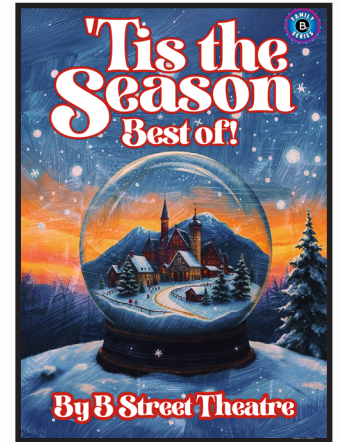
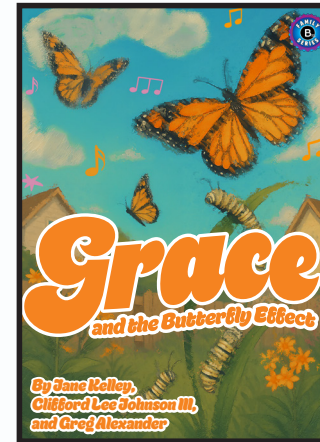
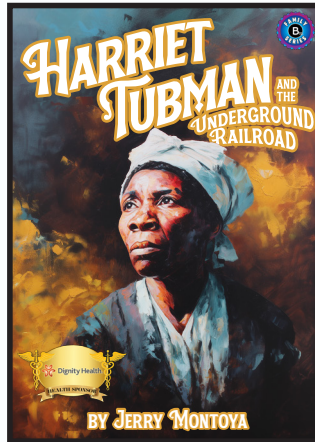
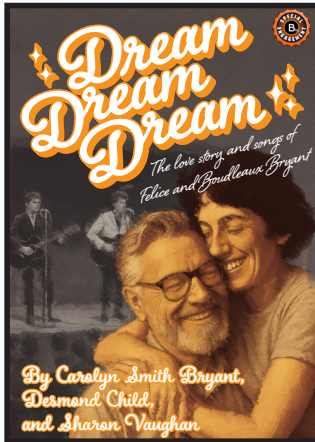
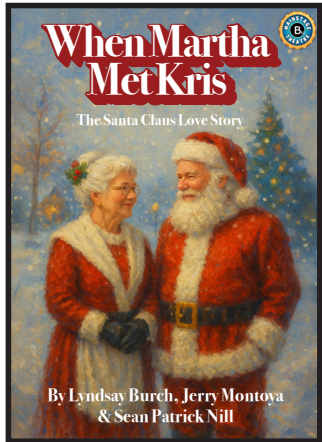
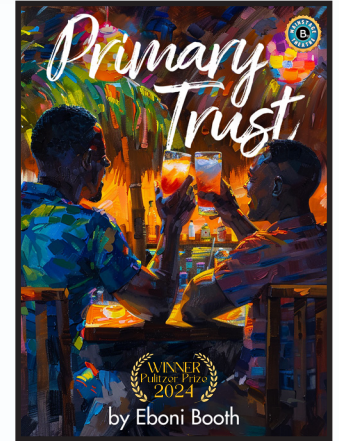
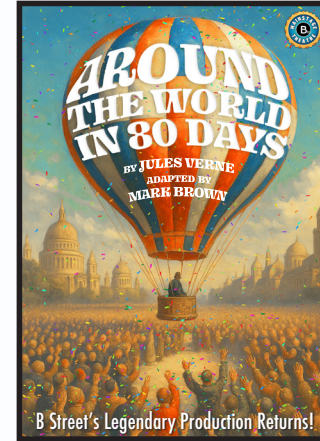
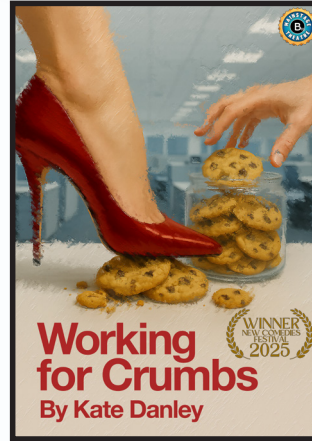
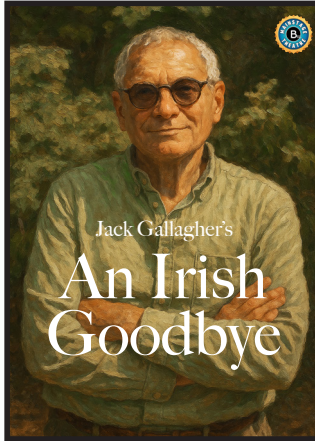
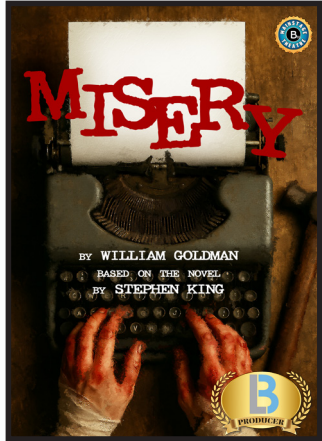


