



2025 ORPHEUM  
HIGH SCHOOL MUSICAL  
THEATRE AWARDS

**Sponsorship  
Opportunities**



**53**

Participating  
Schools

**13**

Adjudicators



the  
**ORPHEUM** | HALLORAN CENTRE  
for performing arts & education

**4**

States  
Represented

**1**

Sold Out  
Performance

**Save The Date:**

Thursday, May 22nd



Orpheum Theatre



7:00 PM

# The Orpheum High School Musical Theatre Awards

The Orpheum High School Musical Theatre Awards supports, promotes, and celebrates high school musical theatre throughout the Mid-South. The program aims to provide access to arts education, create opportunities for self-expression, develop relationships between schools and the Orpheum, encourage collaboration, enhance excellence, build community, and instill a lifelong passion for the arts.

This year-long program invites over 2,500 students and 53 schools to join a community of participating schools from a 150-mile radius across 4 states in a variety of opportunities that meet each school where they are in providing access to arts education programming.

The program is part of the National High School Musical Theatre Awards, the Jimmy Awards, a program produced by The Broadway League that includes over 45 programs from across the country. The Orpheum's program is the only program in the nation that incorporates schools from across 4 states.

Each year, the program culminates in a celebration of the passion, dedication, and hard work of students and teachers involved in promoting musical theatre. Participants gather at the historic Orpheum Theatre for an unforgettable night of performances and awards presentations in front of a sold out audience of their family, friends, and peers. Modeled after the Tony Awards, The Orpheum High School Musical Theatre Awards recognizes achievements in all areas of high school musical theatre and brings together hundreds of students from all over the region to share their talents and collaborate with one another.



Your sponsorship fuels the High School Musical Theatre Awards and encourages students throughout the Mid-South to chase their dreams.



# PRESENTING SPONSORSHIP

## \$20,000

The Presenting Sponsor of The Orpheum High School Musical Theatre Awards (HSMTAs) serves as a key contributor to the success of our production. As an ally in arts education, the Presenting Sponsor will receive prominent recognition across multiple platforms during the year as well as at the Awards presentation. Additionally, the Presenting Sponsor will enjoy a suite of benefits at premier Orpheum Theatre events and a ticket package for the upcoming Broadway Season.

### Key Benefits:

- *Exclusive* Presenting Sponsor of High School Musical Theatre Awards (HSMTAs)
- Multi-year commitment of 3 years

### Visibility & Recognition Highlights:

- Pre-event, event day, and post-event recognition on HSMTA program-related materials, including communication to 50+ participating schools in the quad-state area, and other materials, including but not limited to event signage, lobby screens, website, e-blasts, social media, posters, digital marquee, press releases, on-stage announcements, and digital ads
- Logo placement on High School Theatre Music Awards Marquee cover, student t-shirts and ticket backs
- Back cover ad of Marquee for High School Musical Theatre Awards
- Recognition on the Orpheum's winners' social posts leading up to Jimmy Awards
- Full page ad in a Broadway Show Marquee for one (1) '25-'26 Broadway Season Show week

### Access & Hospitality Highlights:

- Twenty (20) Partner Tickets to use for any shows in the '25-'26 Broadway Season with access to Broadway Club, the Orpheum's Donor Lounge, which includes complimentary beverages and private bathrooms
- Eight (8) tickets to High School Musical Theatre Awards and sponsor reception
- Invitation to attend High School Musical Theatre Awards dress rehearsal and cocktail hour, subject to availability
- Thirty (30) tickets to Orpheum Soiree
- One table (8 tickets) to Corporate Partnership Luncheon
- One table (8 tickets) to Dinner on Stage
- Orpheum Theatre leadership participation in your company's event/meeting (date to be mutually determined)
- Opportunity to attend Jimmy Awards in NYC, subject to deadline and availability
- Opportunity to purchase additional premier Partner Tickets for Broadway shows in the '25-'26 Broadway Season
- Year-long Business League membership which includes additional access & hospitality benefits





# EVENT SPONSORSHIP

## \$5,000

Event Sponsors of The Orpheum High School Musical Theatre Awards (HSMTAs) are the heartbeat that make this event accessible to all by insuring that we can continue to keep the program free to participating schools. Space is limited to a maximum of six sponsors meaning you receive supreme exposure at the event. Additionally, sponsors will receive year-long membership in the Orpheum's Business League which will provide even more exposure, access, and visibility perks throughout the year.

### Key Benefits:

- Six (6) sponsorships available at this level
- Sponsor recognition at High School Musical Theatre Awards

### Visibility & Recognition Highlights:

- On-Stage acknowledgement during High School Musical Theatre Awards
- Logo recognition on lobby screens, website, print collateral, and social media
- Sponsor recognition in press releases
- Full page ad in Marquee for High School Musical Theatre Awards

### Access & Hospitality Highlights:

- Four (4) tickets to High School Musical Theatre Awards and sponsor reception
- Invitation to attend invited High School Musical, subject to availability
- Theatre Awards dress rehearsal and cocktail hour
- Four (4) Partner Tickets to a Broadway Season Show with access to the Broadway Club, the Orpheum's Donor Lounge, which includes complimentary beverages and private bathrooms
- Two (2) tickets to Corporate Partnership Luncheon
- Ten (10) tickets to Orpheum Soiree
- Opportunity to purchase additional premier Partner Tickets
- Year-long Business League membership which includes additional access & hospitality benefits





All sponsorships of the High School Musical Theatre Awards are subject to approval. If you are connected to a student participating in a Performing Arts program associated with The Orpheum High School Musical Theatre Awards, you are ineligible to sponsor.

**For more information or to secure your sponsorship contact:**

**Tracy Trotter**

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Scan for more information.