99,999	13.60%	15.80%	13.50%	15.50%	15.20%	16.00%	15.20%	15.10%	\$100,000-\$149,999	22%
\$100,000-\$249,999	14.50%	22.10%	16.90%	20.80%	21.10%	21.70%	26.60%	24.50%	\$150,000-\$199,999	8%
\$250,000+	1.70%	3.50%	2.90%	3.10%	3.20%	3.40%	4.20%	4.40%	\$200,000-\$250,000	4%
									\$250,000+	8%

Sports Source: Scarborough USA

Broadway Across America Source: Live Analytics BAA Profile Report

OUR SEASON & ATTENDANCE



- 8-10 Shows per Season
 - 20,000 Season Tickets
 - Annual Attendance Average: 350,000
- 18-24 Weeks of Performances
 - 8 Performances per Week
- Average >140 Performances per Season

A DYNAMIC MARKETING PLATFORM

- Brand Advertising
- Category Exclusivity
- Playbill/Show Program Advertising
- Naming Rights
- Digital Marketing
- **Access to 3 million eCLUB Fans**
- B2B Marketing
- B2C Marketing
- Customer & Employee Ticket Discounts
- Social Media Engagement
- Promotional Extensions
- On-Site Visibility
- Premium Client Hospitality
- Backstage Tours
- Exclusive Events
- Philanthropic Outreach
- Fundraising Opportunities
- Sampling Opportunities





KEY STATISTICS - MARKETING

- **Annual Attendance:**
 - 350,000+
- **Subscribers:**
 - Over 20,000
- **Performances:**
 - 140 per season, 18-24 weeks of program performances with 8 performances per week
- **Marketing and Advertising Budget Average:**
 - \$1,200,000

Because of the broad target market and size of the Dallas market, we use an equally broad combination of mediums that would feature the sponsor:

- Print (30%)
- Broadcast (30%)
- Direct Mail (15%)
- Out-of-Home (5%)
- Internet/Online (20%)

KEY STATISTICS - MARKETING



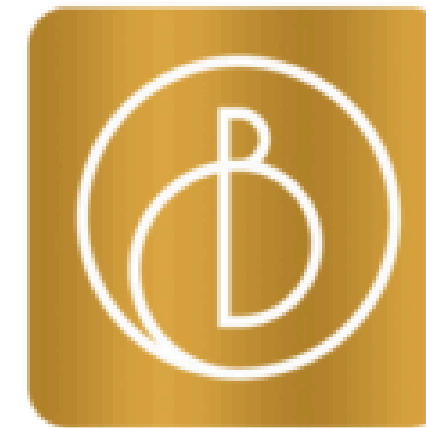
- Web Banner
 - Ad impressions 650,000 per season, 346,000 unique page visits/327,000 page views, 2.8 visits per week, 45% new visitors
- 10,000 Direct Mail Inserts
- 100,000 Acquisition emails
- 600,000 On Line Impressions
- 400,000 Lobby Loop Impressions (video loop spots)
- 3,300 Radio Ads per season 550 per event
- 2,800 Television Ads per season/460 per event (300x 250 ad plus title page)
- 200 Newspaper Ads per season/15-20 per event/series marketing
- 3,300 season ticket booklet/direct mail pieces
- 140,000 flyers printed per season/20,000 per show
- 2800 Posters printed per season/400 per show
- Logo Inclusion 2 full page ads in all season theatrical publications (circulation 1,000,000)
- 62 3 Sheets (3ft by 6 ft) per season
- Door clings for every show

SPONSORSHIP VALUE

- Prime Brand Visibility in the DFW Market
- Premier Hospitality and Concierge Services
 - Complimentary Seats, Discounts, and Other Opportunities for Executives, Clients, Employees.
- Exclusive Entertainment Opportunities at The Dallas Music Hall
- Enhanced Business and Social Networking Opportunities – Dallas Music Hall
- Company exposure to 200,000+ direct DSM impressions annually (10,000+ subscribers); 250,000+ in indirect impressions.
- Unique opportunity to develop experiential marketing assets to create rewards for sponsor's customers and cross-promote the partnership.
- Educational investment in performing arts training and experiences for children.
- Community partnership with an extraordinary, family-friendly performing arts non-profit organization.

