



# Divas! 2024

SATURDAY, MAY 11, 2024  
Cantey V. Sutton Theatre

## 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, 2011, and 2014, making 2024 the 18th anniversary. In that time, *Divas!* has raised an incredible \$800,000 for RLT programs, including a record-breaking \$100,000 year in 2021, 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 due to financial hardship.

Revenue from tickets and class tuition only covers one half of the annual operating costs of the theatre. *Divas!* is RLT's biggest fundraiser of the year, 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.

# Sponsorship Benefits



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

- Listed as presenting sponsor in all promotional materials
- Opportunity for company representative to welcome attendees on the night of the event
- 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 one year
- Full-page ad in the *Divas!* program
- Recognition from the stage on the night of the event
- Your logo and link on the *Divas!* website
- Recognition on event social media

## \$2,500 - DIVA SPONSORSHIP

- Four tickets to *Divas!*
- Opportunity to have display table at the event
- Your name or business on signage during event
- Recognition from the stage on the night of the event
- Your name or business listed in the program for one year
- Full-page ad in the *Divas!* program
- Your logo and link 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 one year
- Half-page ad in the *Divas!* program
- Your logo and link on the *Divas!* website
- Recognition on event social media

## **\$500 - GOLD SPONSORSHIP**

- Two tickets to *Divas!*
- Your name or business listed in the program for one year
- Half-page ad in the *Divas!* program
- Your logo and link on the *Divas!* website

## **\$250 - SILVER SPONSORSHIP**

- Two tickets to *Divas!*
- Your name or business listed in the program for one year
- Your logo and link on the *Divas!* website

To secure your *Divas!* sponsorship, contact Kiran Baucom at [Kiran@RaleighLittleTheatre.org](mailto:Kiran@RaleighLittleTheatre.org) or 919-821-4579 x 230 by April 12.