

THE KNOWLES STANDARD  
A Theatre-Forward Performance Series

Community Sponsorship Opportunity

ABOUT THE PERFORMANCE

The Knowles Standard (TKS) is a theatre-forward spoken-word performance designed specifically for intimate theaters, historic venues, and listening audiences. The performance emphasizes storytelling, pacing, and reflection—creating a shared cultural moment rather than a traditional comedy-club atmosphere.

The Knowles Standard is touring Texas theaters this spring and summer, with confirmed performances and additional engagements agreed upon pending deposits.

WHY PARTNER WITH THIS EVENT

Local sponsors align with:

- Community arts and culture
- Historic and small-format theaters
- Thoughtful, adult audiences
- A repeatable, multi-city performance series

Sponsorship is intentionally limited to preserve the experience and ensure authentic alignment.

AUDIENCE

- Adults 30–65+
- Arts-engaged community members
- Veterans, families, educators, professionals
- Theater patrons who value live, in-person experiences

SPONSOR RECOGNITION (LOCAL PARTNER)

Each local sponsor receives:

- Name/logo placement on the event page
- Recognition on a pre-show welcome slide
- Verbal thank-you from the stage
- Optional literature placement at the merch / meet-and-greet table

Sponsorship is designed to feel personal and community-focused, not commercial.

SPONSORSHIP INVESTMENT

Local Event Sponsor

Typical range: \$500–\$1,000 per city

(Details customized per venue and community.)

## ABOUT THE ARTIST

Erik Knowles is a Marine Corps veteran and touring performer whose work bridges comedy, storytelling, and theater. His theatre-based performances focus on connection, listening, and shared experience—bringing people together in meaningful local spaces.

## CONTACT

Erik Knowles

Creator & Performer, The Knowles Standard

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*Presented in partnership with local theaters and community supporters.*