A BETTER WORLD FOR THEATRE. A BETTER WORLD BECAUSE OF THEATRE.
Theatre Communications Group (TCG) exists to strengthen, nurture, and promote professional theatre in the U.S. and globally. Since its founding in 1961, TCG’s constituency has grown from a handful of groundbreaking theatres to over 780 Institutional Members and affiliate organizations and nearly 10,000 Individual Members. Through its Core Values of Activism, Artistry, Diversity, and Global Citizenship, TCG advances a better world for theatre and a better world because of theatre. TCG offers its members networking and knowledge-building opportunities through research, communications, and events, including the annual TCG National Conference, one of the largest nationwide gatherings of theatre people; awards approximately $2 million per year in grants and scholarships to theatre companies and individual artists; advocates on the federal level; and serves as the U.S. Center of the International Theatre Institute. TCG is North America’s largest independent trade publisher of dramatic literature, with 17 Pulitzer Prizes for Drama on the TCG booklist. It also publishes the award-winning American Theatre magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its Member Theatres, cultivate and celebrate the artistic talent and achievements of the field, and promote a larger public understanding of, and appreciation for, the theatre.
WHY TCG

When You Support TCG, You...

- **Reach key theatre leadership** with direct influence and buying power across the country
- **Build brand awareness** and highlight your products and services
- **Cultivate clients** by demonstrating services and thought-leadership
- **Stay informed on industry trends** through TCG’s research and breaking news from *American Theatre* magazine

...as well as...

- **Fund solutions** that address systemic inequities in our communities
- **Enrich the U.S. cultural landscape**
- **Support national research and arts advocacy** at the Federal level
- **Underwrite scholarships** for TCG convenings and professional development
- **Preserve arts journalism** and critical discourse through TCG’s editorial platforms (digital, print, podcasts)
- **Bolster theatre education** programs
- **Make the U.S. theatre more diverse, vibrant, and innovative**
NUMBERS

Membership

- 780 INSTITUTIONS
- 10,000 INDIVIDUALS
- 48 STATES AND TERRITORIES REPRESENTED

Key Metrics

- 210,449 Followers across TCG and American Theatre Social Media Channels
- 11,000 ➟ Active direct eblast list with a 36% open rate (average industry open rate is 25%)
- 50,000 ➟ Individuals reached annually through programming and publishing
- 154,000 ➟ Monthly readers of American Theatre magazine
- 1M+ ➟ Brand reach through all communications and membership networks

TCG Sponsorship Opportunities
Membership Demographics
TCG’s Membership is largely made up of diverse, socially engaged creatives who lead values-based professional and personal lives.
Member Theatres span a range of missions, sizes, and operating budgets from $500,000 to over $40M.

Geographic Regions
TCG is the national service organization for the U.S. Theatre sector and its diverse membership represents the entire sector.
Visit our Membership Directory at: https://tcg.org/Membership/MembershipDirectory.aspx
EQUITY DIVERSITY & INCLUSION AT TCG

The diversity of the theatre community—combined with its interdependence—makes it strong, healthy and robust. Through its EDI Initiatives, TCG is committed to supporting the plurality of aesthetic, perspective, race/ethnicity, class, gender, sexual orientation, disability, age, mission, as well as organizational size and structure.

TCG Sponsorship Opportunities
WINS

TCG works hard for the U.S. Theatre. Here are some reasons to back the most far-reaching organization for theatre:

- **Tony Award Honors Recipient** for Excellence in Theatre
- Over **$43M distributed** to artists and theaters **through grant programs**
- **15 Tony Award-winning plays published**
- **17 Pulitzer Prize-winning plays published**
- **29 National Conferences**
- 35 years **publishing American Theatre magazine**
- **Most expansive EDI programs** in the field
- Leading advocate for theatre **at the federal level**
- Leading longitudinal **research and data capture** of the U.S. theatre sector

**Come and be a part of bigger wins for the American Theatre...**
JOIN US

YOUR TCG SPONSORSHIP CAN INCLUDE THE FOLLOWING BENEFITS AND MORE:

**Branding & Events**
- Digital and printed logo placement at TCG Convenings
- Brand displays at TCG Convenings
- Sponsorship of TCG Book Titles
- National Conference Named Sponsorship
- Logo credit on all 2019-2020 TCG communications
- Access to TCG Membership for promotional communication and messaging
- Complimentary registrations and special rates for key corporate stakeholders
- Invitations to TCG book events
- Complimentary tickets or full tables at the TCG annual Gala

**Thought Leadership**
- Host an in-person Roundtable with TCG Members
- Conduct a webinar or teleconference with TCG Members
- Lead a workshop at TCG National Conference
- Offer one-on-one consultations at TCG National Conference and Fall Forum
- Participate in field-wide learning programming as guest panelist

**Advertising**
- Print ads in American Theatre magazine
- Digital ads on AmericanTheatre.org
- Digital ads on TCG.org Home Page and ARTSEARCH® pages

**Upcoming Key Events**
- **TCG Gala**, February 3, 2020 in NYC
- **TCG National Conference**, June 4-6, 2020 in Phoenix, AZ
- **Fall Forum on Governance**, November 2020 in NYC
- Plus ongoing Roundtables, Webinars, Book Launch Parties, and other events...
SPONSORSHIP LEVELS

$50,000 Lead Sponsor
$25,000 Presenting Sponsor
$10,000 Convening Sponsor
$5,000 Supporting Sponsor

To discuss the details and benefits of your custom, elevated TCG sponsorship, please contact Kevin Bitterman, Director of Institutional Advancement and Partnerships at kbitterman@tcg.org.

Exhibiting at the TCG National Conference

The TCG National Conference convenes approximately 1000 theatre professionals from around the world to share thought leadership and catalyze year-round research, reporting, and field-development. TCG, with the help of its strategic partners, is the conduit for such field-wide learning.

$1,850
- Onsite recognition of your company
- One complimentary registration
- Discounted additional registrations
- Exhibitor table with your company’s name provided in lobby of the venue
- Opportunity to conduct a “Best Practices” workshop with conference participants in your area of expertise (in consultation with TCG staff)
- Complimentary subscription to American Theatre magazine and ARTSEARCH®
- Listing in the TCG Membership Directory

TCG Sponsorship Opportunities