

CITY OPERA HOUSE



2020/2021 PROGRAM BOOK CONTRACT

The non-profit City Opera house connects people to the arts and each other. Your color ad in the City Opera House program places your brand in front of affluent and informed consumers who live and shop in the region while supporting this vital community nonprofit.

A high-quality piece, the program is the audience members' reference for detailed program notes, cast members, artist bios, show descriptions and more. Many guests take them home! Showcasing your business in the City Opera House program book places your business in front our patrons time and again. The program book runs September through April. **Reserve your space today!**



Ad Specifications

| Ad Size | Width x Height | Reservations by June 12, 2020 |
|--|------------------|-------------------------------|
| <input type="checkbox"/> Quarter Page (Vertical) | 2.325" x 3.7625" | \$300 |
| <input type="checkbox"/> Half Page (Horizontal) | 4.75" x 3.7625" | \$425 |
| <input type="checkbox"/> Full Page | 4.75" x 7.625" | \$650 |
| <input type="checkbox"/> Inside Front | 4.75" x 7.625" | \$800 |
| <input type="checkbox"/> Inside Back | 4.75" x 7.625" | \$800 |
| <input type="checkbox"/> Back Cover | 4.75" x 7.625" | \$1,000 |
| <input type="checkbox"/> 2-Page Spread | 10.25" x 7.625" | \$1,200 |

Due Dates

Contract & Payment Due Friday, June 12
Artwork Due Monday, July 20
Program Distribution 9/2020 - 4/2021

Artwork Specifications

All artwork must be CMYK process color and sent as a press-ready Adobe Acrobat PDF file. Due to City Opera House's non-profit status, artwork must follow the following guidelines:

Artwork MAY include:

- Slogans or logos that do not contain qualitative or comparative descriptions of the sponsor's product, services, facilities or company.
- List of locations, telephone numbers and web address.
- Value-neutral descriptions, including displays or visual depictions of the sponsor's product-line or services.
- Sponsor's brand or trade names and product or service listings.
- Messages in support of City Opera House.

Artwork may NOT include:

- Messages containing qualitative or comparative language, price information or other indications of savings or value.
- Endorsement or inducement to purchase, sell or use any company, service, facility or product.

Company/Organization: _____

Contact Name: _____

Position Title: _____

Address: _____

Phone: _____

Email: _____

Date: _____

Signature: _____

Artwork Due Monday, July 20, 2020

Send your press-ready color PDF to: ads@cityoperahouse.org
Please indicate Advertiser Name and Contact Name in your email/file.
City Opera House can prepare artwork for an additional fee.

AD SIZE: _____ **TOTAL: \$** _____

Contract & Payment Due: Friday, June 12, 2020

Please make checks payable to: City Opera House

A carrying charge of 1.5% per month will be added to unpaid balance after due date.

BECOME AN ADVERTISER

FOR MORE INFORMATION PLEASE CONTACT: Thom Paulson,
Development Director
(231) 941-8082 x 207
ads@cityoperahouse.org

THANK YOU!

REMIT PAYMENT TO: City Opera House
c/o Program Advertising
106 E. Front St.
Traverse City, MI 49684

CITY OPERA HOUSE



PERFORMING ARTS AT CITY OPERA HOUSE
LIVE@CITY OPERA HOUSE

2020/2021 SEASON SPONSORSHIP

The non-profit City Opera House connects people to the arts and each other.

Support a Community Asset

- Arts for Everyone**
 City Opera House presents diverse performances with a commitment to excellence and reasonably priced tickets.
- Economic Impact**
 City Opera House hosts 60,000 visitors annually, adding \$2.8 million to the community. (Source: Americans for the 2019 Arts Economic Impact Calculator)
- Sustain a Northern Michigan Treasure**
 City Opera House improves the quality of life in the region, making our community more attractive to employees, recruits, and clients.

Benefits to Your Business

- Reach engaged and affluent people who live and spend in the region.
- Gain high visibility throughout the venue and downtown Traverse City.
- Drive community outreach economically. Sponsorship is tax-deductible and fairly priced.
- Build deeper relationships through targeted a' la carte sponsorship options.

City Opera House Patron Profile

- Northern Michigan resident
- 35 - 75 years of age
- Above average income
- Some college education or higher

Sponsorship options:

- Brand your business** year round with your logo and/or organization name.
- Complimentary tickets** to each of your Sponsor Spotlight shows for Producer sponsorship and higher.
- Free color ad(s)** in the *Performing Arts at City Opera House* program book published September to May, for Producer sponsorship and higher (up to \$1,200 value).
- Meet-and-greets with performers** may be arranged for you and your guests or clients, for Producer sponsorships and higher (advance notice is needed and must be mutually agreed to by the artist and sponsor).
- Host a private pre-or post-performance reception** in the private City Opera House Overture Room. The \$250 rental fee is waived for Producer sponsorship and higher.
- VIP privileges** 15% sponsor discount on group purchases of 10 or more tickets, advance opportunity to buy tickets and personal invitation to special events at City Opera House.

At your selected shows, build your brand with:

- Company Display:** Showcase your business with a pop up banner and table in Towsley Lobby. COH provides an 8-foot table; sponsor provides banner, materials and staff (optional).
- Promotional Insert:** Insert a promotional piece in the program book. Must be pre-approved and meet specifications. You print the insert and we insert and distribute it.
- Community Awareness:** Volunteer your team to usher with your branded shirts or name tags. Please coordinate in advance with volunteer@cityoperahouse.org.
- Be Heard and Recognized:** Your sponsorship support is recognized in the a pre-show announcement to patrons.

| SPONSORSHIP INCLUDES | \$10,000 OVATION | \$5,000 APPLAUSE | \$3,000 PRODUCER | \$1,500 DIRECTOR | \$750 BRAVO |
|------------------------------------|-----------------------------|----------------------------|----------------------------|------------------|-----------------|
| Sponsor Banners & Screens | Logo | Logo | Logo | Text | Text |
| Web and Facebook Recognition | Logo | Logo | Logo | Text | Text |
| Program Book Color Ad | Two-page ad (\$1,200 value) | One-page ad (\$650 value) | Half-page ad (\$425 value) | 50% ad discount | 20% ad discount |
| Tier 1 Show Tickets | 4 tickets per sponsor show | 4 tickets per sponsor show | 2 tickets for sponsor show | | |
| Sponsor Spotlight Shows | 4 shows | 2 shows | 1 show | | |
| Pre-show announcement | ◆ | ◆ | ◆ | | |
| Program Book insert | ◆ | ◆ | ◆ | | |
| Lobby table on show day | ◆ | ◆ | ◆ | | |
| Meet & Greet with performer | ◆ | ◆ | ◆ | | |
| VIP privileges; optional reception | ◆ | ◆ | ◆ | | |
| Business category exclusivity | ◆ | | | | |

BECOME A SPONSOR

Thom Paulson, Development Director
 (231) 941-8082 x 207
thom.paulson@cityoperahouse.org