



## Seat Naming Frequently Asked Questions:

Why did Glendale Arts launch the Seat Naming campaign?

- The primary goal is to expand the Alex Theatre's footprint and impact on arts & entertainment (regionally and beyond).

What does my Seat Naming contribution support?

- The preservation and maintenance of the Alex Theatre.
- Glendale Arts' long-term ability to operate, manage, and maintain the Alex Theatre.
- The repair and upkeep of the Alex Theatre's spire, starburst, and marquee.
- Glendale Arts ability to financially support the Alex Theatre's Resident Companies.
- Community programming and access to the arts.

Who is Glendale Arts?

- Glendale Arts is the non-profit management company of the Alex Theatre. We change lives by:
  - Protecting and maintaining the Alex Theatre
  - Curating the Alex Theatre calendar
  - Providing access to the arts
  - Providing platform for traditions and passing along culture to future generations.

Is my Seat Naming contribution a tax deduction?

- Yes, Glendale Arts is a non-profit organization, and your support is tax-deductible.

How much does it cost to Name a Seat?

- There is a sliding scale from \$500-\$2,500 based on the seat selection and location.

- Once every seat at the Alex is claimed, you will have been part of a \$1.5 million campaign.

#### What if I cannot afford to Name a Seat?

- We understand that for some people a \$2,500 contribution is not possible. At the same time, we understand others can easily afford more than one seat. Each naming is personal and based on a desire with the financial wherewithal.
- A payment schedule can be arranged. Please call to discuss the options.

#### Do I get to sit in the seat I have claimed at any Alex Theatre performance?

- Naming a seat does not guarantee that you will always sit in that seat for a performance, although every effort will be made to accommodate your request.

#### What happens when I Name a Seat?

- A plaque is installed on the arm of the seat you select. You can have your name or that of someone you love engraved. You can also commemorate an important anniversary or life event.

#### Top 10 Reasons to Name a Seat:

- You understand the Alex Theatre's important place in the history of the City of Glendale.
- You are personally committed to the success of the Alex Theatre.
- You enjoy the arts and understand its importance in society.
- You need to find the perfect gift for the person who has everything.
- You like to make meaningful contributions.
- You'd like to honor a special person or event.
- You want to invest in the arts as a means to increase activity (both economic & cultural) as well as promote diversity and inclusion.
- You want to make sure that our culture is preserved for the generations to come.

If you have any questions on how to Name a Seat at the Alex Theatre, please contact Nina Crowe by phone at 818-243-2611 ext. 11 or email [ncrowe@glendalearts.org](mailto:ncrowe@glendalearts.org).