**40<sup>B<sup>ST</sup></sup>  
YEARS**

**2026**



# SPONSORSHIP OPPORTUNITIES



**THE SOFIA: HOME OF  
B STREET THEATRE**

2700 Capitol Ave, Sacramento, CA 95816  
BStreetTheatre.Org | 916-443-5300



**CONTACT:**

**JACOB GUTIÉRREZ-MONTOYA**

Director of Development and Community Partnerships  
JGM@BStreetTheatre.Org | 916-759-2951



# OUR PROGRAMS & YOUR IMPACT

## WHAT CAN YOUR CONTRIBUTION DO?

<b>\$100</b>	Provides an American Sign Language interpretation for one performance.
<b>\$300</b>	Provides a scholarship to a student from a Title I school to attend an onsite acting class, or provides a single in-classroom workshop to a school.
<b>\$500</b>	Sponsors a school bus for one classroom without a field trip budget.
<b>\$1,000</b>	Sponsors a field trip for 80 students, including a school bus and theatre tickets.
<b>\$1,800</b>	Provides a full 6-week, after-school theatre program.
<b>\$2,400</b>	Provides a sensory friendly performance for young people with autism.
<b>\$5,000</b>	Support one actor for a single production that will be seen by upwards of 10,000 students.
<b>\$10,000</b>	Build a set and costumes for a production that will be enjoyed by students and families.

## MAINSTAGE THEATRE

Since 1991, B Street has been consistently recognized as one of the region's top professional theatres. Each season, our dedicated team of artists produce seven contemporary plays (often regional, national or world premieres) that are enjoyed by our 7,000 subscribers and members of the community. B Street is a Core Member of the National New Play Network.

## FAMILY SERIES THEATRE

B Street is Northern California's only fully professional resident theatre for children. Each year, we produce four educational plays, each running 4 weeks. Each play offers up to eight student field trip matinee performances per week and up to 12 public performances for families. With a seating capacity of 380, we have the potential to reach over 64,000 people each year.

## WORKSHOPS AND RESIDENCIES

B Street's professional Teaching Artists lead a variety of skill-building theatre workshops, which are regularly offered onsite, in schools, in hospital settings and for adults on probation. Our English language development workshops alone reach upwards of 150 refugee students each year. These workshops are core to our mission statement, which is to promote education and literacy, social interaction and cultural enrichment.

# FULL 2026 SEASON SPONSORS



## MAINSTAGE: EXCLUSIVE SPONSORSHIP OF ALL 7 SHOWS THIS SEASON (ONE AVAILABLE)

### Curtain Speech

- ◆ Acknowledgement before every performance during the 2026 Mainstage Season.

### 100-seat Partial Buyout of One Performance

- ◆ Including a post-show reception with B Street cast, crew, and staff.

### Student Matinee Performances

- ◆ Opportunity to attend one matinee performance per production to witness impact to witness the impact of B Street's mission of bringing accessible theatre to young audiences.

### Complimentary Rental

- ◆ A theatre or meeting space at The Sofia for a private event, up to 4 hours. Must be booked a minimum of 90 days in advance.

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ All Season Playbills: Logo or name placement on the cover and full page color ad.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow all year.

