

CITY OPERA HOUSE

Sponsor the City Opera House 24-25 Season!

Sponsorship of City Opera House supports the activities and services of Traverse City's 1892 live performance and arts education venue – and it connects your brand with excellence in a community that appreciates and supports quality. City Opera House delivers:

- ❑ National touring performing arts presented in an intimate, historic venue.
- ❑ A community event space with Victorian-era charm and professional support.
- ❑ Youth Arts Education programs that inspire creative thinking and new opportunities.

City Opera House annually hosts over 280 events and services attended by more than 60,000 visitors. You can reach these patrons with your brand through sponsorship.

City Opera House Patron Profile

- ❑ 90 percent reside in northern Michigan
- ❑ 35-75 years of age
- ❑ More likely to be college educated
- ❑ Higher than average disposable income

Benefits to your Business

- ❑ Target the people who live and spend in the area
- ❑ Build your brand all year with local customers
- ❑ Enhance your company image by supporting City Opera House and your community
- ❑ Lobby banners, social media and show program books, reach more than 60,000 per year

Supporting a Community Asset

- ❑ **Arts for Everyone.** Our programs are professionally presented in an historic, intimate setting, Victorian charm, and a commitment to reasonably priced tickets.
- ❑ **Economic Impact.** COH patrons spend nearly \$2.2 million in the community (Source: *Americans for the Arts 2017 Economic Impact Calculator*.)
- ❑ **Sustain a Traverse City Treasure.** Sponsorship of City Opera House improves the quality of life in this region, making our community more attractive to your employees, new recruits and clients.

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OVATION Sponsorship \$10,000

Corporate logo recognition on *MSUFCU Performing Arts at City Opera House* season materials, including but not limited to:

- ❑ Business category exclusivity
- ❑ Your company featured prominently at four hand-picked COH performances
- ❑ Program book sponsor listing and sponsor page (8,000+ patrons)
- ❑ Front Street lobby sponsor signage (60,000+ impressions)
- ❑ Front Street media board and venue media screens
- ❑ Sponsor recognition on City Opera House.org
- ❑ Social media recognition (i.e. Facebook, Instagram)

At your four selected shows, build your brand with:

- ❑ **Company Display:** Showcase your business via a pop up banner and table in Towsley Lobby at City Opera House. COH provides an 8-foot table; sponsor provides banners, materials and staff.
- ❑ **Promotional insert:** Insert a promotional flier in the show program. You print the insert and we distribute it. Approval required and must be dropped off at least four days before the show.
- ❑ **Be Heard and Recognized:** Your sponsorship support is recognized in the program book and in the pre-show announcement to patrons attending the show.
- ❑ **Community Awareness:** Showcase your team. Get front and center with our patrons by volunteering to usher, wearing your company-branded shirts or nametags.
- ❑ **Media Awareness:** Sponsorship recognition in press releases.

Receive a two-page color ad spread in the *MSUFCU Performing Arts at City Opera House* program book, published September to April - Up to \$1,300 value.

Reserve four Tier 1 complimentary tickets to each of your highlighted shows - 16 tickets, Value \$800.

Meet n' Greet with performers: Upon special request, and mutually agreed to by the artist and sponsor, a meet-and-greet may be arranged for you and your guests or clients.

Pre/Post Performance Reception: Sponsors may host a pre or post-performance reception at City Opera House. \$250 rental fee is waived for sponsors at this level.

VIP privileges: Opportunity to buy tickets ahead of the general public, personal invitation to special events at City Opera House, 10 percent discount on group purchases of 10 tickets or more.