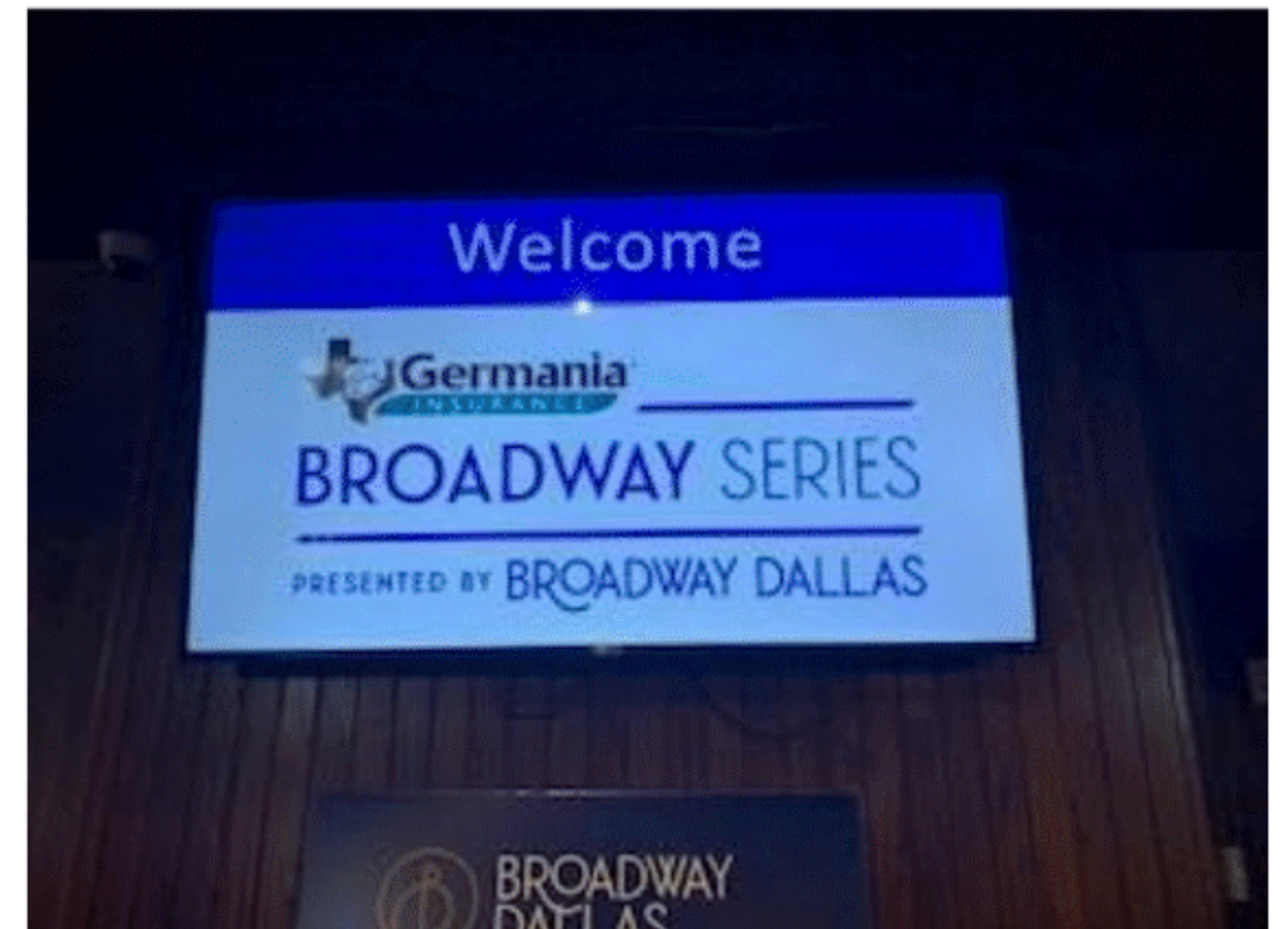


KEY MARKETING ELEMENTS APP



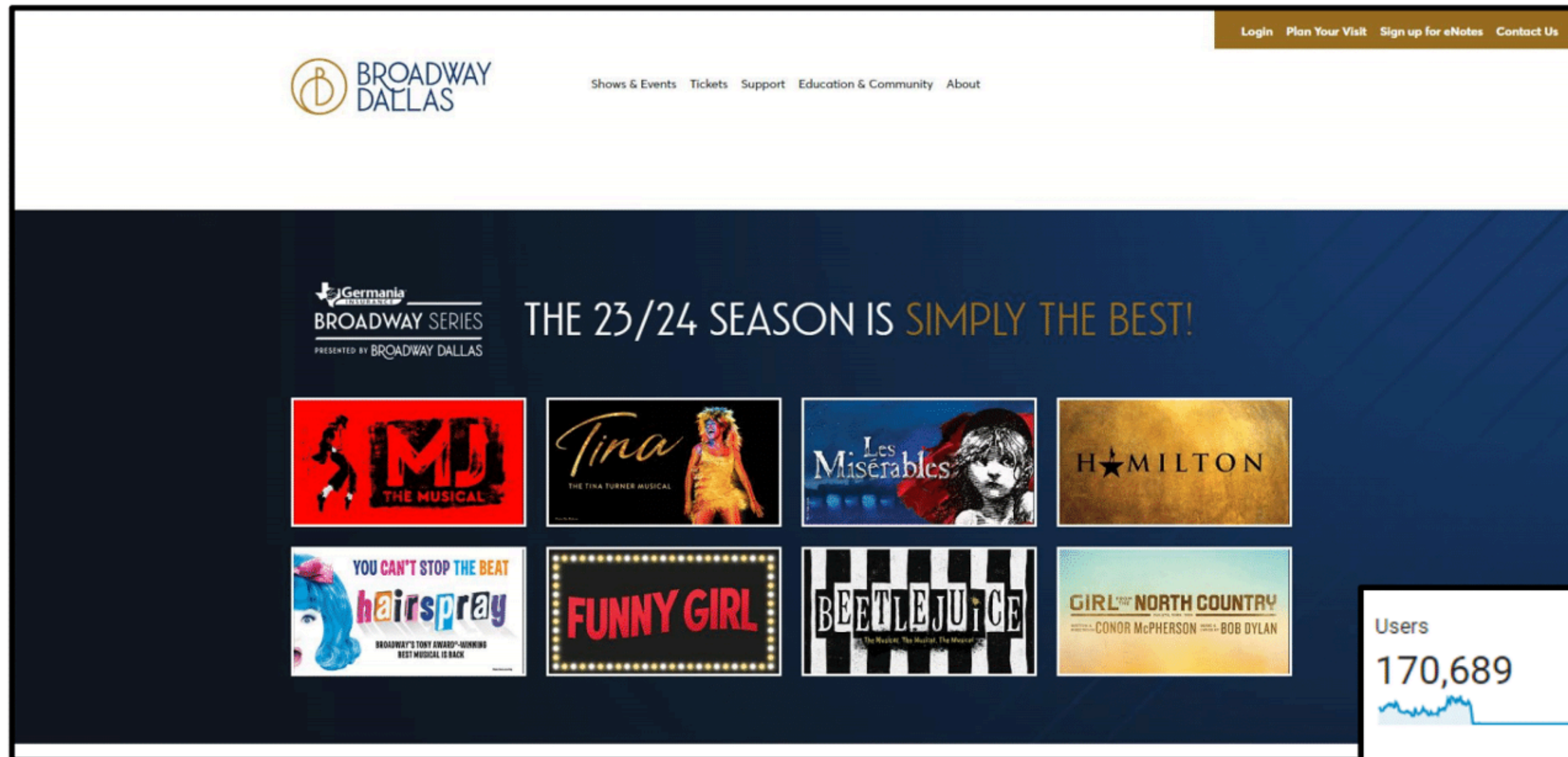
KEY MARKETING ELEMENTS COLLATERAL

(EXTERIOR & INTERIOR SIGNAGE, LOBBY SCREENS, PRINTED MATERIAL & MORE)



KEY MARKETING ELEMENTS WEBSITE

(INCLUSION ON HOMEPAGE & THROUGHOUT - 500K+ ANNUAL SITE VISITS)



KEY MARKETING ELEMENTS EMAIL

(AVG 3/WEEK TO INTERNAL DATABASE OF MORE THAN 80,000
INCLUDING BOTH SALES & INFORMATIONAL)

