



FUND THE FUTURE LEGACY OF PIONEER THEATRE COMPANY

\$1.2 Million Challenge Grant

An Extraordinary Opportunity

Pioneer Theatre Company (PTC) has been selected to receive a transformative **\$1.2 Million Challenge Grant** from a generous anonymous donor administered by the Community Foundation of Utah. This remarkable gift will unlock \$600,000 this fiscal year, but only if we raise \$1.76 million in additional support by June 30, 2026.

This challenge is more than a match: it's an invitation to invest in the future of professional theatre in Utah and ensure PTC continues to thrive as a vital part of the University of Utah and the Salt Lake City community.

Why it Matters

The Impact of Pioneer Theatre Company

55,000+ Audience Members Annually: each season, PTC brings transformative theatre experiences to thousands of people; sparking conversation, empathy, and a deeper sense of community connection across Utah.

Economic Driver: the broader Utah arts & culture sector (of which PTC is a key part) contributed over \$6.8 billion in economic activity in 2020, representing roughly 3.5 % of the state's GDP and supporting over 60,000 jobs.

Cultural Anchor: as Utah's only fully professional theatre in residence in the University of Utah, PTC elevates Salt Lake City's standing as a vibrant arts destination.

Educational Partner: through paid internships, PTC provides real-world training for University of Utah students pursuing careers in the arts.

Community Connector: PTC partners with schools, nonprofits, and local organizations to make theatre accessible and relevant to audiences of all ages and backgrounds. PTC's student programs support more than 10,000 students annually.

Catalyst for New Work: by developing new works and hosting premieres, PTC contributes to the national theatre ecosystem, thereby raising Utah's profile as a place where the arts are thriving—and reinforcing Salt Lake City's status as a creative, cultural hub.

Accessible to All: Programs like *Curtain Call for All* remove financial barriers, ensuring everyone in the community has the opportunity to experience live theatre.



FUND THE FUTURE LEGACY OF PIONEER THEATRE COMPANY

What Your Gift Supports

Your gift directly strengthens the foundation of PTC, a professional theatre committed to excellence, education, and accessibility through:



- World-Class Productions that bring Broadway-caliber artistry to Utah audiences.
- New Works Development that uplifts new voices and expands the American theatre canon.
- Student & University Integration, offering paid internships, research projects, and fellowships in partnership with the University of Utah.
- Access for All, including our *Curtain Call for All* name-your-price ticket initiative.
- Community Partnerships that connect theatre to local organizations, schools, and businesses.

Making Theatre Accessible for All

As a nonprofit dedicated to the public good, PTC intentionally keeps ticket prices low and offers inclusive discount programs—ensuring that every Utahn can experience world-class theatre right here at home.

Your support helps make PTC a theatre for everyone.

Did You Know?

Single ticket and subscription sales cover only 35–40% of what it actually costs to produce each show. The remaining 60–65% comes from generous donors like you—individuals, corporations, and foundations who make the magic of theatre possible.

Your support bridges the gap and brings stories to life.



PIONEER THEATRE COMPANY

Utah's Premier Professional Theatre in Residence at the University of Utah

Building a Sustainable Future

The Challenge Grant represents a major step toward long-term financial sustainability. PTC is committed to maintaining this level of fundraising success through:

Multi-Year Giving Plans that encourage donors to make commitments extending beyond the challenge period.

Corporate and Foundation Partnerships that align PTC's mission with community and business goals.

Expanded Donor Engagement, including recognition events, behind-the-scenes experiences, and direct involvement in new artistic projects.

University of Utah Integration, leveraging new academic collaborations to diversify funding sources and attract institutional support.

Data-Driven Fundraising, using audience and donor insights to refine strategies and ensure continued growth year over year.

Together, these efforts will secure the challenge and strengthen PTC's ability to produce extraordinary theatre for generations to come.

How to Participate

Make your gift today and help unlock the full \$1.2 Million Challenge Grant!

Give Online: www.pioneertheatre.org/donate

By Phone: Marc A. Day, Director of Development
(801) 585-3196
marc.day@ptc.Utah.edu

By Mail: Pioneer Theatre Company
Development Office
Marc A. Day
300 South 1400 East, Room 325
Salt Lake City, UT 84112

Together, We'll Take a Leap Forward

Your generosity fuels the art that shapes hearts, minds, and our shared community. Join us in securing the legacy and the future of Pioneer Theatre Company.



FUND THE FUTURE LEGACY OF PIONEER THEATRE COMPANY