

Spotlight Soirée Annual Auction & Gala
Partnership Opportunities



Sheraton Grand Seattle

Saturday, April 18, 2026

We Believe...

The 5th Avenue Theatre Company is a vital cultural resource and economic engine for downtown Seattle, King County, and the Pacific Northwest.

We are investing in a future where live performance remains a powerful force for connection, community bonds, and collective well-being.

The 5th delivers a profound and lasting impact on our region and American Theatre.

Musical theater is essential to uplifting and reflecting the shared humanity of the communities we serve.

When you partner with The 5th...

Your brand **joins a mission** that goes beyond world-class entertainment to strengthen community.

Your company gains **meaningful exposure and strong audience affinity** with people who prioritize creativity, connection, and impact.

With unparalleled exposure and VIP access, your partnership will **foster meaningful, long-lasting relationships with a distinguished audience.**

We encourage you to take advantage of this unique opportunity and **position your brand at the heart of this vibrant celebration.**



Spotlight Soirée

Annual Auction & Gala

Saturday, April 18, 2026
Sheraton Grand Seattle

Celebrate the impact of musical theatre.

The Spotlight Soirée Auction & Gala is not just an event—it's an extraordinary experience and our largest annual celebration of The 5th's impact on the stage and within the community.

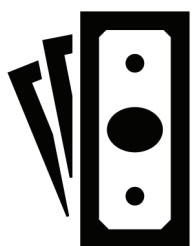
As a Corporate Partner, your contribution is essential to empowering our mission to elevate, inspire, and celebrate musical theatre. **Your support directly enriches our region** with bold, transformative productions and bolsters the ongoing success of The 5th's **empowering education and engagement programs**.

So join us, for this unforgettable evening that will transport guests to the golden age of the Palm Springs music scene—where jazz, swing, and vintage pop once ruled the desert airwaves. Join us for a dazzling celebration inspired by the opulence and glamour of this bygone era as we raise funds for locally-produced musical theater in Seattle.

Spotlight Soirée Audience

Monetary

HH Income



37%

\$250k+

50%

\$100 - \$249k

75% have a
\$2M+
Net Worth



Dollars Spent: \$3.1k+
(not including table sales)



Donation: \$2.5k+
(auction experiences)

