AMERICAN STAGE | SPONSORSHIP OPPORTUNITIES

SHREK THE MUSICAL IN THE PARK

BOOK AND LYRICS BY
DAVID LINDSAY-ABAIRE

MUSIC BY **JEANINE TESORI**

DIRECTED BY **SHAIN STROFF**

ORIGINALLY PRODUCED ON BROADWAY BY
DREAMWORKS THEATRICALS AND
NEAL STREET PRODUCTIONS

ORIGINAL PRODUCTION DIRECTED BY
JASON MOORE AND **ROB ASHFORD**

THE ICONIC OGRE~~—REORCHESTRATED.~~ AND HIS DONKEY

MARCH 29–MAY 2, 2027

at Demens Landing Park • 525-549 2nd Ave SE, St. Petersburg, FL 33701

SOIRÉE UNDER THE STARS: Friday, April 2, 2027 • 6 PM–10 PM
THEMES: Acceptance, family, and fairytales • **AGES:** All

Beauty is truly in the eye of the ogre. Everyone's favorite ogre is back in the hilarious musical based on the Oscar-winning, smash-hit film! "Once upon a time, there was a little ogre named Shrek"...and thus begins the tale of an unlikely hero who finds himself on a life-changing journey alongside a wisecracking Donkey and a feisty princess who resists her rescue. Throw in a short-tempered bad guy, a cookie with an attitude, and over a dozen other fairy tale misfits, and you've got the kind of mess that calls for a real hero. Luckily, there's one on hand...and his name is Shrek.

Engage, connect, and support Shrek the Musical in the Park, a beloved treasure of American Stage. With your sponsorship, you will continue to create the magic for generations to come. Marketing benefits will be enjoyed for the entire production run, March 29–May 2, 2027, and some levels will receive immediate company branding or name recognition.

SPONSORSHIP LEVELS

BIG BRIGHT BEAUTIFUL WORLD PRESENTING SPONSOR: $100,000 (1 AVAILABLE)

EXCLUSIVE BENEFITS TO INCLUDE BRANDING RECOGNITION AND EXPERIENCES BEYOND THE SWAMP

- **Company logo or name recognition on ALL print and digital marketing materials**
- Company logo or name recognition as Presenting Sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- **Company or family name in press releases and during media interviews for *Shrek***
- Company logo (w/clickable link) or name recognition on the American Stage website for *Shrek*
- Full-page company advertisement in digital program for *Shrek*
- Company or name recognition during curtain speeches for all performances
- **Ability to give a live curtain speech at Soiree Under the Stars on April 2, 2027**
- **Exclusive recognition as the Presenting Sponsor in the Impact E-Newsletter**
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Complimentary invitations to American Stage's exclusive VIP events
- **Ability to host a VIP event at the Mainstage Theatre or at the Park for up to 100 guests**
- **Exclusive backstage tour, meet and greet with directors and cast members of *Shrek***
- VIP reception for 20 guests 30 minutes before opening of the event on April 2, 2027
- VIP table for 20 guests at *Shrek* and 5 parking passes
  - April 2, 2027, from 5:30 -10 pm at Demens Landing Park
- VIP table for 8 guests at the Broadway by Candlelight event
  - 2027 Date TBD
- 8 VIP Tickets to 2026-2027 Mainstage Opening Nights to include reception
- **100 Tickets to 2026-2027 Mainstage Productions to gift to clients and employees**
  - **Excludes Opening Nights**
- Full-page ad in 2027-2028 Mainstage Programs

SWAMP SPONSOR: $25,000 (1 AVAILABLE)

