



City Sponsorship of Events at the Alex Theatre

The historic Alex Theatre is owned by the City of Glendale and operated by SAS Entertainment. Both entities are mission driven by the financial stability of the Theatre, accessibility to community groups, and attracting top quality entertainment clients, events, and performances with great frequency, serving as an economic catalyst and cultural hub for the downtown.

In a joint effort to support community groups and events, City sponsorship may be requested for a rent-free day at the Alex.

Below are the qualifications for groups to make a request:

- Non-weekend dates only (no Friday, Saturday, or Sunday)
- Must be received 90-days prior to event
- Cannot request after agreement is already signed with Theatre
- Must be a previous user of the Theatre with at least 50% capacity in previous shows – or reasonable expectation of over 700 attendees
- No more than one request per organization per year.

Requestor will be independently responsible for all other costs associated with using the Theatre including labor, rentals, etc. The request, if accepted by staff, will be presented to the City Council during a public meeting for their approval. The City has a maximum of 12 dates available for request.

In return for City sponsorship, the requestor will provide:

- Mention of the City of Glendale sponsorship in all marketing material
- Mention of the City of Glendale sponsorship during the show.

Requests may be submitted to Tamar Sadd, Deputy Director of Community Development, at tsadd@glendaleca.gov

