



BorderLight
THEATRE FESTIVAL

2026 SPONSORSHIP PACKET
JULY 8-11, 2026

IGNITING IMAGINATION, ACCESS, AND BELONGING

BorderLight Theatre Festival brings bold, imaginative performances to the heart of Cleveland—amplifying diverse voices and reimagining where and how theatre can be experienced. From globally inspired storytelling to deeply local perspectives, our festival connects audiences to new ideas and emotions through work that's original, inclusive, and often performed in intimate and unexpected spaces like the historic Hermit Club, as well as Playhouse Square Plaza, neighborhood haunts, and cozy black box theatres. BorderLight brings people together across cultures and communities to share in the joy and power of live performance.

Beacon Sponsor - \$25,000

- Key recognition across festival materials, signage, and website
- Press release inclusion
- Featured in recap video
- Customized festival experience based on sponsor interests
- Customized social media recognition (Thank-You Post)
- 6 All-access festival passes
- Festival guide back cover ad
- Box office concierge service
- 2 VIP tickets to Opening Night Party
- 4-Pack of Fringe tickets
- Sponsor remarks opportunity

Luminary Sponsor - \$15,000 | International Plaza | Presenting Sponsor for an International Production

- Recognition on show-specific marketing and media
- Recognition in recap video
- Customized festival experience based on sponsor interests
- Customized social media recognition (Thank-You Post)
- 4 All-Access festival passes
- Full-page ad in festival guide
- Box office concierge service
- 2 VIP tickets to Opening Night Party
- 4-Pack of Fringe tickets

Torchbearer Sponsor - \$10,000 | Fringe Jr. – Family Day

- Logo in Festival Guide, website, and event signage
- Recognition in recap video
- Customized social media recognition (Thank-You Post)
- 2 All-Access festival passes
- Half-page Ad in festival guide
- Optional promotional materials distribution
- Box Office concierge service
- 2 VIP tickets to Opening Night Party
- 4-Pack of Fringe tickets

Radiance Sponsor - \$5,000 | Community Spotlight on Cleveland artists | Festival Guide | Opening or Closing Night Party

- Logo in Festival Guide, Website, and Event Signage
- Recognition in select social media posts
- Recognition in recap video
- Customized social media recognition (Thank-You Post)
- Quarter-Page ad in festival guide
- Opportunity to distribute promotional materials
- Box office concierge service
- 2 VIP tickets to Opening Night Party
- 4-Pack of Fringe tickets

Glow Sponsor - \$2,500 | Accessibility - Supports accessibility initiatives such as ASL interpretation, relaxed performances, community tickets | Festival Commons – Supports rest area and gathering space in heart of Playhouse Square Plaza

- Logo in festival guide, website, and event signage
- Recognition in recap video
- Opportunity to distribute promotional materials



A La Carte Support

- Business Friend - \$1,000–\$2,499
 - Gain visibility and treat your clients or your team to the festival.
- Arts Access - \$500 - \$1,000
 - Supports tickets for underserved neighborhoods, and waived fees and professional development for emerging artists facing barriers to resources.
- Volunteer Support - \$500 - \$1,000
 - Provides free parking and refreshments for festival volunteers.
- Momentum Awards - \$600 - \$2,499
 - Sponsor award(s) recognizing your generosity while fueling the careers of outstanding festival artists. [Your Company Name] + Award Name

All A La Carte levels are eligible for recognition with a listing in the Festival Website and Guide. Includes Recap Video recognition. Levels of \$1,000+ include a 4-pack of Fringe tickets.



AUDIENCE REACH

4,396 attendees across **174** performances.

280 artists from **10** states, **40.5%** from underserved communities

DIGITAL REACH

50,000+ website views during festival month

3,800+ email subscribers (plus nearly 55,000 additional reach through community partnerships)

Sponsors featured in festival recap video, shared with audiences, supporters and partners

PRINT REACH

6,500 printed festival guides distributed

6,000 New York Times inserts

DURATION

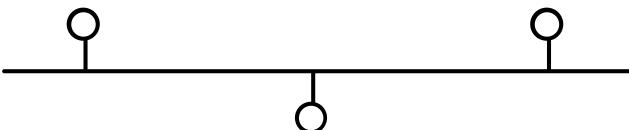
Sponsor exposure lasts 4–6 months (from confirmation through post-festival recap video and social highlights).

Pre-Festival

Promotions

Post-Festival

Recap



On-Site Signage & Festival Materials

ON-SITE VISIBILITY



"BorderLight brings something fresh and global to the heart of Cleveland.

One minute you're seeing a boundary-pushing piece from halfway across the world, the next you're watching local artists light up a black box. It's bold, it's inclusive, and it brings a real energy to Playhouse Square. The city shows up for it—and that's exactly why it belongs here.” —Craig Hassall AM, President & CEO, Playhouse Square

QUICK VIEW SPONSORSHIP OPPORTUNITIES

The table below gives an overall view of sponsorship benefits for the 2026 Festival. For more details, please see each sponsorship category.

Sponsorship amount	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Recognized as:	Beacon Sponsor	Luminary Sponsor	Torchbearer Sponsor	Radiance Sponsor	Glow Sponsor
Logo in Website/Guide/ E-newsletter	X	X	X	X	X
Thank You Recap Video	X	X	X	X	X
Festival Signage	X	X	X	X	X
Social Media Shout-out	Custom	Custom	Custom	Custom	X
4-Pack Fringe Tickets	X	X	X	X	X
Festival Guide Ad	Back Cover	Full Page	1/4 Page	1/4 Page	-
2 VIP Invitations to Opening Night Party	X	X	X	X	-
Box Office Concierge Service	X	X	X	X	-
All-Access Festival Passes	6	4	2	-	-
Speaking Opportunity	X	X	-	-	-
Customized Festival Experience	X	X	-	-	-

Customized sponsorships available

Contact Executive & Artistic Director, Dale Heinen | Email: Dale@borderlightcle.org
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BorderLight Theatre Festival

Festival Dates: July 8 - 11, 2026

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WWW.BORDERLIGHTCLE.ORG



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@BorderLightCLE #BorderLightCLE