### Tickets

- ◆ VIP admission for 6 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 6 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 4 tickets to each Opening Day performance, which includes a post-show reception and activities.
- ◆ 4 all-inclusive tickets to the Sofia Soirée.
- ◆ Two Mainstage subscriptions (good for 2 tickets to each of the seven shows in the season).
- ◆ Four Family Series subscriptions (good for 4 tickets to each of the four shows in the season).

### Family Dinners & Final Dress Rehearsals

- ◆ Special invitation for up to 10 guests to join B Street Staff and Company Members for a Family Dinner, followed by the Final Dress Rehearsal.

# \$100,000



## FAMILY SERIES: EXCLUSIVE SPONSORSHIP OF ALL 4 SHOWS THIS SEASON (ONE AVAILABLE)

### Curtain Speech

- ◆ Acknowledgement before every performance during the 2026 Family Series Season.

### 100-seat Partial Buyout of One Performance

- ◆ Including a post-show reception with B Street cast, crew, and staff.

### Student Matinee Performances

- ◆ Opportunity to attend one matinee performance per production to witness impact to witness the impact of B Street's mission of bringing accessible theatre to young audiences.

### Complimentary Rental

- ◆ A theatre or meeting space at The Sofia for a private event, up to 4 hours. Must be booked a minimum of 90 days in advance.

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ All Season Playbills: Logo or name placement on the cover and full page color ad.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow all year.

### Tickets

- ◆ VIP admission for 6 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 6 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 4 tickets to each Opening Day performance, which includes a post-show reception and activities.
- ◆ 4 all-inclusive tickets to the Sofia Soirée.
- ◆ Two Mainstage subscriptions (good for 2 tickets to each of the seven shows in the season).
- ◆ Four Family Series subscriptions (good for 4 tickets to each of the four shows in the season).

# \$70,000

# EXCLUSIVE TITLE SPONSORS



**PRODUCERS:**  
EXCLUSIVE SPONSORSHIP OF THE  
PRODUCTION OF YOUR CHOICE  
**\$15,000**

## MAINSTAGE: Six AVAILABLE

### Curtain Speech

- ◆ Acknowledgement before every performance during the run of the production.

### Family Dinners & Final Dress Rehearsals

- ◆ Special invitation for up to 10 guests to join B Street Staff and Company Members for a Family Dinner, followed by the Final Dress Rehearsal.

### Complimentary Rental

- ◆ A Gallery meeting space at The Sofia for a private event, up to 4 hours. Must be booked a minimum of 90 days in advance.

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ Playbill: Logo or name placement on the cover and full page color ad.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow during the run of the production.

### Tickets

- ◆ VIP admission for 4 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 4 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 4 tickets to the production's Opening Night performance, which includes a post-show reception.
- ◆ 25 tickets to the sponsored production, to be used at any time during the run, based on availability.
- ◆ B-Flex Memberships for 2, which includes access to any Mainstage, Family Series, or B Street-presented Upstairs at the B shows, based on availability.

## FAMILY SERIES: Four AVAILABLE

### Curtain Speech

- ◆ Acknowledgement before every performance during the run of the production.

### Complimentary Rental

- ◆ A Gallery meeting space at The Sofia for a private event, up to 4 hours. Must be booked a minimum of 90 days in advance.

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ Playbill: Logo or name placement on the cover and full page color ad.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow during the run of the production.

### Tickets

- ◆ VIP admission for 4 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 4 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 4 tickets to the production's Opening Night performance, which includes a post-show reception and children's activities.
- ◆ 50 tickets to the sponsored production, to be used at any time during the run, based on availability.
- ◆ B-Flex Memberships for 2, which includes access to any Mainstage, Family Series, or B Street-presented Upstairs at the B shows, based on availability.

# CO-PRODUCERS & DIRECTORS



**CO-PRODUCERS:**  
TWO SPONSORSHIPS FOR EACH MAINSTAGE  
& FAMILY SERIES PRODUCTION  
**\$7,500**

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ Playbill: Recognition and a quarter page color ad.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow during the run of the production.

