

Divas! 2021

A HISTORY OF DIVAS!

In 2004, the idea for a fundraiser for RLT originated from a small group of volunteers that wanted to help Raleigh Little Theatre. Knowing that actors are often in competition for roles, they came up with the idea to start a fake fight between a group of actors... and the idea for *Divas!* was born. The idea was that they could provide their own costumes, perform without a set, use basic lighting and have minimal rehearsal. Therefore, the money from ticket sales for the evening would all be profit for RLT. The audience could vote for their favorite Diva of the evening. One original Diva took it a step further, "Why not make the audience vote with money?!" That was the final touch! *Divas!* was a thing.

Since 2004, *Divas!* has been raising money for the theatre every year with the exception of 2009 and 2011, making 2021 the 16th Anniversary. In that time, *Divas!* has raised \$650,000 for RLT programs, making it the most successful fundraiser ever at RLT.





***DIVAS!* IS A BIG REASON RLT CAN DO ALL THAT IT DOES**

RLT believes theatre is for everyone to enjoy. Individual and corporate contributions help keep our ticket costs and class tuition affordable. RLT is also committed to never turning a student away from our education program because they cannot afford it - the RLT Scholarship Fund provides educational opportunities for children of all ages within any of our programs. Revenue from tickets and class tuition only covers two-thirds of the annual operating costs of the theatre.

Annually, *Divas!* raises between \$50,000 - \$70,000, making it RLT's biggest fundraiser of the year and earning nearly 30% of all individual and corporate donations. It also raises awareness of RLT and all the theatre offers the community. Not only is the event always a packed house, but Divas promote themselves for weeks prior to the event via social media, email, and other smaller events to attract votes and donations.

WE HOPE YOU WILL BE A PART OF *DIVAS!* UNDER THE STARS IN 2021

May 15, 2021 (Rain date May 22)

This year, *Divas!* will be held in the beautiful outdoor Louise "Scottie" Stephenson Amphitheatre and live-streamed via RLT's Facebook and YouTube pages. A night under the stars with cocktails, hors d'oeuvres, auctions, and, of course, entertainment by our Divas!

Sponsorship Benefits



\$5,000 - TITLE SPONSORSHIP (ONLY ONE AVAILABLE)

SOLD OUT!

- Listed as presenter logo on all promotional materials
- Opportunity for company representative to welcome attendees at the top of the show
- Four tickets to *Divas!*
- A Diva of your choice wears your brand and mentions your company from the stage
- Opportunity to have display table at the event
- Your name or business on signage during event
- Your name or business listed in the program for 1 year
- Full-page ad in the program
- Recognition from the stage by Emcee
- Your logo on the *Divas!* website
- Recognition on event social media

\$2,500 - DIVA SPONSORSHIP

- Four tickets to *Divas!*
- A Diva of your choice wears your brand and mentions your company from the stage
- Opportunity to have display table at the event
- Your name or business on signage during event
- Your name or business listed in the program for 1 year
- Full-page ad in the program
- Recognition from the stage by Emcee
- Your logo on the *Divas!* website
- Recognition on event social media





Sponsorship Benefits

\$1,000 - DIAMOND SPONSORSHIP

- Four tickets to *Divas!*
- Your name or business on signage during event
- Your name or business listed in the program for 1 year
- Full-page ad in the program
- Recognition from the stage by Emcee
- Your logo on the *Divas!* website
- Recognition on event social media

\$500 - GOLD SPONSORSHIP

- Two tickets to *Divas!*
- Your name or business on signage during event
- Your name or business listed in the program for 1 year
- Half-page ad in the program
- Recognition from the stage by Emcee
- Your name or business on the *Divas!* website

\$250 - SILVER SPONSORSHIP

- Two tickets to *Divas!*
- Your name or business on signage during event
- Your name or business listed in the program for 1 year
- Your name or business on the *Divas!* website