



Troubadour Café: La Mirage Sponsorship Packet

Presented by Phoenix Center for the Arts
November 14–15, 2025 | Third Street Theater

ABOUT

Phoenix Center for the Arts presents Troubadour Café: La Mirage - Todd Bailey's Neo-Vaudevillian feast of Talent, Culture, and Camp.

Two nights only, audiences will be swept into the surreal journey of a man who walks away from life's daily struggles and into the wide, mysterious desert. Will he find what he's looking for "out there"? Or will the brutal voices of the desert guide - or misguide - his path?

Part theatrical odyssey, part cabaret, La Mirage is a "delusion of realness" - an evening blending vocalist, dance, storytelling, cirque, and more into a dazzling, intimate performance. Equal parts mystery, humor, and visual spectacle, Troubadour Café invites you to step into a world where the line between truth and illusion shifts under the desert moon.

Performances:

Friday, November 14, 2025 at 7:30 PM

Saturday, November 15, 2025 at 7:30 PM

Location: Phoenix Center for the Arts – Third Street Theater

Seating: Auditorium seating

BENEFITS

Supporting Troubadour Cafe means investing in Phoenix's creative future. Sponsorship directly supports:

- Paid opportunities for diverse local and regional performers.
- Innovative, multidisciplinary performance blending music, theater, dance, and cirque.
- Community access to bold, original artistic experiences in an intimate setting.

Your sponsorship provides high-visibility branding to an audience of arts patrons, cultural influencers, and adventurous theatergoers. This is a targeted, high-impact event that offers both cultural value and unique promotional opportunities.

EVENT COMPONENTS

- **Multi-Disciplinary Acts** – A seamless mix of music, storytelling, dance, and circus artistry.
- **Immersive Theatrical Experience** – A narrative that invites audiences into a mysterious, dreamlike desert journey.
- **Local & Regional Talent** – Featuring exceptional artists from across the Southwest.
- **Cabaret Atmosphere** – Complimentary drinks in a warm and engaging performance environment.

COMMUNITY IMPACT

La Mirage deepens Phoenix Center for the Arts' mission to provide accessible, high-quality arts experiences for the community. It creates professional opportunities for artists, draws new audiences to live performance, and showcases the city as a hub for innovative theatrical work.



SPONSORSHIP LEVELS

Title Sponsor – \$10,000 (1 Available)

BENEFITS:

- “Presented by” naming rights: Troubadour Café: La Mirage – Presented by [Your Company]

Logo featured on:

- Center lobby wall at Downtown Phoenix location
- Website homepage banner rotation with link (1 week per month)
- Website sponsor page for one year
- All collateral: brochures, posters, flyers, and event program
- Select signage in the theater lobby and on stage backdrop
- Social media recognition across all platforms (7,000+ contacts)

Hospitality Opportunities:

- 10 complimentary tickets with complimentary drinks
- Opportunity to address the audience before the show
- Preferred seating



Presenting Sponsor – \$5,000 (1 Available)

BENEFITS:

- Listed as “Presenting Sponsor” in all marketing materials

Logo featured on:

- Lobby wall
- Website sponsor page for one year
- All promotional materials and paid advertising
- Select theater signage
- Inclusion in all press releases, e-newsletters, and social media posts

Hospitality Opportunities:

- 6 complimentary tickets with drinks
- Preferred seating



Major Sponsor – \$2,000 (4 Available)

BENEFITS:

Logo featured on:

- Center website and sponsor page for one year
- Event posters, flyers, and program
- Select theater signage
- Recognition in e-newsletters and social media

Hospitality Opportunities:

- 4 complimentary tickets with drinks
- Preferred seating

Supporting Sponsor – \$500 (Unlimited)

BENEFITS:

Logo featured on:

- Event program and select signage
- Recognition on website and in social media posts

Hospitality Opportunities:

- 2 complimentary tickets with drinks

Collaborating Sponsor – \$250 (Unlimited)

BENEFITS:

Logo feature on:

- Event program and on sponsor page of website



SPONSORSHIP APPLICATION

Please review the **Sponsorship Packet** and complete the following application.

Mail: Phoenix Center for the Arts, 1202 N. 3rd Street, Phoenix, AZ 85004

Level of Sponsorship:

- ☐ Title Sponsor – \$10,000
- ☐ Presenting Sponsor – \$5,000
- ☐ Major Sponsor – \$2,000
- ☐ Supporting Sponsor – \$500
- ☐ Collaborating Sponsor – \$250

Sponsor Name (as it should appear in print): _____

Company Name (if applicable) _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Mailing Address: _____

Website: _____

Social Media Handles: _____

CONTACT

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