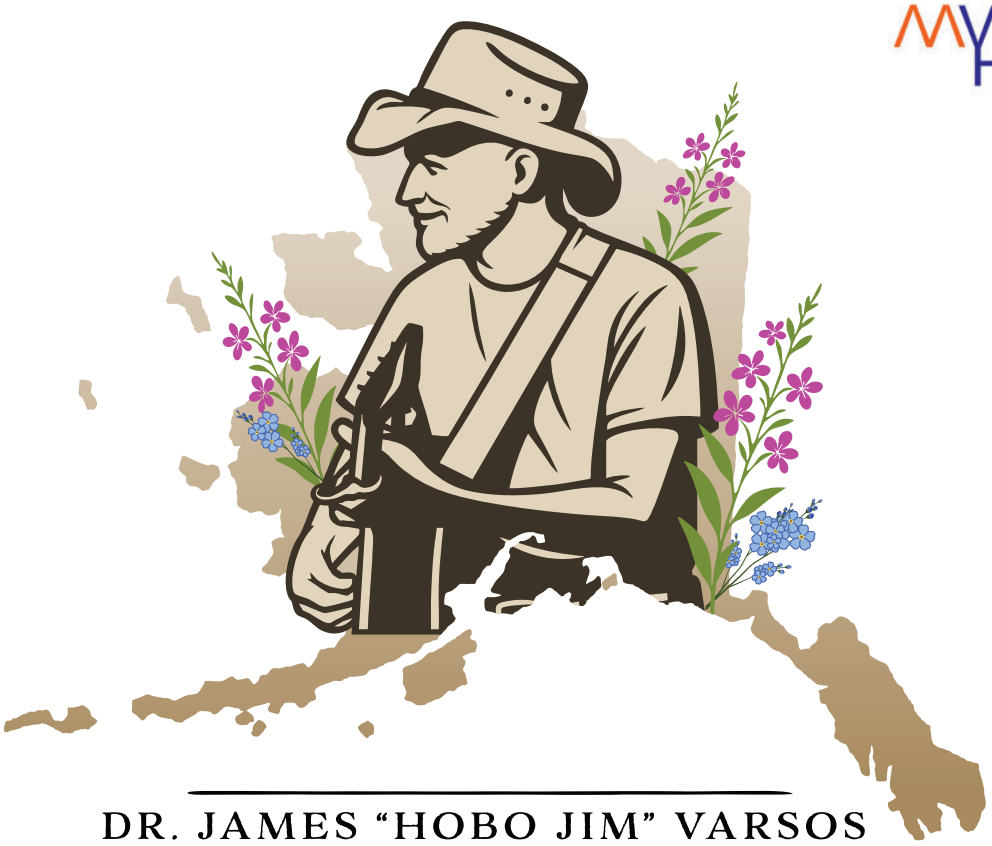
SPONSORSHIP OPPORTUNITIES

MY House

MAKE A SCENE
Est. 2007



DR. JAMES "HOBO JIM" VARSOS

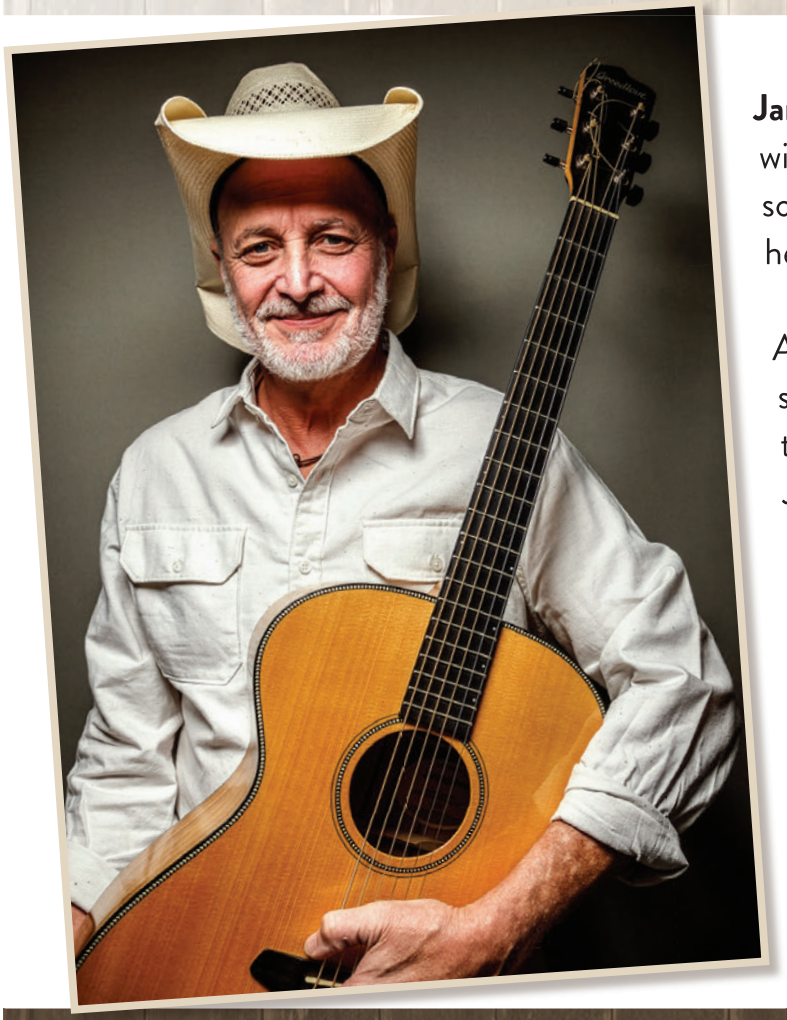
HOBO JIM MEMORIAL THEATER

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

A BRAND NEW COMMUNITY SPACE

SOME PEOPLE PASS THROUGH A PLACE AND LEAVE FOOTPRINTS. HOBO JIM LEFT A SOUNDTRACK.



James "Hobo Jim" Varsos arrived in Alaska in 1972 with a guitar, a hitchhiker's spirit, and a hunger for something real — and for nearly five decades, he gave everything he had to the state he loved most.

Alaska's official State Balladeer, a humanitarian, a storyteller, and the author of songs that are still taught in classrooms across the Last Frontier, Hobo Jim was more than a musician. He was the sound of Alaska itself.

Now, with the proud blessing of his family, we are honored to dedicate this 200-seat theater in his name — a stage built to carry forward the spirit he embodied, where every performance, every story, and every song is a tribute to the man who never stopped playing for the place he called home.

WE ARE HONORED TO DEDICATE THIS 200-SEAT THEATER TO DR. JAMES "HOBO JIM" VARSOS

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

MY House

The Dr. James Varsos "Hobo Jim" Memorial Theater is a key part of the Carson-Cottle Center's infrastructure and mission. The Carson-Cottle Center will add 64 more beds to MY House's services, providing crisis housing, as well as lodging for specialized services such as trauma recovery, under-18 services and supportive housing. Offices for groups and these supportive services are on the third floor. In addition to our 200-seat auditorium, there will be a salon, a café and the offices for The People's Paper, 95.5 FM the Pass and Make-A-Scene Media all housed on the ground floor. All of these businesses will host job-training opportunities for the individuals housed on the upper levels.

When we submitted our application for the chance to build this building, we wanted to make it a place where the community could gather alongside the homeless and at-risk youth that we serve. Our hope was that through concerts, community gatherings, trainings, and events, we could show the youth of the Mat-Su that this was a community that cared about them and believed in their potential to achieve great things. With your help, we can make that dream a reality.

Currently, building completion is slated for the end of 2026, with us cutting the ribbon sometime in December. We are on time and on budget for the completion of the structure and residential spaces, we need your support to bring the full vision of the Hobo Jim Theater to life. The stage, curtain, furnishings and acoustic treatments need dedicated funding, and without these pieces, the space will not be fully capable of living up to the potential our Youth Board of Directors and planning committee envisioned when we began this process four years ago.

