



# 2025 SEASON SPONSORSHIPS

**Houston's Iconic Venue for Performing Arts Under the Stars**

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Managing Director  
**Claudia de Vasco**

**MAR-  
OCT  
2025**

# ABOUT MILLER OUTDOOR THEATRE

## Houston's Arts "Gem"

Miller Outdoor Theatre is the largest venue of its kind in the country, offering world-class performing arts on a full proscenium stage—always FREE to the public. This unique blend of quality and accessibility draws diverse audiences from across Houston. A treasured local gem, Miller also attracts visitors to the city and provides our partners with a nationally recognized platform in the performing arts.

**Audiences served in 2024:** 210,000+  
**Performances planned for 2025:** 80+

Performances at Miller Outdoor include:

- World-class performing arts organizations including Houston Ballet, Houston Symphony, and Latin Philharmonic Orchestra.
- Our Miller Presents Series- national and international touring shows across genres, as well as locally produced signature events like Miller Summer Mixtape.
- Cultural Programming - some of our Miller Presents performances are dedicated to cultural celebrations such as Juneteenth and Fourth of July, Cinco de Mayo, among others.
- Youth Programming - at Miller Outdoor we present FREE student matinees in the spring and fall attended by thousands of local students.

We thank you for considering sponsoring our free arts programming! All our sponsorship levels are customizable to suit your company's budgetary and strategic needs.

[WWW.MILLEROUTDOORTHEATRE.COM](http://WWW.MILLEROUTDOORTHEATRE.COM)

# Miller Makes Memories...

→ **138,000+**

On Meta, our most active platform, and 49,000+ on our email list.

→ **57,000 IMP**

Average impressions for 1 show.

→ **3,000 people**

Average crowd size for popular performances which range on average from 1,000-5000+.

Houstonians love Miller Outdoor Theatre, whether cherishing memories of rolling down our hill, a first date under the stars, or experiencing unforgettable performances. Our sponsors become part of that magic, helping us bring world-class arts to life in Houston.

In return, sponsors enjoy outstanding visibility, meaningful community engagement, and unique opportunities to connect with diverse audiences.



# Miller Presents 2025



## **March 29, 2025 - Voces y Recuerdos**

Concert celebrating women in Tejano Music, featuring Stefani Montiel, Beatriz Gonzalez, among other singers!

## **April 18, 2025 - The Sharpe Family Singers**

9.1 million followers on Tiktok & 2.3 million followers on YouTube, as well as appearances on America's Got Talent and The Voice.

## **April 19, 2025 - Cirque Mechanics**

A modern circus show featuring daredevil acrobatics.

## **April 25, 2025 - Smash Mouth**

Hit band with singles like "All Star" made popular by the movie "Shrek."

## **May 2, 2025 - Fly Dance: Oye Como Fly!**

Hip Hop dance troupe debuts their new show featuring music of Santana.

## **May 3, 2025 - Cinco at Miller with Inspector**

Annual celebration, featuring popular Mexican band.

## **June 13, 2025 - Juneteenth at Miller**

A concert in celebration of this holiday, featuring the influence of African-Americans throughout music history.

## **June 14, 2025 - Illharmonic & Hip-Hop Orchestra**

National touring group, featuring local musicians playing through history of hip-hop.

## **June 28, 2025 - Classic Albums Live**

We bring back this popular series featuring Fleetwood Mac's popular album *Rumours*.

## **July 5, 2025 - Movies at Miller: Wicked**

## **August 15, 2025 - 90s Mixtape**

A live band and a quartet of Broadway singers sing through the hits of the decade covering pop, RB, grunge, hip hop and more.

## **August 16, 2025 - Miller Summer Mixtape**

Annual showcase of emerging Houston Talent!

## **August 29, 2025 - Broadway on the Hill**

A concert featuring Broadway stars coming back to their hometown of Houston, featuring favorites from old and new musicals.

## **September 15, 2025 - El Grito at Miller with Lupita Infante, featuring Jacqie Rivera**

Annual show celebrating Mexico's independence day, with granddaughter of Mexican legend Pedro Infante and the daughter of the late Jenni Rivera in a dual concert.

# Season At-a-glance

Our Season Sponsor has visibility throughout the entire Miller Outdoor Theatre season, and has the opportunity to select onsite activations for performances beyond the “Miller Presents” list, when possible.



## THIS YEAR AT MILLER...

- Houston Symphony - Summer Symphony Nights & Star Spangled Salute
- Houston Ballet
- Dia de la Hispanidad
- Dancin' in the Street...Motown & More Revue
- The King Cole Legacy Experience
- Accordion Kings & Queens
- Apollo Chamber Players
- Samskriti Indian Dance
- Houston Shakespeare Festival
- And more!



WEBSITE

[www.milleroutdoortheatre.com](http://www.milleroutdoortheatre.com)



FACEBOOK/INSTAGRAM

[@milleroutdoor](https://www.facebook.com/milleroutdoor)



CONTACT

[cdevasco@milleroutdoortheatre.com](mailto:cdevasco@milleroutdoortheatre.com)

## Sponsorship Rates

Miller Outdoor seeks Sponsors at various levels for each show in the “Miller Presents” series. Our Season Sponsorship Package includes the opportunity to explore activations outside of the Miller Presents Series and provides sustained reach and visibility all throughout the season. Packages are customizable.

→ \$150,000

### Season Sponsor

- Brand visibility on all media, ads, outreach throughout the season with exclusive “Presented by” acknowledgement.
- Activation, onsite presence, for up to 6 performances throughout the season.
- Tickets, exclusive logo placement, and more.

→ \$25,000

### Title Sponsor

- “SPONSOR Presents” acknowledgement for show of your choice, with visibility on all promotion for selected “Miller Presents” show.
- Activation and/or onsite presence for selected evening.
- VIP tickets, signage, and more.

→ \$10,000+

### Applause Sponsor

- Customizable sponsorship for a selected “Miller Presents” evening.
- Customizations may include “also sponsored by” acknowledgement in selected promotional materials, onsite presence, limited ticket packages.

**For more information on sponsorship, please contact Claudia de Vasco at [cdevasco@milleroutdoortheatre.com](mailto:cdevasco@milleroutdoortheatre.com) or 832.487.7127.**

### Important Dates

- **March 28 - October 4, 2025 - Season of Performances**
- **February 2025 - Brochure, banners, and other season promotional assets printed.**
- **For individual shows, we begin promotions starting about 1-2 months in advance.**