Demographics



69%

Female



31%

Male



62%

Married



36%

Have Children



97%

Homeowners

Age

22-44

23%

45 - 60

36%



60 - 80+

41%



56%

College+
Educated

Recognition & Visibility

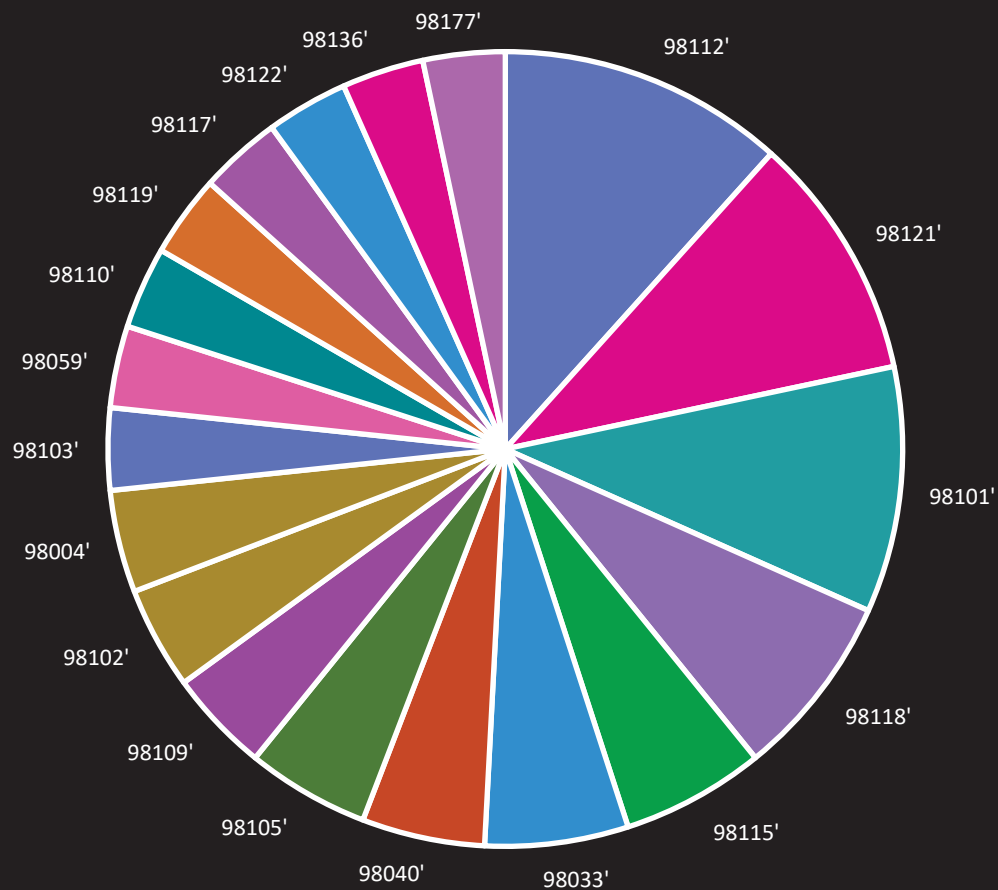


3 Months of
Marketing
Promotions

Reach: 376k+
individuals

Expected Guest
Count: 350+

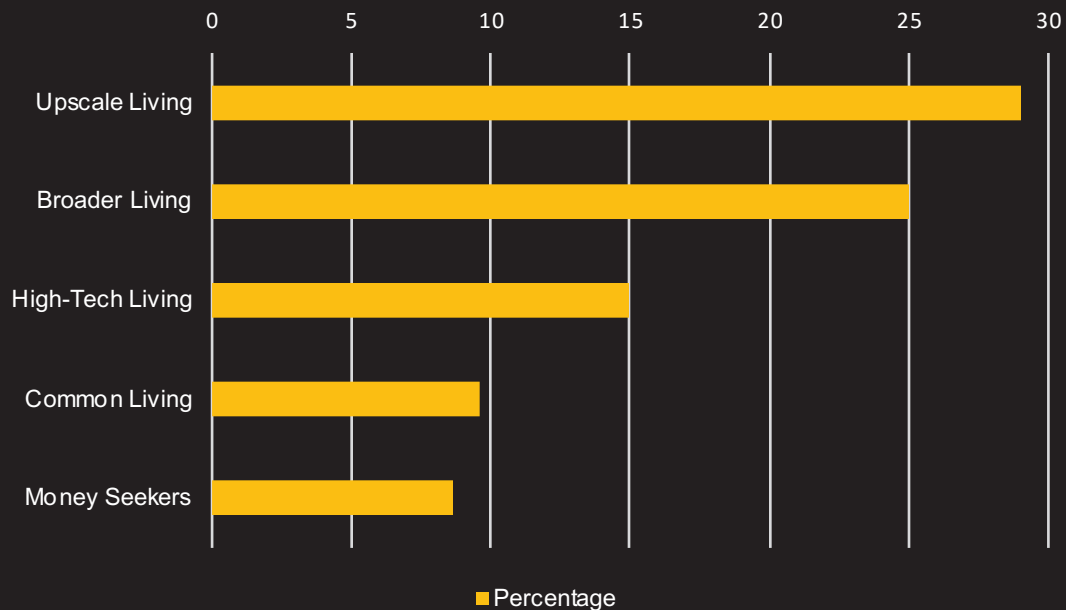
Spotlight Soirée Audience: Zip Codes



Top Zip Codes

Montlake, Madison Park, Washington Park (8.8%)
Belltown (7.5%)
Downtown Seattle (7.5%)
Columbia City, Rainier Beach, Hillman City (5.7%)
Ravenna, Wedgewood, View Ridge (4.4%)
Kirkland (4.4%)
Mercer Island (3.8%)

Spotlight Soirée Audience: Lifestyles



Top 5 Lifestyles

Upscale Living (29%): Interests in fashion, wines, arts, home furnishing, cooking-gourmet, travel-international

Broader Living (25%): Interests in travel-international, reading, communities/charities, current affairs/politics

High-Tech Living (15%): Interests in computers, games, music, movies, photography

Common Living (9.6%): Interests in natural foods, religious/inspirational, gardening, sweepstakes/contests

Money Seekers (8.6%): Interests in investments-personal, investments- real estate, investments-stocks/bond

Naming Opportunities

Corporate Sponsorship Opportunities

Name-In-Title Presenting Partner

As the premier sponsorship of the evening, the **Name-in-Title Presenting Sponsorship** unites your company's brand with The 5th Avenue Theatre's mission to inspire, engage, and uplift our community through musical theater. This distinguished partnership celebrates your leadership and shared commitment to the arts, our communities, and downtown Seattle—showcasing your impact from the stage to every guest touchpoint throughout the Spotlight Soirée experience.

