

Presenting Sponsor Opportunity

Be the presenting sponsor of a historic cultural institution and gain unparalleled community visibility, authentic brand alignment, and measurable return on investment across engaged, diverse audiences.

WHY SPONSOR THE HISTORIC LYRIC THEATRE

Iconic Cultural Venue with Deep Community Roots

The Historic Lyric Theatre is a nationally recognized cultural landmark in Lexington's East End, proudly serving Lexington and the broader Central Kentucky community. Sponsoring here means aligning your brand with heritage, authenticity, and community pride, values that resonate far beyond transaction.

Unmatched Audience Reach & Engagement

32,000+ Newsletter Subscribers	22,000+ Social Media Followers	15,000+ Daily Vehicular Impressions	54,000+ Total Annual Reach
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4,650+ live attendees across 12 annual events.

Demonstrated Community Impact & Trust

We have built a reputation for programming that strengthens families, celebrates culture, and creates pathways for youth. Your sponsorship positions your brand as a genuine community partner.

Authentic Brand Activation, Not Passive Logo Placement

- Curate your brand presence at each event to reflect audience values and context
- Feature your company in pre-event marketing, including newsletter, social media, and signage
- Integrate your brand into the event experience in meaningful ways
- Provide speaking and recognition opportunities during events
- Showcase your community commitment to both attendees and digital audiences

Measurable Return on Investment

- Direct access to thousands of community members in one place
- Extended reach through our 54,000-person digital footprint
- Brand association with culturally significant events
- Authentic storytelling opportunities showcasing your partnership
- Reputation boost as a company invested in culture, youth development, and community

PRESENTING SPONSOR OPTIONS

Option 1: Full Year Partnership

- Your brand becomes the face of The Historic Lyric's community engagement series across our annual programming
- Major Events include, but are not limited to: Martin Luther King Jr. Celebration, Juneteenth Celebration, Youth Summer Camp and Showcase, Gospel, Jazz and Blues Concert Series, Black History Programs and Talent Showcase, month-long Women's Arts Showcase, and Holiday Family Engagement
- Benefits: year-round branding visibility, lead positioning in all promotional materials, a customized activation strategy for each event type, quarterly partnership reviews, and recognition as Official Partner of The Historic Lyric Theatre

Option 2: Individual Event Sponsorship

- Choose one or more signature events and become the exclusive presenting sponsor
- Benefits per sponsorship: exclusive presenting sponsor status (one sponsor per event), prime branding on all event materials and signage, a customized activation tailored to the event's audience and culture, verbal recognition during the event, a post-event impact report, and marquee placement

WHY THIS MATTERS: THE COMMUNITY PARTNER ADVANTAGE

Sponsoring The Historic Lyric Theatre is not about logo placement. It is about:

- Authenticity: your brand becomes part of a mission rooted in this community for generations
- Cultural Credibility: association with meaningful cultural events builds brand loyalty among audiences who value integrity and community investment
- Employee & Customer Pride: your team and clients see your company supporting culture, family programming, youth development, and community healing
- Word of Mouth: in a community-centered space, partnerships become part of the conversation and local reputation
- Reputation Building: being the sponsor of a historic cultural institution demonstrates genuine commitment

WHAT YOUR INVESTMENT SUPPORTS

- Artist and performer fees
 - Production, sound, and lighting
 - Marketing and community outreach
 - Youth programming opportunities
 - Accessibility for families across all income levels
 - Preservation of a historic, culturally significant venue
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Ready to Partner?

Let's talk about how your brand can be part of something historic.

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