View In Browser


BROADWAY SERIES
PRESENTED BY BROADWAY DALLAS

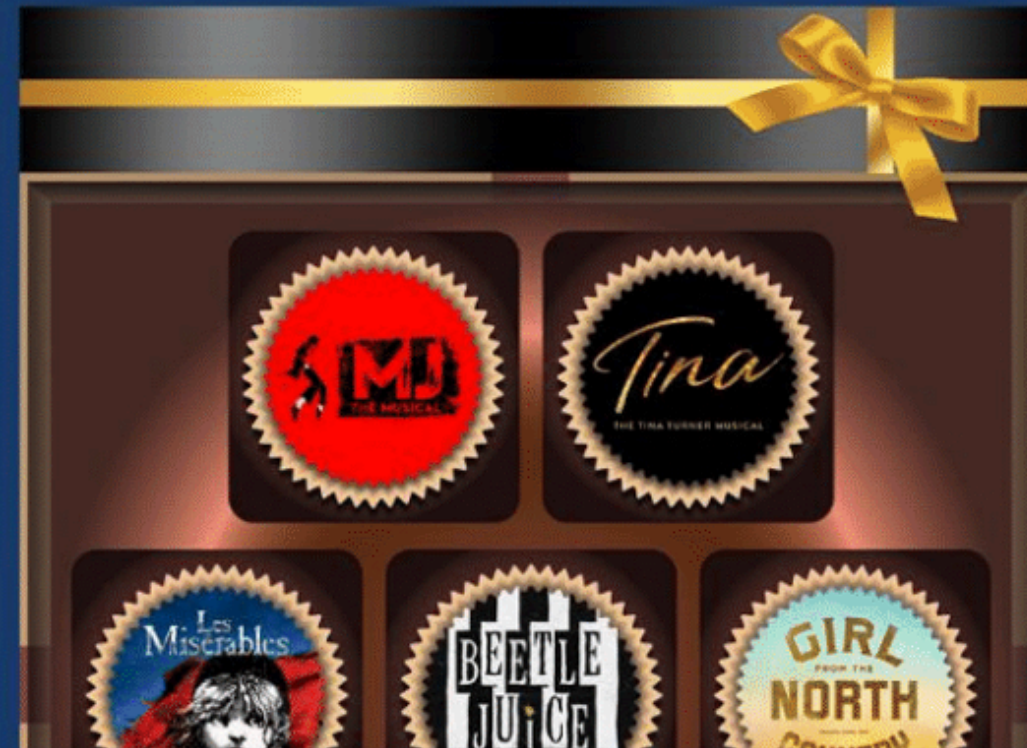
**Secure Your Seats to the Thrilling *MJ*
Right Now as a Subscriber**



View In Browser


BROADWAY SERIES
PRESENTED BY BROADWAY DALLAS

**Don't settle for just ONE day, give
Mom 7 sweet treats this year!**



View In Browser


BROADWAY SERIES
PRESENTED BY BROADWAY DALLAS

**The performance will start exactly at the time listed on
your ticket. Please allow plenty of time to park and find
your seat(s). Latecomers may be subject to a 23 minute
hold in the lobby.**

**Get Ready to Experience *To Kill a
Mockingbird!***

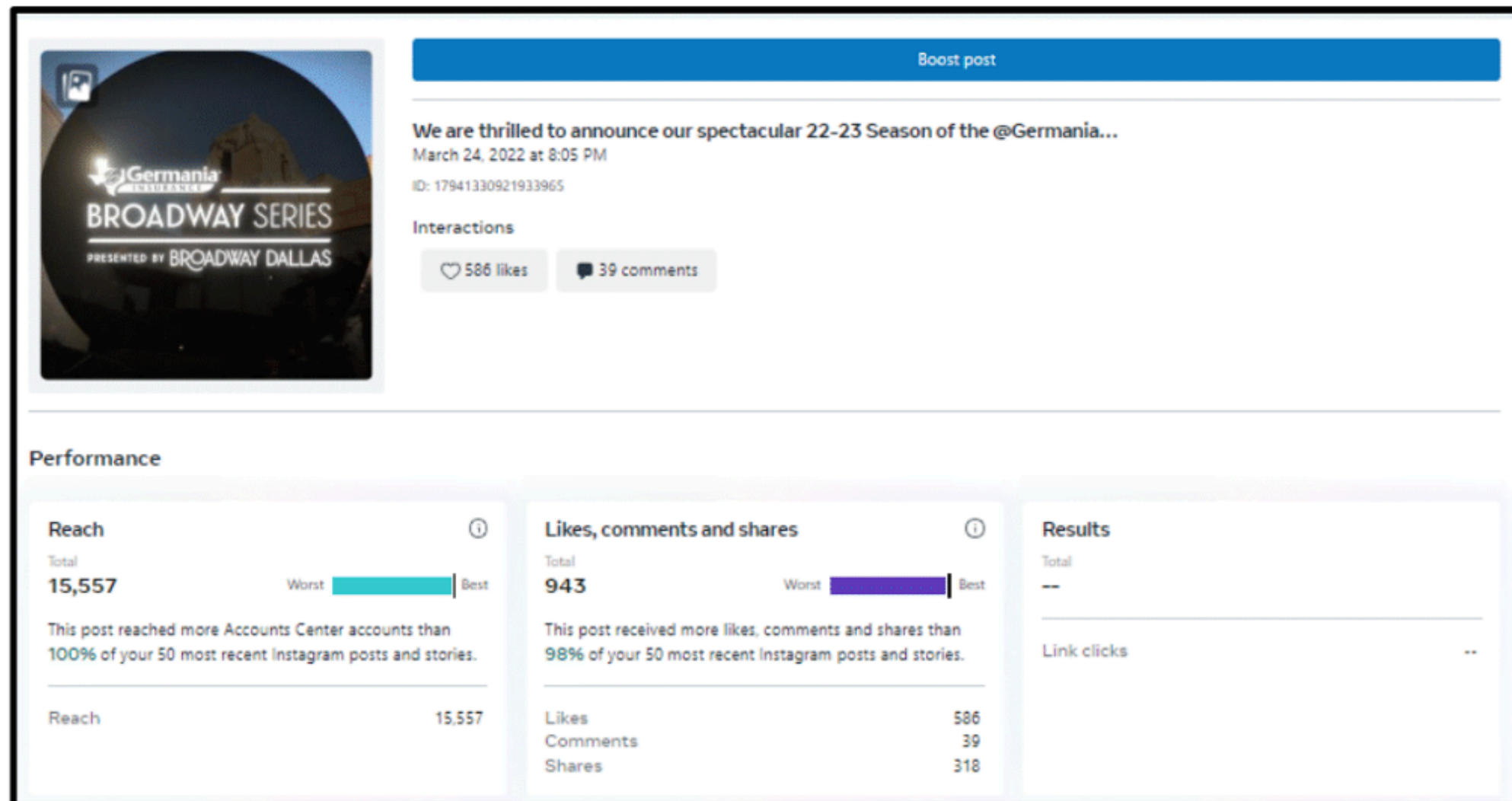
This email includes important information ahead of your visit to the Music Hall. Please read in full prior to your performance. *If you've transferred or resold any of your tickets for **To Kill a Mockingbird**, please share this email with the ticket holder attending the show.*