### Tickets

- ◆ VIP admission for 4 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 4 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 2 tickets to the production's Opening performance, which includes a reception.
- ◆ 20 tickets to the sponsored production, to be used at any time during the run, based on availability.
- ◆ B-Flex Memberships for 2, which includes access to any Mainstage, Family Series, or B Street-presented Upstairs at the B shows, based on availability.



**DIRECTORS:**  
ONE SPONSORSHIP FOR EACH MAINSTAGE  
& FAMILY SERIES PRODUCTION  
**\$5,000**

### Advertising

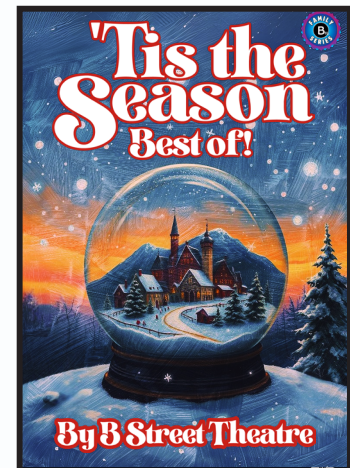
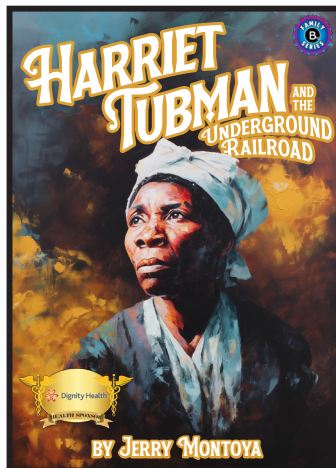
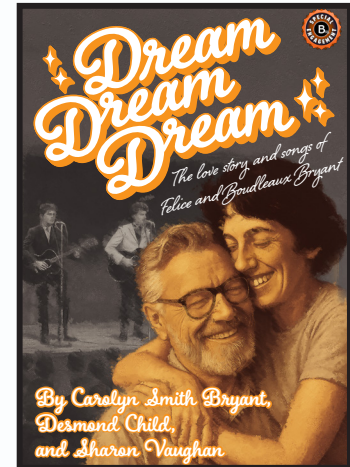
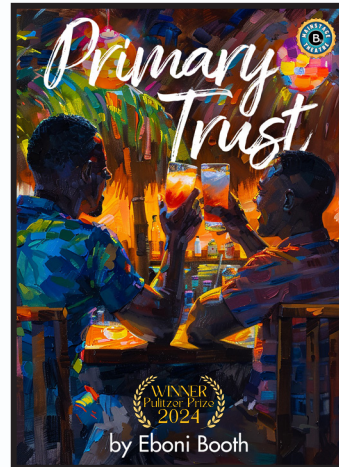
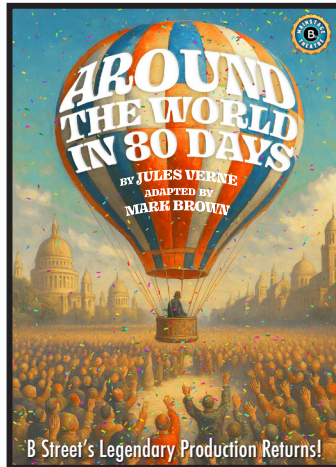
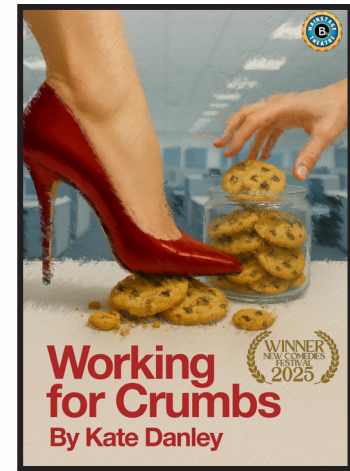
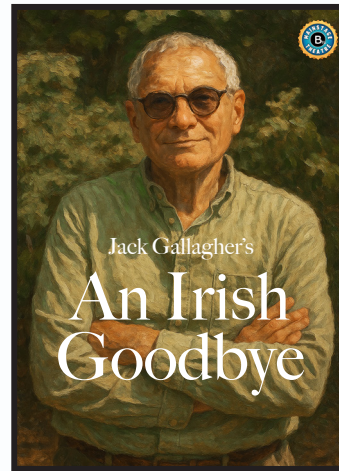
- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ Playbill: Recognition.

