

HOME FOR THE HOLIDAYS



THE REPERTORY THEATRE OF ST. LOUIS

HOLIDAY BENEFIT

JOIN US ON TUESDAY, DECEMBER 9, 2025



HOLIDAY BENEFIT

THE REPERTORY THEATRE OF ST. LOUIS

Dear Community Partner,

On behalf of The Repertory Theatre of St. Louis, I'm delighted to invite you to support one of our most joyful traditions: our annual **Holiday Benefit**, taking place **Tuesday, December 9, 2025, at the Loretto-Hilton Center in Webster Groves.**

What began as an urgent rally to keep our doors open in 2023 has grown into a beloved St. Louis celebration. Over the past two years, more than 1,500 supporters joined us alongside hometown legends like **John Goodman, Sean Gunn, and Denise Thimes**. This year's theme, Home for the Holidays, honors the warmth of community, the power of storytelling, and the special place The Rep holds in the hearts of St. Louisans.

Your sponsorship directly fuels our productions, education programs, and community engagement efforts that reach more than 40,000 audience members and 14,000 learners each year. Sponsorship opportunities include, but are not limited to:

- **Toe-Tapping Titan** – \$20,000 (24 VIP tickets, premier recognition, naming opportunities)
- **Auction Ambassador** – \$10,000 (16 VIP tickets, stage recognition, media coverage)
- **Engagement Endorser** – \$5,000 (10 VIP tickets, social media visibility, program recognition)
- **Supporting Sponsor** – \$2,500 (4 VIP tickets, promotional recognition)
- **Row Host** – \$1,000 (10 non-VIP tickets to share with colleagues or gift to a community organization)
- **Individual VIP Ticket** – \$500

All sponsors enjoy **exclusive benefits** such as priority seating, access to the VIP preshow cocktail event, meet-and-greets with performers, and recognition across event promotions. Every package can also be tailored to fit your needs, including sponsoring the evening's entertainment, a signature cocktail, or even our celebrity guest.

Not able to support at this time, or a benefit sponsorship isn't the right fit? The Rep also offers a variety of ways to make a difference, from underwriting productions to supporting our education programs, or providing critical general operating support that sustains our theatre year-round. We'd love to start a conversation about how your partnership can be most meaningful.

Thank you for considering this opportunity to celebrate the holidays while sustaining The Rep's mission. We would be honored to have you as a partner in making this season's benefit an unforgettable evening.

Warmest wishes,



Bailey Pashia

Director of Board Relations & Institutional Events
The Repertory Theatre of St. Louis

TO PARTICIPATE: Please visit holidaybenefit3.givesmart.com to secure your sponsorship or tickets online, or print, mail, or scan the Sponsorship Pledge Form and email it to development@repstl.org.

To ensure inclusion in promotional materials, we ask that sponsorships be confirmed by Friday, November 7, 2025.
The Repertory Theatre of St. Louis is a 501(c)(3) nonprofit organization. Tax ID: 43-0970273.

WE'RE A CREATIVE INDUSTRY ANCHOR THAT SUCCESSFULLY RETAINS YOUNG TALENT, WITH THE LONGEST RUNNING SEASON OF ANY NONPROFIT PROFESSIONAL THEATRE IN THE REGION.

WHO WE ARE + WHY WE MATTER



THE REPERTORY THEATRE OF ST. LOUIS IS THE REGION'S LARGEST REGIONAL PROFESSIONAL THEATRE COMPANY. THE REP HAS BEEN PRODUCING WORLD-CLASS PERFORMANCES SINCE 1966.

MISSION: The Repertory Theatre of St. Louis creates bridges between people in the St. Louis region and beyond through expertly crafted theatrical experiences that are joyful, unique, inspiring, and thought-provoking.

VISION: The Repertory Theatre of St. Louis will be a welcoming home where a full spectrum of artists and audiences courageously engage with one another and expand their appreciation and understanding of the world.

VALUES: Collective Excellence, Equity and Anti Racism, Resource for Stewardship for Sustainability and Growth, Life-Long Learning



WHAT IS A LORT THEATRE?

A proud **LORT** theatre – part of the League of Resident Theatres, the largest professional theatre association in the U.S. This means The Rep offers fair wages, hires nationally recognized talent, and upholds top artistic standards while keeping world-class theatre thriving beyond Broadway.

The Rep employees 50+ full-time staff, and there are hundreds of national and local creatives and vendors hired annually. Every show fuels jobs, actors, carpenters, lighting designers, seamstresses, ushers, electricians, photographers, caterers, bartenders, and more are employed at The Rep each season.

40,000+ audience members each season, strengthening community connection and fueling the vibrancy of the region.

14,000+ learners annually benefit from education and engagement programs that inspire creativity and build lifelong appreciation for the arts.

