



LA  
JOLLA  
PLAY  
HOUSE



innovation night &  
**WOW** FESTIVAL

**SPONSORSHIP  
PACKAGES**



**innovation**night  
PRESENTED BY PNC BANK



**WOW**  
FESTIVAL

**SAVE  
\$2,000**

# Adding WOW Festival to your Innovation Night sponsorship equals 10x the exposure for your brand

<b>EVENT ATTENDEES</b>	<b>INNOVATION NIGHT 500+</b>	<b>WOW FESTIVAL 5000+</b>
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**\$42,000 VALUE → YOUR COST \$40,000**

**Innovation Night Gallery Sponsor**  
**\$37,000** *Exclusive Opportunity*  
**+ WOW Super Fan: \$5,000**

**\$32,000 VALUE → YOUR COST \$30,000**

**Innovation Night Lead Sponsor**  
**\$27,000** *Limit 5*  
**+ WOW Super Fan: \$5,000**

**\$21,000 VALUE → YOUR COST \$19,000**

**Innovation Night Host Sponsor**  
**\$16,000 + WOW Super Fan: \$5,000**

**\$13,000 VALUE → YOUR COST \$11,000**

**Innovation Night Co-Host Sponsor**  
**\$8,000 + WOW Super Fan: \$5,000**

**SUPER FAN SPONSORSHIP BENEFITS**

- Guaranteed Reservations
- Invitation to select events
- Signage in VIP Lounge
- Signage at 1 performance of your choosing
- 4 VIP Lounge passes
- Logo/ Name in program
- Personalized Festival schedule
- Invitation to VIP events

**2024/25 SEASON BENEFITS**

- Logo in Potiker Theatre (100,000+ impressions)
- Logo in all six theatre programs (100,000+ impressions)
- Logo and link on website
- Host a pre-show reception

For custom package sponsorships please contact **Corporate Relations Manager, Katie Wallace-Coppo**, at [kwallace@ljp.org](mailto:kwallace@ljp.org) or (858) 228-3078

Fair Market Values: Innovation Night Package = \$100/per unit; 2024/25 Season ticket = \$75/per unit; Social Media Promotion = \$100. Discount expires 3/31/24.



# innovationnight

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## SPONSORSHIP OPPORTUNITIES

Take advantage of our sponsorship opportunities to ensure your company is front and center at the 2024 Innovation Night.

### Gallery Sponsor: \$37,000 *Exclusive Opportunity*

Goods & Services: \$3,600\*

**Sponsor benefits of Innovation Night include all benefits of Lead Sponsorship plus:**

- 20 tickets to attend Innovation Night
- 20 tickets to use throughout the 2024/25 Season (subject to availability)
- Two designated individuals will be invited to join the Innovation Night host committee
- Invitation for 10 to attend the exclusive Sponsor Party
- Gallery naming recognition; "GALLERY PRESENTED BY"
- Two social media promotions, featuring your company on Facebook, Instagram, Twitter, & LinkedIn
- Mentions in all Innovation Night emails

### Lead Sponsor: \$27,000

Goods & Services: \$3,000\*

**Sponsor benefits and recognition include all benefits of Host Sponsorship plus:**

- 20 tickets to attend Innovation Night
- 12 tickets to use throughout the 2024/25 Season (subject to availability)
- Invitation for 8 to attend the exclusive Sponsor Party
- One private VIP lounge for your company and guests at Innovation Night

### Host Sponsor: \$16,000

Goods & Services: \$2,350\*

**Sponsor benefits and recognition include all benefits of Co-Host Sponsorship plus:**

- 16 tickets to attend Innovation Night
- 10 tickets to use throughout the 2024/25 Season (subject to availability)
- Invitation for 6 to attend the exclusive Sponsor Party

### Co-Host Sponsor: \$8,000

Goods & Services: \$1,300\*

**Sponsor benefits and recognition include:**

- Corporate logo and Co-Host Sponsor recognition on all event collateral
- Social media promotion, featuring your company on Facebook, Instagram, Twitter & LinkedIn
- Opportunity for a premium display in the Innovation Gallery at the event (500 impressions)
- 10 tickets to attend Innovation Night
- 4 tickets to use throughout the 2024/25 Season (subject to availability)
- One designated individual will be invited to join the Innovation Night host committee
- Invitation for 4 to attend the exclusive Sponsor Party



In addition to the benefits and visibility at Innovation Night, all corporate sponsors will enjoy these Corporate Circle benefits throughout the 2024/25 Season:

- Logo recognition on the Potiker Theatre Corporate Sponsors signage (100,000+ impressions)
- Logo included in all six theatre programs on the Corporate Sponsors page (100,000+ impressions)
- Logo and link on the Corporate Sponsors page of [LaJollaPlayhouse.org](http://LaJollaPlayhouse.org)
- 15% corporate discount on tickets for La Jolla Playhouse productions
- Opportunity to host a pre-show event for your guests in one of our spaces (additional fees and restrictions apply)

\*Fair Market Values: Innovation Night Package = \$100/per unit;  
2024/25 Season ticket = \$75/per unit; Social Media Promotion = \$100

# WHY INNOVATION NIGHT

As a leader in innovation onstage, La Jolla Playhouse couldn't be a better place to host this extraordinary event each year, bringing San Diego's flourishing community of science and technology innovators together for an evening of creative exchange. Over the past fifteen years, Innovation Night has raised well over \$2 million to help enhance the Playhouse's own "R&D" efforts – including our signature play development programs, Without Walls (WOW) series of immersive and site-inspired theatre, as well as ongoing artist commissions and residencies – all while facilitating partnerships among artists and leaders in San Diego's life sciences, biotech, high-tech, clean-tech and defense and telecommunication industries.

## 2024 INNOVATION NIGHT CO-CHAIRS



**Denise Bevers**

*President and CEO, VETmAb Biosciences*



**Tim Scott**

*President and CEO, AustinPx*

### PAST HONORARY CHAIRS

2023 Irwin Jacobs, Sc.D., Qualcomm  
2022 Mary Walshok, Ph.D., Connect  
2021 David Hale, Hale BioPharma Ventures, LLC  
2020 San Diego companies and organizations fighting COVID-19  
2019 Dr. Peter C. Farrell, ResMed  
2018 Greg Lucier, Nuvasive, Inc.  
2017 Dr. Paul E. Jacobs, Qualcomm, Inc.

2016 Jay Flatley, Illumina, Inc.  
2015 Dr. J. Craig Venter, The J. Craig Venter Institute  
2014 Alan Gold, BioMed Realty Trust, Inc.  
2013 Duane Roth (1949-2013), Connect  
2012 Dr. Ivor Royston, Forward Ventures

## ABOUT LA JOLLA PLAYHOUSE

With 35 Broadway transfers, 110 world premieres and a Tony Award for The Rich Family Artistic Director, Christopher Ashley, La Jolla Playhouse is where artists and audiences come together to create what's new and next in American Theatre. It is our mission to advance theatre as an art form, telling stories that inspire empathy and create a dialogue toward a more just future. With our intrepid spirit and eclectic, artist-driven approach we will continue to cultivate a local, national and global following with an insatiable appetite for audacious work.

**For more information, please contact**

**Katie Wallace-Coppo, Corporate Relations Manager**

**Email:** [kwallace@ljp.org](mailto:kwallace@ljp.org) | **Phone:** (858) 228-3078

**Mail:** La Jolla Playhouse, PO Box 12039, La Jolla, CA 92039



[lajollaplayhouse.org/innovation-night](http://lajollaplayhouse.org/innovation-night)