### Tickets

- ◆ VIP admission for 2 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 2 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 2 tickets to the production's Opening performance, which includes a reception.
- ◆ 10 tickets to the sponsored production, to be used at any time during the run, based on availability.
- ◆ B-Flex Memberships for 2, which includes access to any Mainstage, Family Series, or B Street-presented Upstairs at the B shows, based on availability.



# 2026 MAINSTAGE & FAMILY SERIES TITLES AVAILABLE





# SPECIAL PRODUCTION SPONSOR

## SPECIAL PRODUCER:

EXCLUSIVE SPONSORSHIP OF  
DREAM DREAM DREAM  
**\$15,000**

### Curtain Speech

- ◆ Acknowledgement before every performance during the run of the production.

### Family Dinners & Final Dress Rehearsals

- ◆ Special invitation for up to 10 guests to join B Street Staff and Company Members for a Family Dinner, followed by the Final Dress Rehearsal.

### Complimentary Rental

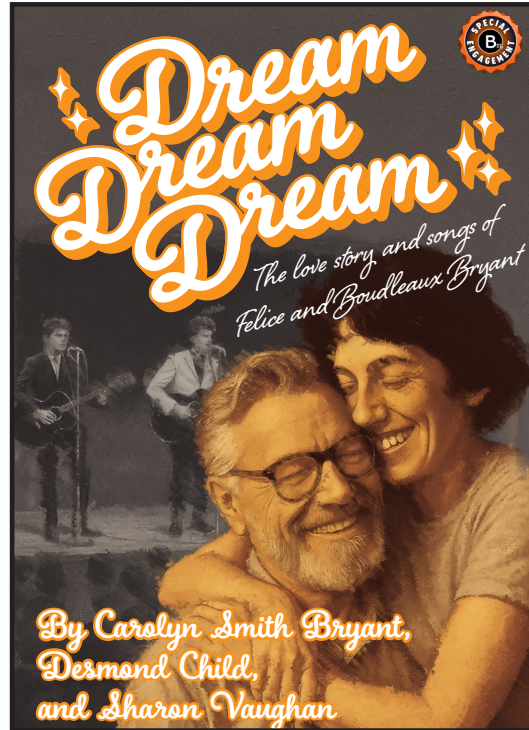
- ◆ A Gallery meeting space at The Sofia for a private event, up to 4 hours. Must be booked a minimum of 90 days in advance.

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ Playbill: Logo or name placement on the cover and full page color ad.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow during the run of the production.

### Tickets

- ◆ VIP admission for 4 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 4 to our Sponsor Appreciation Event held in the Fall/Winter of 2026.
- ◆ 4 tickets to the production's Opening Night performance, which includes a post-show reception.
- ◆ 25 tickets to the sponsored production, to be used at any time during the run, based on availability.
- ◆ B-Flex Memberships for 2, which includes access to any Mainstage, Family Series, or B Street-presented Upstairs at the B shows, based on availability.



# NEW COMEDIES FESTIVAL '26

EXCLUSIVE SPONSORSHIP OF THE  
2026 NEW COMEDIES FESTIVAL **\$10,000**



### Curtain Speech

- ◆ Acknowledgement in the curtain speech before every performance during the festival.

### Advertising

- ◆ Website & Email Blasts: Logo or name with link to business or individual website.
- ◆ Playbill: Logo or name placement on the cover.
- ◆ Lobby screens: Dedicated slide in rotating lobby slideshow throughout the festival.

### Tickets

- ◆ Admission for 4 to the exclusive New Comedies Festival Kick-Off Party, including reserved seating and complimentary beverages.
- ◆ 4 VIP Weekend Passes to the 2026 New Comedies Festival (good for 4 tickets to each reading) and 6 Meal Packages during the festival.
- ◆ VIP admission for 4 to our 2027 Season Announcement, including reserved seating and complimentary beverages.
- ◆ VIP admission for 4 to our Sponsor Appreciation Event, held in the Fall/Winter of 2026.
- ◆ 4 tickets to the Opening Night performance of the 2025 New Comedies Festival Winner (WORKS FOR CRUMBS), which includes a post-show reception.
- ◆ Two Mainstage subscriptions (good for 2 tickets to each of the seven shows in the season).

