



General Auditions 2025

**Saturday & Sunday, February 8-9, 2025
San Francisco, CA**

About Theatre Bay Area

Founded in 1976, Theatre Bay Area is one of the largest regional performing arts service organizations in North America. Our members – nearly 200 theatre companies and over 2,500 individual artists & administrators – produce thousands of performances and engage more than a million arts patrons each year.

Our mission is to unite, strengthen, promote and advance the Bay Area theatre community, working from our conviction that the performing arts are an essential public good, critical to a prosperous and democratic society, and invaluable as a source of personal enrichment and growth. Equity, Diversity, and Inclusion (EDI) principles are the foundation of all our programs.

A reflection of Bay Area theatre itself, TBA builds on our history as a trusted institution to drive forward innovation here in Northern California and across the nation. As part of our strategic plan, TBA is investing in modernizing our programming, and the community is responding. Since launching new key features in January 2023, we have **nearly tripled** the number of individuals in our member community.

Our monthly newsletter, *The Theatregoer*, has some 10,000 subscribers, and our social media reach includes around 12,000 Facebook followers, 4,000 Instagram followers, and 5,000 Twitter followers.

About the Bay Area General Auditions

On February 8-9, 2025, Theatre Bay Area is partnering with A.C.T. to bring the Bay Area General Auditions to the Strand Theater in San Francisco.

For over two decades, the TBA General Auditions have brought the Bay Area theatre community together for a unique weekend of job creation and community building. This highly anticipated annual event is the only regional audition of its scale in Northern California. After a short hiatus during the COVID-19 shutdowns, we saw a resurgence of interest and energy in the community for live, in-person, General Auditions. Our 2024 General Auditions engaged nearly 600 actors and over 120 casting professionals representing theatre companies from every region of the Bay Area.

The General Auditions are supported in part by the National Endowment for the Arts, the California Arts Council, the San Francisco Arts Commission, and the American Conservatory Theater (A.C.T.). We are looking to partner with sponsors who believe in the vitality of the Bay Area arts community and want to connect with the hundreds of participating professionals while supporting this unique event.

Sponsorship Levels

BRONZE – \$2,500

3 Available

- Company name and logo on the General Auditions webpage
- One dedicated social media shoutout
- Complimentary half table display in the lobby
- Full page ad in the event folder
- Small logo displayed on event banner

SILVER – \$5,000

2 Available

Everything in the Bronze sponsorship AND

- **Two dedicated social media shoutouts**
- Complimentary **full table display** in the lobby
- Written acknowledgement in all event emails
- Distribution of branded merchandise to all attendees

GOLD – \$10,000

2 Available

Everything in the Silver sponsorship AND

- Large logo displayed on event banner
- Acknowledged in opening and closing remarks
- Logo displayed on all event pages and print materials
- Mentioned and tagged in all event social media posts
- Logo and written acknowledgement in all event emails
- Logo displayed on TBA website until the 2026 General Auditions

PLATINUM – \$15,000

1 Available

Everything in the Gold sponsorship AND

- **Title Sponsorship (e.g., “___-TBA General Auditions” or “TBA General Auditions brought to you by ___”)**
- Custom step-and-repeat photo background
- Logo on volunteer T-shirts
- Logo on attendee folders
- Largest, prominent logo at the top of all signage
- Dedicated email to all participants post-event

For all sponsorship inquiries, please contact TBA's Executive Director,
Sean Fenton at Sean@theatrebayarea.org or 415-881-3045