



Who We Are

The Edward C. Smith Civic Center is a registered non-profit charitable organization encompassing The Edward C. Smith Civic Center Theatre, The Smith Gallery, and The Smith Ballroom, each dedicated to being an integral part of this beautiful old Carolina theatre, which has been proudly serving the community for over 75 years.

The main stage theatre of the Edward C. Smith Civic Center is now known as “The Smith.” This wonderful space is home to Lexington Live Community Theatre, premiering February, 2019. The theatre is also the venue for Lexington Youth Theatre, Charity League’s Annual Play, the Lexington Middle and High School concerts, Project Potential, plays and dance recitals, The Smith’s “own” Main Stage Events for the entire community, and special events such as weddings, symphony concerts, and our annual opera. The Smith Gallery hosts a variety of beautiful art exhibits from both local and statewide artists including the North Carolina Water Society, Art and Soul watercolor exhibits, renowned artist Bob Timberlake and many others. The Smith Ballroom continues to be a sought-after venue for wedding receptions, private parties, public meetings, and a variety of other such conferences. In addition to our core production work within the theatre, we conduct educational workshops and activities for our members and the community at large. The Smith also welcomes partnerships with outreach programs such as the very successful Arts of Davidson County, Salisbury Symphony, UNCSA and Piedmont Opera.

Since its original formation as a non-profit, The Smith has seen its mandate grow as a hub of communication, cooperation, and the presentation of top quality theatre.

Becoming a Sponsor

In order to provide creative opportunities for its members and quality entertainment for its audiences, The Smith must rely in part on sponsorships to offset inherent costs. We offer a variety of sponsorship packages to accommodate the individual needs of corporate entities. Perhaps the most important benefit of becoming a sponsor is the satisfaction derived from supporting the arts in Lexington while contributing to the cultural vibrancy of our entire community. It will also heavily impact The Smith’s impact on our educational outreach and programming for both you and maturing artists.

Become a Sponsor

How Sponsorship Packages Help You and How Sponsorships Help The Smith!

- ❖ By sponsoring The Smith you are saying that your company is committed to the arts and enriching the lives of its residents.
- ❖ Our audiences are your prospective customers, and influencers within their social circles.
- ❖ Your name and brand will be associated with a high-quality company offering a unique arts experience in our community.
- ❖ Your support will help artists, designers, and technicians hone their skills.
- ❖ Your support will help sustain ongoing volunteer and outreach opportunities for this community, including its youth

Our patrons and community have shown ongoing support and dedication for our company because they see and appreciate the talent we attract, the quality of our productions and impact we have on those who are involved with us.

However, the money that we can raise through these avenues no longer supports our operating and rising costs. We, therefore, look to you as part of the body of corporations and local businesses to join us, becoming a vital part of making The Smith one of the most successful and prestigious community theatre companies in the Triad.

We offer sponsorship opportunities that are tailored to suit your budget and range from \$500 to \$10,000+. These opportunities not only grant The Smith financial support and stability but allow you to extend and strengthen your brand to a large and loyal group of potential clients and Smith patrons who pay attention to what is happening in this community.

In order to provide creative opportunities for its members and quality entertainment for its audiences, we must rely in part on sponsorships to offset inherent costs. We offer a variety of sponsorship packages to accommodate the individual needs of corporate entities. Perhaps the most important benefit of being a Smith sponsor is the satisfaction derived from supporting the arts in Lexington while contributing to the cultural vibrancy of our entire community. It will also impact our educational outreach for both young and maturing artists.

Sponsorship Levels & Benefits

All Smith Sponsors & Levels

- Tax Receipt
- Recognition as a sponsor in all programs throughout the year
- Recognition and link on the The Smith website
- Regular thanks in social media
- Complimentary tickets

Performance Sponsor \$500+ Per one performance.

- Discounted rate on program advertising
- Opportunity for name/logo display for one week on Smith Marquee at no cost

Production Sponsor \$1000+ Production sponsors defray operational expenses so that more resources can be allotted to production costs such as set, sound, costumes and orchestra fees.

- Half page ad inside show programs for the production
- Name and logo in production display on Smith Marquee
- Name and logo recognition on show materials for production
- Invitation for two to attend working rehearsal
- Discounted tickets for employee access to preferred ticket rate

Series Sponsor \$2500+ A select group of businesses who have a desire to sustain and help grow theatre performance and production at the community level. A Series Sponsor enables us to offer affordable uptown theatre in your community and enhance the quality of our productions.

- Full page ad inside ALL show programs for the series
- Logo recognition on all tickets for the series
- Name and logo displayed as a Series Sponsor on Smith Marquee
- Mention in intermission announcements
- Complimentary tickets to each of the series productions
- Subscriptions to the group newsletter (up to 3 recipients)
- Invitation to a backstage tour with artistic staff or board members
- Invitations to working rehearsals during the year

Season Sponsor (1 available) \$5000+

The corporate season sponsor is a unique business or corporation who shares our passion and vision for the arts in our community as well as education and community outreach.

A Season Sponsor enables us to offer affordable uptown theatre while deepening the impact of our education and outreach programs for both young and mature artists.

- Full page ad inside ALL show programs for the season
- Name and logo included on all tickets for the season
- Name and logo displayed as a Season Sponsor on Smith Marquee
- Name and logo recognition on all printed season and show materials
- Recognition as the season sponsor in all programs
- Mention in preshow announcements
- Complimentary tickets to all of The Smith productions
- Subscriptions to the group newsletters
- Two backstage tours with artistic staff or board members
- Invitations to working rehearsals during the year
- First opportunity to continue as Season Sponsor in upcoming seasons

Capital Project Sponsor \$10,000+

Capital project partnership expresses an ongoing commitment to the technical quality of affordable arts in Lexington and the Triad area. Partners contribute directly to ensuring that the sound, light and backstage communications equipment, providing the technical backbone of quality theatre, remains up to date. Our most pressing project is the replacement and upgrade to an LED lighting system. As much of the equipment is at its end of life, we view this as an opportunity to upgrade our technology in a responsible way, opening up more opportunity for lighting design and options for presentation within our unique space.

- Full page ad inside ALL show programs for the season
- Name and logo included on all tickets for the season
- Name and logo displayed as a Season Sponsor on Smith Marquee
- Name and logo recognition on all printed season and show materials
- Recognition as the season sponsor in all programs
- Mention in preshow announcements
- Complimentary tickets to all of The Smith productions
- Subscriptions to the group newsletters
- Two backstage tours with artistic staff or board members
- Invitations to working rehearsals during the year
- First opportunity to continue as Season Sponsor in upcoming seasons