**EXECUTIVE PRODUCERS:**  
SPONSORSHIP OF A FESTIVAL FINALIST (FOUR AVAILABLE)  
**\$1,000**



### Includes

- ◆ 2 VIP Weekend Passes
- ◆ Behind-the-Scenes look at rehearsal for your festival selection
- ◆ Exclusive merch for your festival selection
- ◆ Reserved Seating directly behind the Festival Sponsors for readings of your selection



# CORE ACTOR SPONSORSHIPS

## SUPPORTING THE ARTISTS WHO BRING OUR STAGE TO LIFE

At B Street Theatre, we believe that investing in our artists is investing in the heart of our productions and our community. Our **Core Acting Company Sponsorship Program** provides a unique opportunity for individuals and businesses to directly support the talented professional actors who bring our stories to life.

For \$10,000 per year, sponsors will underwrite the salary, health insurance, and pension contributions of a **Core Acting Company Member** for the rehearsal process of three productions. This commitment ensures that these dedicated artists, all members of **Actors' Equity Association**, have the financial stability needed to focus fully on their craft.

### Brand & Public Recognition

#### Name or Company Logo Recognition in:

- ◆ Theatre playbills for all productions featuring your sponsored actor
- ◆ The theatre's website with a dedicated sponsor acknowledgment page
- ◆ Season-long lobby signage
- ◆ Social media shoutouts and e-newsletter features

### Exclusive Access & Behind-the-Scenes Opportunities

#### Personalized Meet & Greet with your sponsored actor, such as:

- ◆ A coffee chat or backstage tour
- ◆ A signed show poster from the productions they perform in
- ◆ A hosted lunch or dinner with your actor and B Street's Artistic Director

### "Behind the Curtain" Sponsor Events, featuring:

- ◆ Invitations to Company & Staff Meet-and-Greets, usually held during the first week of rehearsal
- ◆ Rehearsal room access for an inside look at the creative process

### Two VIP Tickets to Each Production Featuring Your Sponsored Company Member

- ◆ Including premium seating and complimentary concessions

### Special Recognition at Season Events

- ◆ Acknowledgment at Opening Night Celebrations and donor appreciation events
- ◆ Invitation to the Sponsor Appreciation Event in the Fall/Winter of 2026, where sponsors connect directly with actors and creative team

## WHY SPONSOR A COMPANY MEMBER?

- ◆ **Invest in Artists' Livelihoods** – Ensure fair wages, benefits, and career stability for professional actors
- ◆ **Strengthen Local Arts & Culture** – Help sustain high-quality productions and professional theatre in our community
- ◆ **Enjoy Exclusive Access & Recognition** – Experience theatre in a deeper, more personal way while receiving VIP perks

Your sponsorship makes a direct impact on the artistic excellence and sustainability of B Street Theatre and ensures that professional actors continue to thrive in Sacramento.

## JOIN US IN SUPPORTING OUR ARTISTS!



**ADOPT A B<sup>ST</sup> COMPANY MEMBER!**

SPONSORING A CORE ACTING COMPANY MEMBER IS MORE THAN JUST PHILANTHROPY—IT'S A COMMITMENT TO THE POWER OF LIVE THEATRE AND THE PROFESSIONALS WHO BRING IT TO LIFE. TOGETHER, WE CAN CHAMPION THE FUTURE OF PROFESSIONAL THEATRE!

## \$10,000 (13 AVAILABLE)

# SOFIA PRESENTS SPONSORSHIP

## EXCLUSIVE SPONSORSHIP OF THE SOFIA PRESENTS CONCERT SERIES

## \$15,000





# THE 25-26 NEW PLAY FUND

## THE BECKY & BOB NORRIS NEW PLAY FUND

At B Street Theatre, the passion of our patrons and donors fuels our mission to develop exciting new plays. Bob and Becky Norris began as volunteers and quickly became beloved advocates for the power of storytelling. Their deep belief in new work as a vital force for connection, conversation, and joy helped shape our theatre’s legacy.

