

SHAKESPEARE on the LAWN

SPONSORSHIP OPPORTUNITIES



Shakespeare on the Lawn is a co-production of and joint fundraiser
benefiting Iowa Stage Theatre Company & Salisbury House Foundation



IOWA STAGE
THEATRE COMPANY

SALISBURY
HOUSE  GARDENS



SUPPORT A ONE-OF-A-KIND SUMMER TRADITION

Every summer more than 1,800 audience members gather from across the city, state, and country at large to enjoy an open air performance of one of William Shakespeare's plays. Combining the artistic talents of Iowa Stage and the of-the-era design of the Salisbury estate - it is the premier way to experience Shakespeare this side of the pond.

Sponsorships supplement production costs, ensuring that more than 20 local artists are paid for their time each production and that ticket prices stay affordable. SOTL also raises funds to support the missions of Iowa Stage Theatre Company and Salisbury House Foundation, and in 2024 alone raised over \$60,000. Go to shakespeareonthelawn.com to view the 2024 event report and learn more about the event's impact.

Due to the receipt of goods and services, a portion of sponsorships are tax deductible; a tax letter will be administered after the event detailing the portion that is tax deductible.



WHEN:

Wednesday, July 16, 2025 - Sunday, July 20, 2025
Shows start at 7:30 PM nightly

THE COMEDY OF ERRORS:

Double the trouble, double the fun!

Shakespeare's *The Comedy of Errors* is a fast-paced, laugh-out-loud farce filled with mistaken identities, wild misunderstandings, and chaotic comedy. When two sets of long-lost twins unknowingly find themselves in the same city, madness ensues—complete with wrongful arrests, romantic mix-ups, and plenty of slapstick hilarity.

TICKETS:

On sale April 1, 2025 at shakespeareonthelawn.com

\$35 General Admission

\$20 Students (Ages 13+)

\$10 Children (Ages 6-12)

Free! Children (Ages 5 & Under)



King Lear (2022)



A Midsummer Night's Dream (2024)



Twelfth Night (2023)

2025 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	QUEEN \$15,000	DUKE \$10,000	EARL \$5,000	KNIGHT \$1,000	SQUIRE \$500
<i>Estimated tax deductible amount</i> [^]	\$14,750	\$9,750	\$4,750	\$850	\$400
PRE-EVENT RECOGNITION					
Recognition as the presenting sponsor in all media correspondence and publications including press releases	X				
Featured on community calendar listings for the event	X				
Featured on any event fliers	X				
Featured on Shakespeare on the Lawn social media platforms	X	X			
Featured in the promotional event mailer	X	X	X		
Featured on <i>The Comedy of Errors</i> (2025) webpage	LOGO	LOGO	NAME		
Featured in any event-related emails	LOGO	LOGO	NAME	NAME	
Invitation to the cast's first table reading	X	X	X	X	
EVENT RECOGNITION & BENEFITS					
Featured on event welcome signage	X				
Mention in event remarks	X				
Featured on large-scale yard banner	LOGO	LOGO	NAME		
Featured on printed sponsor poster	LOGO	LOGO	NAME	NAME	
Designated number of tickets to the event to use throughout the show run*	10	8	6	4	2
Featured in the performance program	COVER	X	X	X	X
POST-EVENT RECOGNITION					
Featured in thank you letters sent to event sponsors and donors	X	X			
Recognition in the Shakespeare on the Lawn 2025 Event Report	X	X	X	X	X

[^]Based on 2024 expenses and benefits; subject to change depending on final 2025 expenses and benefits

*Giftable to friends, family, and colleagues



Iowa Stage Theatre Company transforms Iowa, its citizens, and arts community by producing truthful, relevant, and intimate theatre that inspires, enlightens, and entertains.

iowastage.org | business@iowastage.org | (515) 309 - 0251



SALISBURY
HOUSE  GARDENS

Salisbury House Foundation preserves, interprets, and shares the international significance of Salisbury House and its collections as a historic house museum for educational and cultural benefit while serving as a unique community gathering place.

salisburyhouse.org | contactus@salisburyhouse.org | (515) 274 - 1777