FAIRY TALE RECOGNITION AND ALL THE FUN THROUGHOUT THE SWAMP

- Company logo or name recognition as Swamp Sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- Company logo(w/clickable link) or name recognition on the American Stage website for *Shrek*
- Full-page company advertisement in digital program for *Shrek*
- Company or family name recognition during curtain speeches for all performances
- Recognition as the Swamp Sponsor in the Impact E-Newsletter
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Complimentary invitations to American Stage's exclusive VIP events
- **Ability to host a VIP event at the Mainstage Theatre or at the Park for up to 25 guests**
- VIP reception for 20 guests 30 minutes before opening of the event on April 2, 2027
- VIP table for 20 guests at *Shrek* and 2 parking passes
  - April 2, 2027, from 5:30 -10 pm at Demens Landing Park
- VIP table for 8 guests at the Broadway by Candlelight event
  - 2027 Date TBD
- 8 VIP Tickets to 2026-2027 Mainstage Opening Nights to include reception
- **25 Tickets to 2026-2027 Mainstage Production to gift to clients and employees**
  - **Excludes Opening Nights**
- Full-page ad in 2027-2028 Mainstage Programs

~~FAR FAR AWAY HOSPITALITY SPONSOR:~~
SOLD! BANK OF AMERICA

ROYAL FEAST DINNER SPONSOR: $15,000 (1 AVAILABLE)

- Company logo or name recognition as Dinner Sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- Company logo(w/clickable link) or name recognition on the American Stage website for *Shrek*
- Full-page company advertisement in digital program for *Shrek*
- Company or family name recognition during curtain speeches for all performances
- **Company logo or name recognition on all table signage and paper linens for *Shrek***
- Recognition as a sponsor in the Impact E-Newsletter
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Complimentary invitations to attend American Stage's exclusive VIP events
- VIP reception for 20 guests 30 minutes before opening of the event on April 2, 2027
- VIP table for 10 guests at *Shrek* and 2 parking passes
  - April 2, 2027, from 5:30 -10 pm at Demens Landing Park
- 6 VIP Tickets to 2026-2027 Mainstage Opening Nights to include reception
- 15 Tickets to 2026-2027 Mainstage Production to gift to clients and employees
  - Excludes Opening Nights
- Full-page ad in 2027-2028 Mainstage Programs

~~ROYAL WELCOME SPONSOR:~~
SOLD! WALDORF ASTORIA ST. PETERSBURG

POTIONS & POURS BEVERAGE SPONSOR: $7,500 (1 AVAILABLE)

- Company logo or name recognition as Beverage Sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- Company logo(w/clickable link) or name recognition on the American Stage website for *Shrek*
- Full-page company advertisement in digital program for *Shrek*
- Company or family name recognition during curtain speeches for all performances
- **Company logo or name recognition at bars and cocktail napkins for *Shrek***
- Recognition as a sponsor in the Impact E-Newsletter
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Complimentary invitations to attend American Stage's exclusive VIP events
- Table for 10 guests at *Shrek*
  - April 2, 2027, from 6-10 pm at Demens Landing Park
- 4 VIP Tickets to 2026-2027 Mainstage Opening Nights to include reception
- 4 Tickets to 2026-2027 Mainstage Production to gift to clients and employees
  - Excludes Opening Nights
- Half-page ad in 2027-2028 Mainstage Programs

$5,500 SPONSORSHIP OPPORTUNITIES (2 AVAILABLE)

GINGERBREAD MAN DESSERT SPONSOR

EXCLUSIVE BENEFITS INCLUDE:

Company logo or name recognition on dessert baskets served tableside for *Shrek*

MAGIC AT YOUR FINGERTIPS BID PADDLE SPONSOR

EXCLUSIVE BENEFITS INCLUDE:

Company logo or name recognition on mobile bidding platform and paddles for *Shrek*

ADDITIONAL BENEFITS INCLUDE:

- Company logo or name recognition as a sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- Company logo(w/clickable link) or name recognition on the American Stage website for *Shrek*
- Half-page company advertisement in digital program for *Shrek*
- Company or family name recognition during curtain speeches for all performances
- Recognition as a sponsor in the Impact E-Newsletter
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Table for 10 guests at *Shrek*
  - April 2, 2027, from 6-10 pm at Demens Landing Park
- 4 Tickets to 2026-2027 Mainstage Production for your use or to gift to clients and employees
  - Excludes Opening Nights