Becky Norris passed away on June 13, 2025, just as *ADVICE* by Brent Askari—a world premiere she and Bob proudly sponsored—opened on our stage. Her enthusiasm, warmth, and unwavering passion for new plays will be deeply missed.

To honor her memory, we have established the **Becky & Bob Norris New Play Fund** to support the creation of new work for all ages — a mission dear to Becky’s heart. We are grateful for her legacy and hope it inspires others to champion the next generation of playwrights in American theatre.

**The New Play Fund is a one-year membership.  
Benefits reset in July of each year. Join now!**

ONE-YEAR MEMBERSHIP: July 2025 - June 2026						
25-26 NEW PLAY FUND ANNUAL BENEFITS	ACTOR (\$100)	DRAMATURG (\$250)	DIRECTOR (\$500)	PLAYWRIGHT (\$1000)	PRODUCER (\$2500)	EXECUTIVE PRODUCER (\$5000)
Social Media Recognition	★	★	★	★	★	★
Lobby TV Screen Recognition	★	★	★	★	★	★
Name/Logo Recognition as a New Play Fund Sponsor	★	★	★	★	★	★
Number of Tickets & Reserved Seating for New Play Brunch		2 Tickets for ONE Brunch	4 Tickets for ONE Brunch	4 Tickets for ONE Brunch	4 Tickets for ALL Brunches	4 Tickets for ALL Brunches
Number of VIP Passes for the 2026 New Comedies Festival			2	4	4	6
Invitation to New Play Readings with the Cast & Director				★	★	★
Invitation to a (New Work) Mainstage or Family Series Final Dress Rehearsal				★	★	★
Dinner with a Company Member and Leadership Staff					★	★
Curtain Speech Recognition during the Festival or Brunch						★
Tax Deductible Portion*	100% of Gift	Gift Less \$40	Gift Less \$280	Gift Less \$480	Gift Less \$720	Gift Less \$1080



# PLANNED GIVING PROGRAM

## THE BUSFIELD SOCIETY SUSTAIN B STREET INTO THE FUTURE!

When Timothy Busfield founded Fantasy Theatre in 1986, his goal was to bring the magic of live, professional theatre to children across Northern California. That dream expanded in 1991 when he and his brother, Buck Busfield, established B Street Theatre to produce contemporary and original works for adult audiences. Today, more than 30 years later, what began as a touring theatre company has evolved into The Sofia: Home of B Street Theatre—a state-of-the-art entertainment venue in the heart of midtown Sacramento. Founded by Buck Busfield, The Sofia is a hub for world-class theatre, music, dance, comedy, and more.

By joining the Busfield Society, you become one of the dedicated supporters who have included The Sofia: Home of B Street Theatre in their estate plans. These gifts help to secure the Theatre’s future and ensure we will continue to be a place where children and adults can experience theatre and the beauty of the live performing arts for generations to come.

Making a gift through your financial or estate plans can cost little or nothing now and may provide tax benefits to you or your loved ones. To learn more about how to make great theatre a part of your legacy, contact:

**Jacob Gutierrez Montoya, Director of Development**  
[JGM@BStreetTheatre.Org](mailto:JGM@BStreetTheatre.Org)

## SIMPLE WAYS TO GIVE

### WILLS AND TRUSTS

By leaving money or other assets to B Street Theatre in your estate plan, you can reduce the cost and delay it takes for the B Street to receive the gift. A distribution in a Trust can sometimes be made within a few months after the passing of the person who creates the Trust. Also, by including the B Street Theatre in your estate plan, you minimize any tax consequences for yourself and your estate. Additionally, bequests in an estate plan are fully revocable, so you can change your mind if your circumstances change. The best approach to leave B Street Theatre in your estate plan is to work with an estate planning attorney. The attorney can provide guidance on the best approach to structuring your bequest to the B Street Theatre.