We generate foot traffic for local restaurants, hotels, and vendors
Approximately \$16.00 flow back into the regional economy for every \$1.00 spent at The Rep.

BUILDING COMMUNITY THROUGH EDUCATION AND ACCESS



Camp Rep is an immersive summer theatre program for kids ages 7–13, where young performers build skills and confidence through acting, music, dance, storytelling, and technical theatre.



Story 2 Stage offers residencies where students create and perform original short plays, empowering their voices through theatre.



Imaginary Theatre Company has been bringing professional touring theatre to young audiences since 1975.



Represent STL host post-show panels with community leaders and thematic experts in conversations around relevant regional connections to the topics and themes of each production.



COMMUNITY IMPACT

We partner with nonprofits and civic leaders to increase the authenticity of our productions, expand access to world-class storytelling, and provide action steps for inspired audiences to positively affect their communities.



24/25 IMPACT HIGHLIGHTS

- 600+ attendees from Partnering Organizations
- Prison Performing Arts partnered on Clyde's to bring a reading and talkback to Missouri Eastern Correctional Center and include alumni from their program on the creative team
- **Represent STL Talkbacks** featured formerly incarcerated speakers and recidivism and reentry professionals.
- Lobby Tabling connected audiences to local services and opportunities
- ITC was performed for 8,000 students in the area
- The Rep hosted a supply drive for Sherwood Forest Camp, and invited campers to be part of the tech process
- Supported local by selling Laughing Bear Bakery items at our Concessions.
- 60% of schools served through Imaginary Theatre Company are Title-I schools

SAINT LOUIS
ART MUSEUM



Concordance
HEALING EQUITY HOPE



St. Louis County Library

PRISON
Performing
ARTS



BE OUR SCENE PARTNER

TICKETS, SPONSORSHIPS, AND BENEFITS

SINGLE TICKET

\$100

(1 single, non-VIP ticket)

HOLIDAY BENEFIT

THE REPERTORY THEATRE OF ST. LOUIS

ROW HOST

\$1,000

(10 reserved non-VIP tickets)

EXCLUSIVE VIP BENEFITS	TOE TAPPING TITAN	AUCTION AMBASSADOR	ENGAGEMENT ENDORSER	SUPPORTING SPONSOR	INDIVIDUAL VIP TICKET
	\$20,000	\$10,000	\$5,000	\$2,500	\$500
PRIORITY SEATING	24 TICKETS	16 TICKETS	10 TICKETS	4 TICKETS	1 TICKET
ACCESS TO MEET-AND-GREET WITH PERFORMERS OR SPECIAL GUESTS	❄️	❄️	❄️	❄️	❄️
PRESHOW VIP COCKTAIL EVENT	❄️	❄️	❄️	❄️	❄️
PARKING PASSES	12	8	5	2	1
ON-SCREEN RECOGNITION IN THE LOBBY	❄️	❄️	❄️	❄️	
RECOGNITION IN EVENT PROGRAM, WEBSITE, INVITATION, AND PROMOTIONAL MATERIALS	❄️	❄️	❄️	❄️	
RECOGNITION ON THE REP'S SOCIAL MEDIA CHANNELS	❄️	❄️	❄️		
VERBAL ACKNOWLEDGMENT FROM THE STAGE	❄️	❄️	❄️		
NAMING OPPORTUNITIES FOR DIFFERENT ASPECTS OF THE BENEFIT	❄️	❄️			
NAMED IN PRESS RELEASES AND MEDIA COVERAGE	❄️	❄️			
AD IN OUR 25/26 MAINSTAGE PROGRAMS	1/2 PAGE AD	1/4 PAGE AD			
TAX DEDUCTIBLE AMOUNT	\$18,200	\$8,800	\$4,400	\$2,100	\$400

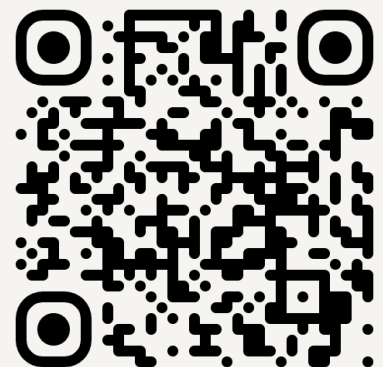
Don't see an option that fits? Every package can be tailored to match your goals. Join us online to sponsor the musical entertainment, a signature cocktail, or even our celebrity guest.

CONTACT

DIRECTOR OF BOARD RELATIONS & INSTITUTIONAL EVENTS
BAILEY PASHIA, 314-910-0475 | BPASHIA@REPSTL.ORG

Scan the **QR CODE** or visit **HOLIDAYBENEFIT3.GIVESMART.COM**
to secure your sponsorship or tickets online.