Please plan to arrive 90 minutes prior to your scheduled performance. We anticipate heavy traffic and congestion around Fair Park and encourage you to allow ample time for parking and security. Latecomers will be subject to a seating hold outside the theater at the start of the performance.

Please be advised that this production contains racially explicit

KEY MARKETING ELEMENTS SOCIAL

(DAILY POSTINGS ON ALL MAJOR PATFORMS TO NEARLY 100K FANS & FOLLOWERS)



Boost post

We are thrilled to announce our spectacular 22-23 Season of the @Germania...
March 24, 2022 at 8:05 PM
ID: 17941330921933965

Interactions
586 likes 39 comments

Performance

Metric	Total	Worst	Best
Reach	15,557		
Likes, comments and shares	943		

Reach
Total: 15,557
This post reached more Accounts Center accounts than 100% of your 50 most recent Instagram posts and stories.

Likes, comments and shares
Total: 943
This post received more likes, comments and shares than 98% of your 50 most recent Instagram posts and stories.

Metric	Count
Reach	15,557
Likes	586
Comments	39
Shares	318

Results
Total: --
Link clicks: --



broadwaydallas

Germania
BROADWAY SERIES
PRESENTED BY BROADWAY DALLAS

MOULIN ROUGE!
THE MUSICAL

ain't too proud
THE LIFE AND TIMES OF THE TEMPTATIONS

RICHARD THOMAS
ATTIUS FINCH
HARPER LEE'S
TO KILL A MOCKINGBIRD
AARON SORKIN
BARTLETT SHER

SIX
THE MUSICAL

MY FAIR LADY
THE MUSICAL

Big New Musical.
Big. Huge.
PRETTY WOMAN
THE MUSICAL

Tootsie

[View insights](#) [Boost post](#)

Liked by michaelrichman67 and 532 others

broadwaydallas Take your seats for the 22/23 @germaniainsurance series! The spectacular new season includes seven market debuts filled with fan and... more

[View all 5 comments](#)
March 30, 2022

CUSTOMIZED SPONSORSHIP

- Comprehensive Branding-Title Sponsorship (fully customized)
- Category Exclusivity
- Logo Inclusion in select print, email, social media placemen, collateral
- Logo inclusion on Broadway Across America Dallas and Music Hall website
- Full page four color ad Playbill Theatre publication-can be changed for every show
- Display/Activation- During all BAA shows Access to show artwork/use as approved
- Branded Valet and VIP Experiences (fully customized)
- Lobby Signage, to be mutually agreed upon (Select Branding Opportunities)
- Window treatment/ Additional signage
- Additional Exposure as mutually agreed
- Promotional Consideration

TOTAL INVESTMENT

*Based on the elements as presented**

24-25 Season -

25-26 Season -

26-27 Season -

**This has not been customized, we can add more tickets and adjust as agreed.*

FOR SPONSORSHIP OPPORTUNITIES WITH



STEVE WILSON
STEVE@EXPERIENCE-MAKER.COM
(713) 822-3771