Gala Hospitality

- Includes Extravaganza Table, encompassing all associated hospitality, recognition, and visibility benefits outlined in the Extravaganza Table package—enhanced through exclusive name-in-title branding and top-tier event prominence.

Signature Branding

- **Exclusive Naming Rights:** Your company will receive name-in-title recognition as **Spotlight Soirée Presented by [Company Name]** for The 5th Avenue Theatre's 2026 Auction & Gala.
- **Logo Integration:** Your company logo will be incorporated into the official Spotlight Soirée 2026 logo lockup, which will be consistently featured across all marketing, digital, and on-site materials.

On-Site Visibility (350+ night-of attendees)

- **Top Billing & Visual Branding:** The Spotlight Soirée 2026 logo lockup will appear with the highest placement across all gala signage, digital screens, and event materials, and be integrated into on-site displays, including entryway, reception, and ballroom signage.
- **Stage Recognition:** Prominent on-stage acknowledgment during the program, including introduction by The 5th Avenue Theatre's executive leadership.
- **Speaking Opportunity:** A representative from your company will be recognized and invited to deliver brief remarks during the event program.

Marketing Visibility (Reach: 375k+)

- **Marketing Campaign:** The Spotlight Soirée 2026 logo lockup or name recognition featured across the full campaign—including the event website, digital advertising, email communications, press materials, and social media.
- **Gala Program:** Two full-page community statement ads—one forward-placing and one in the closing section of the printed and digital gala program—accompanied by recognition as the Name-in-Title Presenting Partner throughout.

Investment: \$50,000

Corporate Sponsorship Opportunities

Red Carpet Partner

Gala Hospitality

- Includes one Celebration Table for ten guests, encompassing all associated hospitality, recognition, and visibility benefits outlined in the Celebration Table package—enhanced through exclusive Red Carpet naming and event prominence.

Signature Branding

- **Exclusive Naming Rights:** Your company will receive title recognition as [Company Name] Red Carpet for The 5th Avenue Theatre's Spotlight Soirée Auction & Gala.

On-Site Visibility (350+ night-of attendees)

- **Signage:** A custom-designed floor sign along the red carpet welcoming all guests to [Company Name] Red Carpet.
- **Step-and-Repeat Backdrop:** [Company Name] and The 5th Avenue Theatre co-branded logos prominently featured on the official photo backdrop, where guests pose for their Spotlight Soirée portraits.

Marketing Visibility (Reach: 375k+)

- **Marketing Campaign:** [Company Name] Red Carpet featured across Spotlight Soirée communications, including the event website, email marketing, and social media promotions.
- **Gala Program:** Recognition, gratitude, and logo placement as the [Company Name] Red Carpet in the printed and digital gala program.
- **Social Media:** Following the event, The 5th will share a dedicated social media highlight post celebrating [Company Name] Red Carpet—featuring photographs of Red Carpet guests, their attire, and step-and-repeat moments, with your company tagged and thanked for its partnership.

Investment: \$35,000



Corporate Sponsorship Opportunities

Cocktail Reception Partner

Gala Hospitality

- Includes one Celebration Table for ten guests, encompassing all associated hospitality, recognition, and visibility benefits outlined in the Celebration Table package—enhanced through exclusive Cocktail Reception naming and event prominence.

Signature Branding

- **Exclusive Naming Rights:** Your company will receive title recognition as the [Company Name] Cocktail Reception for The 5th Avenue Theatre's Spotlight Soirée Auction & Gala.

On-Site Visibility (350+ night-of attendees)

- **Reception Signage:** Custom-designed signage prominently displayed at the [Company Name] Cocktail Reception.
- **Signature Cocktail:** A featured cocktail named by the sponsor and served exclusively during the [Company Name] Cocktail Reception, offering guests a memorable branded experience.