CITY OPERA HOUSE

APPLAUSE Sponsorship \$5,000

Corporate logo recognition on *MSU/FCU Performing Arts at City Opera House* season materials, including but not limited to:

- ❑ Your company featured prominently at two performances
- ❑ Show Program Book listing on Sponsor Page (8,000+ patrons)
- ❑ Front Street Lobby Sponsor Signage (60,000+ impressions)
- ❑ Front Street Media Board and venue media screens
- ❑ Sponsor recognition on the City Opera House website
- ❑ Social media recognition (i.e. Facebook, Instagram)

At your two selected shows, build your brand with:

- ❑ **Company Display:** Showcase your business via a pop up banner and table in Towsley Lobby at City Opera House. COH provides an 8-foot table; sponsor provides banner, materials and staff.
- ❑ **Promotional insert:** Insert a promotional flyer in the show program. You print the insert and we distribute it. Approval required and must be dropped off at least four days before the show.
- ❑ **Be Heard and Recognized:** Your sponsorship support is recognized in the program book and in the pre-show announcement to patrons attending the show.
- ❑ **Community Awareness:** Showcase your team. Get front and center with our patrons by volunteering to usher, wearing your company-branded shirts or nametags.
- ❑ **Media Awareness:** Sponsorship recognition in press releases.

Receive a **full-page color ad** in the Show Program Book, published September to April - Value \$650.

Reserve **four Tier 1 complimentary tickets** to each of your highlighted shows - 8 tickets, Value \$400.

Meet n' Greet with performers: Upon special request, and mutually agreed to by the artist and sponsor, a meet-and-greet may be arranged for you and your guests or clients.

Pre/Post Performance Reception: Sponsors may host a pre or post-performance reception at City Opera House. \$250 rental fee is waived for sponsors at this level.

VIP privileges: opportunity to buy tickets ahead of the general public, personal invitation to special events at City Opera House, 10 percent discount on group purchases of 10 tickets or more.

CITY OPERA HOUSE

PRODUCER Sponsorship \$3,000

Corporate logo recognition on *MSUFCU Performing Arts at City Opera House* season materials, including but not limited to:

- ❑ Your company featured prominently at one performance
- ❑ Show Program Book listing on Sponsor Page (8,000+ patrons)
- ❑ Front Street Lobby Sponsor Signage (60,000+ impressions)
- ❑ Front Street Media Board and venue media screens
- ❑ Sponsor recognition on the City Opera House website
- ❑ Social media recognition (i.e. Facebook, Instagram)

At your selected show, build your brand with:

- ❑ **Company Display:** Showcase your business via a pop up banner and table in Towsley Lobby at City Opera House. COH provides an 8-foot table; sponsor provides banner, materials and staff.
- ❑ **Promotional insert:** Insert a promotional flier in the show program. You print the insert and we distribute it. Approval required and must be dropped off at least four days before the show.
- ❑ **Be Heard and Recognized:** Your sponsorship support is recognized in the program book and in the pre-show announcement to patrons attending the show.
- ❑ **Community Awareness:** Showcase your team. Get front and center with our patrons by volunteering to usher, wearing your company-branded shirts or nametags.
- ❑ **Media Awareness:** Sponsorship recognition in press releases.

Receive a **half-page color ad** in the Show Program Book, published September to April - Value \$425.

Reserve **four Tier 1 complimentary tickets** to each of your highlighted shows - 8 tickets, Value \$400.

Meet n' Greet with performers: Upon special request, and mutually agreed to by the artist and sponsor, a meet-and-greet may be arranged for you and your guests or clients.

Pre/Post Performance Reception: Sponsors may host a pre or post-performance reception at City Opera House. \$250 rental fee is waived for sponsors at this level.

VIP privileges: Opportunity to buy tickets ahead of the general public, personal invitation to special events at City Opera House, 10 percent discount on group purchases of 10 tickets or more.

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DIRECTOR Sponsorship \$1,500

Text recognition on *MSUFCU Performing Arts at City Opera House* season materials, including but not limited to:

- ❑ Show Program Book listing on Sponsor Page (8,000+ patrons)
- ❑ Front Street Lobby Sponsor Signage (60,000+ impressions)
- ❑ Front Street Media Board and venue media screens
- ❑ Sponsor recognition on the City Opera House website
- ❑ Social media recognition (i.e. Facebook, Instagram)

50 percent discount for a color ad in the Show Program Book, September to April - up to \$400 value. **Advance ticket purchase** before the season goes on sale, ahead of the general public, along with a personal invitation to the COH season launch party and other 'invitation only' events.