On behalf of our clients and staff, I am humbly asking for your support in bringing this incredible space to life for our community and the clients we serve. We can't wait to share this building and the services inside with all of you. Together we are making the Mat-Su a place where homeless and at-risk youth get the hand-up that they need so that they never have to be homeless again!

Michelle Overstreet

MICHELLE OVERSTREET
My House Founder and CEO

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

A BRAND NEW COMMUNITY SPACE

THEATER RENDERING CONCERT MODE

The Hobo Jim Memorial Theater will serve as the Mat-Su Valley's premier destination for live music and performance — a true concert venue worthy of the man it honors. From nationally touring artists to beloved local performers, the 200-seat theater will bring world-class entertainment to the heart of Wasilla, filling the valley with the kind of live music experience that has long been overdue. Intimate enough for an acoustic evening, powerful enough for a full production, the theater is designed to deliver an unforgettable experience for performers and audiences alike — night after night, season after season.

THEATER RENDERING CONFERENCE MODE

Beyond the stage, the Hobo Jim Memorial Theater will be a cornerstone venue for the Mat-Su Valley's business and community life. With 200 seats and a professional, fully equipped facility, the theater is ideally suited for conferences, corporate gatherings, community forums, graduations, award ceremonies, and private events of all kinds. Whether it's a business summit or a community celebration, the theater offers a setting that is both impressive and deeply rooted in the identity of this region — a space that says something meaningful about the people and organizations that choose to gather here.

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

ABOUT THE CARSON-COTTLE

The Carson Cottle Center is a major new MY House facility in Wasilla designed to expand housing, support services, job training, and opportunities for homeless and at-risk youth. MY House serves youth ages 14–25 with housing, crisis management, behavioral health support, education completion, document retrieval, job training, and other wraparound services. Within this larger mission, the Hobo Jim Memorial Theater will provide a community-centered space for live music, performances, conferences, private events, youth opportunities, and public gatherings, connecting the arts with MY House's long-term work of helping young people build stability, independence, and hope.

Located on Wasilla-Fishhook Road, the Carson Cottle Center is planned as a mixed-use facility with youth housing, counseling and support services, plus job-training spaces that connect young people with real-world work experience. The project builds on MY House's model of pairing immediate support with practical paths toward stability and independence.

Within this larger vision, the Hobo Jim Memorial Theater will serve as a gathering space for live music, performances, conferences, private events, youth opportunities, and community connection for years to come.

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

CORPORATE SPONSORSHIP PACKAGES

1 IDITAROD TRAIL TIER

$350,000

The premier sponsorship level for the Hobo Jim Memorial 200-seat Theater, connecting your organization to the theater's name, major promotions, and community presence for its first five years, with permanent recognition on the donor wall.

5-year "Presented by" recognition, permanent donor wall recognition, premium on-site recognition, event promotion inclusion, premium radio, newspaper, and social recognition, priority venue booking, complimentary theater tickets, and $70,000 in MAKE A SCENE Media advertising value.

2 WHERE LEGENDS ARE BORN TIER — $75,000

A high-visibility founding sponsor level for organizations that want a major presence in the theater's launch, event promotion, and public-facing materials. Premier founding sponsor recognition, permanent donor wall placement, strong placement in applicable theater promotions, select radio and newspaper recognition, priority venue booking, complimentary theater tickets, and $15,000 in MAKE A SCENE Media advertising value.

3 MY WILD AND WOLFEN WAYS TIER — $50,000

A meaningful founding sponsor level for organizations that want consistent recognition while helping establish a new home for music, performance, mentorship, and community gathering. Founding sponsor recognition, permanent donor wall placement, inclusion in theater-related promotions, select media recognition, priority venue booking access, complimentary theater tickets, and $10,000 in MAKE A SCENE Media advertising value.

4 THE WILDERNESS WAY TIER — $25,000

A community sponsor level for businesses and organizations that want to visibly support the theater while receiving practical promotional value through MAKE A SCENE Media. Community sponsor recognition, permanent donor wall placement, select theater promotion inclusion, radio and newspaper recognition, priority venue booking access, complimentary theater tickets, and $5,000 in MAKE A SCENE Media advertising value.