### BENEFICIARY DESIGNATIONS

For a gift that is simple, flexible, and tax-efficient, consider making B Street Theatre a beneficiary of all or part of the proceeds from your IRA, Keogh, 401(k), 403(b), insurance policy, or DAF. To accomplish this, please speak with the financial institution holding and/or managing your asset. They can provide you with the appropriate paperwork to update your beneficial distribution. This means that when you pass away, the account with the beneficial distribution will be transferred directly to the B Street Theatre. This is an even smoother approach to distribution.

### CHARITABLE REMAINDER UNITRUSTS

With a charitable remainder unitrust, you can make a significant gift to B Street Theatre while receiving a variety of tax benefits and providing income to yourself or others each year for life or a period not exceeding 20 years. At the end of the trust term, the balance in the trust goes to B Street Theatre. For some gifts, The Sofia: Home of B Street is happy to consider creating a fund named for you or someone you wish to honor. These types of Trusts can be complicated, so make sure to discuss this with your estate attorney.

### OTHER WAYS TO GIVE

The B Street Theatre would be honored to be a part of your post-death distribution plan, no matter how it is structured. However, we would also be happy to discuss gifts during your lifetime. The B Street Theatre can work closely with you to set up an annual gifting plan to ensure the smooth operation of Sacramento’s finest theater.





# OTHER WAYS TO SUPPORT THEATRE FOR CHILDREN!

## HELP US BUILD A STRONGER B STREET



We're seeking local service providers—landscaping, HVAC, plumbing, appliance repair, videography, and more—to support The Sofia through in-kind sponsorships.

Interested? Please contact  
**Jacob Gutiérrez Montoya at [JGM@BStreetTheatre.Org](mailto:JGM@BStreetTheatre.Org)**

Let's build community, together.

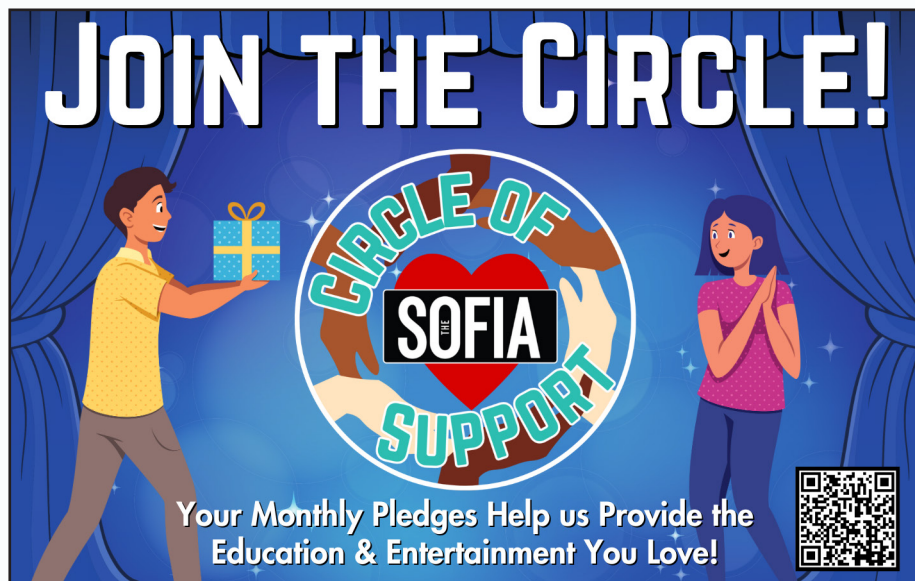
## AMAZON WISHLIST



As a non-profit theatre for children, we SO appreciate your donations of office supplies, bar snacks, cleaning products, and more!

## CIRCLE OF SUPPORT

# JOIN THE CIRCLE!



Your Monthly Pledges Help us Provide the Education & Entertainment You Love!

## AND MORE!



The cast of THE HARDY BOYS performs for children in long-term care at Sutter Hospital.

Additional Sponsorships opportunities for accessible theatre, schools, artists and the support of B Street's mission are available upon request.

**Jacob Gutiérrez Montoya at [JGM@BStreetTheatre.Org](mailto:JGM@BStreetTheatre.Org)**