VIP privileges: opportunity to buy tickets ahead of the general public, personal invitation to special events at City Opera House, 10 percent discount on group purchases of 10 tickets or more.

BRAVO Sponsorship \$750

Text recognition on *MSUFCU Performing Arts at City Opera House* season materials, including but not limited to:

- ❑ Show Program Book listing on Sponsor Page (8,000+ patrons)
- ❑ Front Street Lobby Sponsor Signage (60,000+ impressions)
- ❑ Front Street Media Board and venue media screens
- ❑ Sponsor recognition on the City Opera House website
- ❑ Social media recognition (i.e. Facebook, Instagram)

20 percent discount for a color ad in the Show Program Book, September to April - up to \$400 value. **Advance ticket purchase** before the season goes on sale, ahead of the general public, along with a personal invitation to the COH season launch party and other 'invitation only' events.

VIP privileges: opportunity to buy tickets ahead of the general public, personal invitation to special events at City Opera House, 10 percent discount on group purchases of 10 tickets or more.

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2024-25 Season Box Office Ticket Sponsor: \$1,500

(Sponsorship exclusivity)

- Your promo message inserted in all tickets mailed from the box office for the entire season.
 - City Opera House prints your promotional offer on a wallet-size coupon card and mails with tickets to all events at City Opera House.
 - Listed in City Opera House season materials; linked on our website to the Sponsor page.
- Minimum of four City Opera House Facebook page posts per season inviting City Opera House ticket holders to exercise the Box Office Ticket Sponsor promo on event nights.

Broadway Bound! Sponsorship: \$2,500

(Sponsorship exclusivity)

- Exclusive Broadway Bound! sponsorship
- Sponsored by logo or text on Broadway Bound! materials
- Two complimentary Broadway Bound! tickets to both Broadway Bound! trips to Wharton Center for Performing Arts in East Lansing – Approximately \$800 value.
- Advance opportunity to purchase additional Broadway Bound! tickets before they go on sale to the general public. Broadway Bound! is limited to 54 patrons per trip.
- Sponsor may provide swag bags to patrons on Broadway Bound! motor coach.
- Listed in City Opera House season materials with a link on our webpage to yours.
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2024-25 Broadway Bound! trips:

- TBD – Saturday, October 13, 2024
- TBD – Saturday, May 18, 2024

An intimate trip, City Opera House Broadway Bound! patrons are treated to a V.I.P experience at Wharton Center for Performing Arts, on the campus of Michigan State University which includes:

- Round-trip travel by luxury motor coach from Traverse City to East Lansing
- Gourmet boxed lunch
- Premier Zone 1 ticket
- Private dinner following the performance
- Wharton Center VIP Donor Lounge access
- \$25 tax-deductible donation to City Opera House

Motor coach departs from Traverse City at 9:00AM and returns at 9:30PM.

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Annual Gala Auction/Fundraiser Sponsor: \$5,000 (Sponsorship exclusivity)

- 2024 Theme - Broadway on Front: Date December 14, 2024
- One complimentary table for eight - Value \$1000.
- Full-page color ad in COH Program Book - Value \$650
- Sponsor may create an auction package, subject to City Opera approval
- Listed in City Opera House season materials, with a link on our webpage to yours
- Sponsor may provide swag bags for distribution to gala attendees

Season Launch Party: \$3,000 (Sponsorship exclusivity)

- Sponsor the appetizers - signage on the table from you
- Sponsor table in the Towsley Lobby
- Sponsor may provide swag bags for distribution to attendees
- Sponsor recognition on event materials
- Full-page color ad in COH Program Book - Value \$650.
- Listed in City Opera House season materials, with a link on our webpage to yours.
- A worthwhile networking opportunity.