5 WOODSMOKE TIER — $10,000

A supporting sponsor level for businesses, families, and organizations that want to help bring the theater to life and be recognized as part of its founding community. Supporting sponsor recognition, permanent donor wall placement, select theater-related recognition, basic venue booking priority, complimentary theater tickets, and $2,000 in MAKE A SCENE Media advertising value.

Sponsorship funding supports, the stage, curtain, furnishings, acoustic treatment, and other theater completion needs.

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

SPONSORSHIP BENEFIT SUMMARY

SPONSORS ARE HELPING LAUNCH A LASTING COMMUNITY VENUE WHILE CONNECTING THEIR NAME TO YEARS OF CONCERTS, EVENTS, PERFORMANCES, AND PUBLIC VISIBILITY. EACH PACKAGE INCLUDES LONG-TERM RECOGNITION, STRONG MARKETING BENEFITS, AND PROMOTIONAL VALUE ACROSS LOCAL MEDIA, EVENT, AND COMMUNITY PLATFORMS.

PERMANENT RECOGNITION

All sponsors receive permanent recognition on the Hobo Jim Memorial Theater donor wall and permanent recognition display.

This recognition honors the businesses, organizations, families, and supporters who helped bring the theater to life and that ensures their contribution remains part of the venue's story for years to come.

5-YEAR ACTIVE BENEFITS

Active sponsorship benefits are provided for a 5-year term and vary by sponsorship level.

These benefits may include sponsor recognition in theater promotions, event materials, public announcements, radio campaigns, newspaper promotion, event programs, posters, and other public-facing materials connected to the Hobo Jim Memorial Theater.

Higher sponsorship levels receive stronger placement, more frequent recognition, and greater visibility across theater-related promotions.

COMPLIMENTARY TICKETS

Sponsors receive complimentary tickets to eligible public theater performances during the active sponsorship term.

Ticket quantities vary by sponsorship level and are subject to availability, artist agreements, third-party event agreements, capacity limits, and event-specific restrictions.

PRIORITY & DISCOUNTED VENUE BOOKING

Sponsors receive priority access and discounted base rental rates when booking the Hobo Jim Memorial Theater for private events, conferences, fundraisers, ceremonies, and community functions.

Priority booking and rental discounts vary by sponsorship level and are subject to availability, existing commitments, and venue policies. Discounts apply to base rental rates only unless otherwise agreed.

ADDITIONAL ADVERTISING CREDIT

Each sponsorship level includes an in-kind advertising credit equal to 20% of the sponsorship amount, redeemable through MAKE A SCENE Media's owned platforms:

95.5 THE PASS KNLT-FM RADIO ADVERTISING

Commercial schedules, sponsor mentions, event-related promotion, or other direct radio advertising opportunities based on availability.

THE PEOPLE'S PAPER NEWSPAPER ADVERTISING

Print advertising, sponsor recognition, event-related promotion, or other newspaper advertising opportunities based on available space and scheduling.

Advertising value is intended to provide sponsors with additional promotional benefits while helping connect their organization to the local audience served by MAKE A SCENE Media.

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NOTE: Sponsorship packages may be customized to fit each sponsor's goals and needs. Final benefits, recognition, advertising credit, ticket access, venue booking discounts, timelines, and usage details will be confirmed in the final sponsorship agreement. Active promotional benefits are provided for a 5-year term unless otherwise agreed. Advertising value is provided as in-kind media credit, has no cash value, and must be used within 3 years. Benefits are subject to availability, event restrictions, venue policies, and final approval.

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

NOTES

DR. JAMES "HOBO JIM" VARSOS

HOBO JIM MEMORIAL THEATER

DONATE ONLINE
Scan QR or visit:
myhousematsu.org/donation

MY House

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CHECKS PAYABLE TO:

MY House
Memo: Carson-Cottle Hobo Jim Project
300 N. Willow St.
Wasilla, AK 99654