THE REPERTORY THEATRE OF ST. LOUIS



CELEBRATING *HOLIDAY* *BENEFITS* OF THE PAST



The Rep's Holiday Benefit was born out of a critical moment in 2023, when the theatre faced the possibility of closing its doors. In a bold effort to raise \$2.5 million in just three months, the event came together in under three weeks, sparked by a generous offer from **John Goodman** to lend his support. In 2024, actor and St. Louis native **Sean Gunn** joined the cause, continuing a tradition of celebrating artists with deep local roots. What began as an urgent rally to save The Rep has since become an annual celebration of storytelling, community, and the hometown talent that makes St. Louis shine.



THANK YOU TO THE LEADING SUPPORTERS OF THE 2023 AND 2024 HOLIDAY BENEFITS:



GARDNER CAPITAL



David and Melanie Alpers
Margaret Augustin
Brad and Darla Baker
C and L
Patty and Kent Chapin
Don and Elizabeth Cobin

Coterie Creative
Robert and Lisa Forsyth in
honor of Nancy Forsyth
Peggy and Mark Holly
Ven and Cynthia Houts
Nancy and Ken Kranzberg

Virginia and David McDonald
Michele C Catering and Events
John Goodman
Christy and John Nickel
Judy and Jerry Potthoff
Wendi Alper-Pressman
and Norman Pressman

Thad Simons
Steve and Marlene Schumm
Pat and Ken Schutte
David Skaggs
We Are Echoes
Lynn and Darrell Yearwood

SPONSORSHIP PLEDGE FORM

Contact Name (Please print) _____

Contact Signature: _____

Company Name (to appear in event materials) _____

I have a logo to submit for event materials ☐ Yes ☐ No

Contact Phone _____ **Contact Email** _____

Address _____

City _____ **State** _____ **Zip** _____

SPONSORSHIP

☐ Yes, I/my company plan to attend and will support The Rep's Holiday Benefit 2025 at the following sponsor level:

- | | | |
|--|---|---|
| <input type="checkbox"/> TOE TAPPING TITAN
\$20,000 (24 VIP tickets) | <input type="checkbox"/> ENGAGEMENT ENDORSER
\$5,000 (10 VIP tickets) | <input type="checkbox"/> INDIVIDUAL VIP TICKET
\$500 (1 VIP ticket) |
| <input type="checkbox"/> AUCTION AMBASSADOR
\$10,000 (16 VIP tickets) | <input type="checkbox"/> SUPPORTING SPONSOR
\$2,500 (4 VIP tickets) | <input type="checkbox"/> SINGLE TICKET
\$100 (1 non-VIP ticket) |
| <input type="checkbox"/> SCENE PARTNER HOST A ROW
\$1,000 (10 non-VIP tickets) Bring friends, family, colleagues—or gift your row to an organization you love. | | |

ADDITIONAL OPPORTUNITIES

- ☐ In lieu of attendance, please accept this gift of \$_____ in support of The Holiday Benefit.
- ☐ I would like to donate _____ to be auctioned/used at the event, with the value of \$_____.
(A member of our development team will follow up with you regarding your in-kind donation)

BILLING AND PAYMENT INFORMATION:

☐ **Check enclosed with pledge form**

Please mail to 130 Edgar Road, St. Louis, Missouri, 63119 in c/o Holiday Benefit

☐ **Please call me to pay with a credit card**

☐ **Electronic Funds Transfer** (Please call 314-687-3040 for more information or assistance.)

☐ **Please send me an invoice**

You will receive an invoice at the email address above within 30 days of receipt of your pledge form.

Complete the following information only if you want your invoice sent to a different person or address:

Invoice Contact Name _____

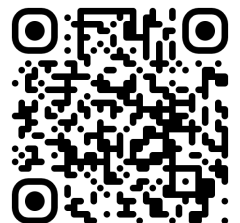
Company (if applicable) _____

Address _____

City _____ State _____ Zip _____

Email _____

Secure your Sponsorship
or Tickets Online



If you have any questions or if you prefer to submit this form digitally or speak with a staff member, please contact the Development Team at 314-687-4030 or development@repstl.org.

The Repertory Theatre of St. Louis is a 501(c)(3) nonprofit organization. Donations are tax-deductible as allowed by law. EIN NUMBER 43-0970273

REP LEADERSHIP



KATE BERGSTROM
AUGUSTIN FAMILY ARTISTIC DIRECTOR



DANNY WILLIAMS
MANAGING DIRECTOR

HOLIDAY BENEFIT LEADERSHIP TEAM



BAILEY PASHIA
DIRECTOR OF BOARD RELATIONS
AND INSTITUTIONAL EVENTS
BPASHIA@REPSTL.ORG



DELANEY PIGGINS
ASSOCIATE ARTISTIC DIRECTOR:
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