

# 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](mailto: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](mailto:thom.paulson@cityoperahouse.org)

**CITY  
OPERA  
HOUSE**



## SPONSORSHIP OPPORTUNITIES

### IN-TITLE SERIES SPONSORSHIP

**SOLD** MSU FEDERAL CREDIT UNION PERFORMING ARTS AT CITY OPERA HOUSE THANK YOU MSUFCU

**SOLD** RAYMOND JAMES LIVE @ CITY OPERA HOUSE THANK YOU RAYMOND JAMES

City Opera House In-Title series sponsors receive exclusive title sponsor positioning, branding and exposure in their chosen series.

### IN-TITLE SPONSORSHIP INCLUDES:

- **Series is named “Title Sponsor Name *Performing Arts at City Opera House/ LIVE at City Opera House*”**
  - In-title logo on named series materials for the year/season
  - Exclusivity and first right of refusal

### AT EVERY SHOW IN YOUR IN-TITLE SERIES, BUILD YOUR STORY WITH:

- **Brand your business** year round with your logo and/or organization name.
- **Complimentary tickets** to each of your in-title series shows.
- **Free color ad(s)** in the *Performing Arts at City Opera House* program book. Published Sept.-May (\$1,200 value)
- **Meet-and-greets with performers** may be arranged for you and your guests or clients. 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. \$250 rental fee is waived.
- **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.

### ADDITIONAL IN-TITLE SPONSOR PERKS

- **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](mailto:volunteer@cityoperahouse.org).

**BECOME A SPONSOR | THANK YOU!**

City Opera House | 106 E. Front St Traverse City MI | [development@cityoperahouse.org](mailto:development@cityoperahouse.org) | 231.941.8082

- **Be Heard and Recognized:** Your sponsorship support is recognized in the a pre-show announcement to patrons.

## 6TH ANNUAL CITY OPERA HOUSE GALA: *BROADWAY ON FRONT*

SPONSORSHIP EXCLUSIVITY \$3,000

November 2020

An ensemble of Broadway's best return for a high-energy, highly entertaining evening designed to inspire the spirit of giving. Don't miss this one-of-a-kind Gala benefiting City Opera House.

- Exclusive sponsorship: access to 200 leading City Opera House donors.
- 1 table for 8 of your guests at the Gala - Value \$1000.
- Receive full-page color ad in COH Program Book - Value \$650.
- Sponsor may create an auction package, subject to City Opera approval.
- Sponsor recognition/ signage throughout the venue
- Sponsor table in the Towsley Lobby, may provide goody bags for distribution to attendees
- Sponsor recognition on event materials (commitment required before 4.1)
- Listed in City Opera House season materials and website

## CITY OPERA HOUSE SEASON PREMIER PARTY

SPONSORSHIP \$1,500

MSU Federal Credit Union Performing Arts at City Opera House series

Monday, May 4, 2020 | 4:30PM and 5:30PM

City Opera House Season Premier Party guests get the advance look at the MSU Federal Credit Union Performing Arts at City Opera House season and the chance to secure tickets ahead of the general public. Show your support of the City Opera House, arts and the community.

- Exclusive sponsorship: access to 250+ avid City Opera House patrons.
- Sponsor recognition/ signage throughout the venue
- Sponsor table in the Towsley Lobby, may provide goody bags for distribution to attendees.
- Sponsor recognition on event materials (commitment required before 4.1)
- Receive full-page color ad in COH Program Book - Value \$650.
- Listed in City Opera House season materials and website

## **SOLD** *BROADWAY BOUND!* SPONSORSHIP THANK YOU INTENTIONAL WEALTH MANAGEMENT

SPONSORSHIP EXCLUSIVITY \$2,500

Broadway at Wharton 2020-21 trips: *three to be announced*

Avid patrons join City Opera House hosts for a first-class experience at Broadway at Wharton Center, on the campus of Michigan State University. Includes, tickets, luxury motor coach, dinner and more.

- Exclusive sponsorship: access to 54 travelers per excursion.
- Sponsors acknowledged on *Broadway Bound!* materials.
- A pair of tickets to each *Broadway Bound!* trip - six tickets, \$1200+ value.

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- Opportunity to buy additional tickets for *Broadway Bound!* trips ahead of the general public.
- Sponsor may provide goody bags for distribution to *Broadway Bound!* travelers.
- Listed in City Opera House season materials, with a link on our webpage to yours.

## SOLD BOX OFFICE TICKET SPONSOR THANK YOU THE DISH

SPONSORSHIP EXCLUSIVITY \$1,500

- 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 ticketed events at City Opera House.
- Listed in our season materials; linked on our website to the Sponsor page.
- Social media posts driving City Opera House ticket holders to the promo on event nights.

[BECOME A SPONSOR](#) | [THANK YOU!](#)

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