Marketing Visibility (Reach: 375k+)

- **Marketing Campaign:** [Company Name] Cocktail Reception featured across Spotlight Soirée promotional materials, including the event website, email communications, and social media.
- **Gala Program:** Recognition, gratitude, and logo placement as the [Company Name] Cocktail Reception in the printed and digital gala program.

Investment: \$25,000



Corporate Sponsorship Opportunities

Wine Pull Partner

Gala Hospitality

- Includes one Celebration Table for ten guests, encompassing all associated hospitality, recognition, and visibility benefits outlined in the Celebration Table package—enhanced through exclusive Wine Pull naming and event prominence.

Signature Branding

- **Exclusive Naming Rights:** Your company will receive title recognition as the [Company Name] Wine Pull Partner for The 5th Avenue Theatre's Spotlight Soirée Auction & Gala.

On-Site Visibility (350+ night-of attendees)

- **Event Signage:** Custom-designed signage prominently displayed at the [Company Name] Wine Pull station during the gala.
- **Co-Branded Wine Bags:** Opportunity for partner to provide custom co-branded wine bags for all Wine Pull participants, offering lasting visibility as guests take home their selections.

Marketing Visibility (Reach: 375k+)

- **Marketing Campaign:** [Company Name] Wine Pull featured across Spotlight Soirée promotional materials, including the event website, email communications, and social media.
- **Gala Program:** Recognition and logo inclusion as the [Company Name] Wine Pull Partner in both digital and printed gala programs.

Investment: \$20,000



Corporate Table Opportunities

Extravaganza Table

Gala Hospitality

- Two premium placed tables for ten guests
- Premier wine for your tables
- Round of sparkling wine for your tables
- Overnight hotel accommodations for table host
- Valet parking

Recognition & Visibility

Themed acknowledgement during the Gala presentation

Full-page community statement in the event program with targeted messaging*

Dedicated slide on digital monitors at the event

Verbal recognition during the event

Logo Inclusion:

- **Marketing Visibility (Reach: 375k+)**
 - Print and Digital Invitation**
 - Gala + Auction website (reach: 100k+)
 - Select email communications (reach: 150k+)
 - Social media promotions (reach: 101k+)
- **On-Site Visibility (350+ night-of attendees)**
 - Gala Print Program
 - Featured on large digital screens during the sponsor recognition segment at the start of the live program
 - Logo and name placement at your table

*Provide camera-ready art by March 1, 2026

**Must Commit by December 1, 2025

Investment: \$20,000

Spectacle Table

Gala Hospitality

- Table for ten with premium placement
- Round of sparkling wine for your table
- Valet parking

Recognition & Visibility

Full-page community statement in the event program with targeted messaging*
Verbal recognition during the event

Logo Inclusion:

- **Marketing Visibility (Reach: 375k+)**
 - Print and Digital Invitation**
 - Gala & Auction website (reach: 100k+)
 - Select email communications (reach: 150k+)
 - Social media promotions (reach: 101k+)
- **On-Site Visibility (350+ night-of attendees)**
 - Gala Print Program
 - Featured on large digital screens during the sponsor recognition segment at the start of the live program
 - Logo and name placement at your table

*Provide camera-ready art by March 1, 2026

**Must Commit by December 1, 2025

Investment: \$15,000

Celebration Table

Gala Hospitality

- Table for ten
- Valet parking

Recognition & Visibility

Half-page community statement in the event program with targeted messaging*
Verbal recognition during the event

Company listing on:

- **Marketing Visibility (Reach: 375k+)**
 - Print and Digital Invitation**
 - Gala + Auction website (reach: 100k+)
 - Select email communications (reach: 150k+)
 - Social media promotions (reach: 101k+)
- **On-Site Visibility (350+ night-of attendees)**
 - Gala Print Program
 - Featured on large digital screens during the sponsor recognition segment at the start of the live program
 - Logo and name placement at your table

*Provide camera-ready art by March 1, 2026

**Must Commit by December 1, 2025

Investment: \$10,000

Thank You

We thank you for your partnership in supporting our mission to inspire empathy, hope, and joy through song, musical theater, and community engagement and education programs.

Kathleen Maki

Director of Corporate Partnerships

kmaki@5thavenue.org

206.478.5007

Taylor Gitlin

Corporate Partnerships Manager

tgitlin@5thavenue.org

206.971.7908

Thea Warner

Gala Manager

twarner@5thavenue.org

650.315.5214

THE
FIFTH AVENUE
THEATRE