$4,500 SPONSORSHIP OPPORTUNITIES (2 AVAILABLE)

MAGIC MIRROR PHOTO SPONSOR

EXCLUSIVE BENEFITS INCLUDE:

Company logo or name recognition at the Step & Repeat and photo overlay for *Shrek*

FAIREST OF THEM ALL COSTUME CONTEST SPONSOR

EXCLUSIVE BENEFITS INCLUDE:

Company logo or name recognition on Winner's Certificate and ability to present prize

ADDITIONAL BENEFITS INCLUDE:

- Company logo or name recognition for *Shrek the Musical* in the Park
- Company logo or name recognition as a sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- Company logo(w/clickable link) or name recognition on the American Stage website for *Shrek*
- Half-page company advertisement in digital program for *Shrek*
- Company or family name recognition during curtain speeches for all performances
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Table for 10 guests at *Shrek*
  - April 2, 2027, from 6-10 pm at Demens Landing Park
- 2 Tickets to 2026-2027 Mainstage Production for your use or to gift to clients and employees
  - Excludes Opening Nights

$3,500 SPONSORSHIP OPPORTUNITIES (5 AVAILABLE)

~~ONCE UPON A TIME CENTERPIECE SPONSOR~~

SOLD! SHUMAKER

OGRE'S OUTHOUSE RESTROOM SPONSOR

EXCLUSIVE BENEFITS INCLUDE:
Company logo or name recognition on each porta potty

SWAMP SNACK SPONSOR

EXCLUSIVE BENEFITS INCLUDE:
Company logo or name recognition on tableside snacks

STORYBOOK KEEPSAKE SPONSOR

EXCLUSIVE BENEFITS INCLUDE:
Company logo or name recognition on keepsake gift

FAR FAR AWAY DIRECTIONAL SIGNS SPONSOR

EXCLUSIVE BENEFITS INCLUDE: Company logo or name recognition on directional signage throughout the park

ADDITIONAL BENEFITS INCLUDE:

- Company logo or name recognition for *Shrek the Musical* in the Park
- Company logo or name recognition as a sponsor for *Shrek* in the Park to include:
  - Digital Marketing: Eblasts, E-Newsletters, Social Media, and related digital assets
  - Print Marketing: Banner, flyers, posters, yard signs, and related print assets
- Company logo(w/clickable link) or name recognition on the American Stage website for *Shrek*
- Quarter-page company advertisement in digital program for *Shrek*
- Company or family name recognition during curtain speeches for all performances
- Company logo (w/clickable link) or name recognition on American Stage's website for 1 year
- Table for 10 guests at *Shrek*
  - April 2, 2027, from 6-10 pm at Demens Landing Park

TABLES

PREMIERE TABLE SPONSOR: $2,500 (2 AVAILABLE)

- Premiere table location for 10 guests includes dinner and beverages
- Company logo (with clickable link) or family name in digital program for event

TABLE SPONSOR: $2,000 (MULTIPLE AVAILABLE)

- Reserved table location for 10 guests includes dinner and beverages
- Company or family name in digital program for event

AMERICAN STAGE'S AVERAGE REACH

WEBSITE: 97,000 users and over 400,000 views
EBLASTS: 62,000
SOCIAL MEDIA: 30,000

MARKETING INFORMATION AND DEADLINES

Company branding or name recognition will be included in the entire run of the show from March 29–May 2, 2027, in addition to pre and post-event marketing through American Stage and other shared marketing partners.

For guaranteed print branding or recognition for Soiree Under the Stars and Production Run, to include onsite banner, name or logos must be received by FEBRUARY 16, 2027.

AMERICAN STAGE CONTACT INFORMATION

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American Stage operates as a non-profit professional theatre and is a 501(c)(3) charitable organization registered with the Florida Department of Agriculture and Consumer Services. U.S. Federal Tax ID number is 59-1777189.