

Pensacola  
*Opera*



# SPONSORSHIP OPPORTUNITIES

29<sup>th</sup> Season | 2011-2012

# BECOME A SPONSOR OF PENSACOLA OPERA

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## WHY BECOME A PRODUCTION SPONSOR?

- Production sponsors receive the highest level of visibility available. With two performances each season, the Opera draws audiences of approx. 2,500 per production or 5,000 for the season. Plus, an 11 to 13-month marketing schedule allows for a significant number of impressions for your company in conjunction with the Opera.
- Production sponsors receive great value for their investment. All production sponsors receive season tickets and an ad in the mainstage program plus logo recognition and/or listing on a number of high quality print and digital promotional materials. Some production sponsors receive complimentary tickets to other events throughout the year, with additional opportunities for business development and recognition beyond the two mainstage productions.
- Production sponsors are able to reach the Opera's diverse and dynamic audience base. The age of the Opera's audience is unique with approx. 17% being over the age of 75, 35% ages 65-74, 25% ages 55-64, and an impressive 17% being ages 25-45. Plus, the annual household income of the Opera's audience shows that 37% earn over \$100,000, 35% earn over \$75,000, 25% earn over \$50,000, 23% earn over \$35,000, with the approx. 28% earning under \$35,000.
- As North Florida's only professional opera company, Pensacola Opera's productions attract, and are marketed to, a regional audience with approx. 25% of attendees living outside of Escambia and Santa Rosa County. Day-trippers and overnight visitors travel to Pensacola for Pensacola Opera's productions from as far as Biloxi, Birmingham, Atlanta and Tallahassee.
- Pensacola Opera's productions are of the highest quality for a company of its size, boasting nationally-acclaimed opera singers and other artistic and technical professionals at almost every level.

## WHY BECOME AN EVENT SPONSOR?

- Pensacola Opera's signature events offer a premium client entertainment and/or employee reward opportunity unlike any other in Northwest Florida. Combining the music, drama and excitement of opera with a social atmosphere, the Opera's signature events attract valuable philanthropic, social and civic-minded audience. Sponsorship of the Jukebox Gala, the Operazzi Ball and the Salon Series concerts at any level are a way to gain short-term visibility as an advocate for the performing arts while having a great time!

## PENSACOLA OPERA'S 2011-2012 SEASON SPONSORSHIP OPPORTUNITIES AT A GLANCE

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### PRODUCTION SPONSORSHIPS

- Production Underwriter - \$25,000  
*Lead supporter of a production, only one available per production.*
- Principal Artist Sponsor - \$10,000  
*Sponsor the leading lady or man of a production.*
- Production Element Sponsor - \$5,000  
*Sponsor the Conductor, the Sets, the Costumes or aspect of your choice.*
- Supporting Sponsor - \$2,500

### PRODUCTION EVENT SPONSORSHIPS

- Patrons' Circle Reception Sponsor - \$1,500  
*Sponsor the opening night event for donors and sponsors; only one available per production.*
- Director's Champagne Brunch Sponsor - \$1,500  
*Sponsor the brunch at Jackson's prior to each Sunday matinee performance; only one available per production.*
- Private Dress Rehearsal Event Sponsor - \$3,000+cost  
*Utilize the final dress rehearsal for an exclusive entertainment opportunity for either client development and/or employee rewards; only one available per production.*
- Student Dress Rehearsal Sponsor - \$1,500  
*Sponsor the final dress rehearsal for middle and high school students to attend for free; only one sponsorship available per production.*

### SIGNATURE EVENT SPONSORSHIPS

- Jukebox Gala Sponsor – Opportunities at \$3,500, \$2,000, \$1,000, \$500 and \$300  
*Pensacola Opera's most popular event, scheduled for September 17, where opera singers serenade guests tableside over a gourmet wine dinner.*
- Operazzi Ball Sponsor - Opportunities at \$3,500, \$2,000, \$1,000, \$500 and \$300  
*Pensacola Opera's traditional ball to celebrate and support the 29<sup>th</sup> Season and themed after a production.*
- Salon Series Sponsor – Opportunities at \$3,000 and \$1,500  
*Pensacola Opera's exclusive recital series featuring nationally-acclaimed artists in the finest homes in Northwest Florida.*

# PRODUCTION SPONSORSHIP LEVELS

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## PRODUCTION UNDERWRITER

*A lead investment for premiere recognition surrounding the production of your choice*

**Investment of \$25,000**

2 AVAILABLE

### Benefits and recognition to include:

- 8 Complimentary Season Tickets
- 8 Admission tickets to exclusive Producers Circle Reception during intermission and prior to opera productions
- 8 Admission tickets to the “Meet the Cast Opening Night” reception following the opera
- 8 Admission tickets the Artistic Director’s Champagne Brunch
- 10 tickets to the final dress rehearsal at the theatre venue
- Full age color ad in Season Program with premier placement
- Logo on Season tickets Brochure
- Logo on all direct mail pieces for season or production
- Logo on billboard advertisements
- Company Logo on the Opera website
- Prominent Title Page Recognition
- Recognition in the donor listing in the Season program
- Verbal Recognition from Stage
- Supertitle Recognition above the stage before show and during intermission
- Logo on recognition banners in the Saenger Lobby on performance dates
- Premiere Sponsor Recognition in Press Releases
- Framed and signed by the cast season Poster
- Invitation to attend a mainstage rehearsal and private reception for donors
- Invitation for four to exclusive dinner with the stars of the sponsored production

### **PLUS:**

Table for 8 at Jukebox Gala – Sept. 17, 2011

Table for 8 at Operazzi Ball – March 31, 2012

Two complimentary Salon tickets to each 2011-2012 Salon Series Recital

X-Large Engraved Brick in front of Pensacola Opera Center



## **PRINCIPAL ARTIST SPONSOR**

*Premiere recognition for the leading lady or man of your choice*

**Investment of \$10,000**

5 AVAILABLE

Benefits and recognition to include:

- 6 Complimentary Season Tickets
- 6 Admission tickets to exclusive Producers Circle Reception during intermission and prior to opera productions
- 6 Admission tickets to the “Meet the Cast Opening Night” reception following the opera
- 6 Admission tickets the Artistic Director’s Champagne Brunch
- 8 tickets to the final dress rehearsal at the theatre venue
- Full Page color ad in Season Program
- Logo on Season tickets Brochure
- Logo on all mailings for season or production
- Logo on billboard advertisements
- Company Logo on the Opera website
- Prominent Title Page Recognition
- Recognition in the donor listing in the Season program
- Verbal Recognition from Stage
- Supertitle Recognition above the stage before show and during intermission
- Logo on recognition banners in the Saenger Lobby on performance dates
- Premiere Sponsor Recognition in Press Releases
- Framed and signed by the cast season Poster
- Invitation to attend a main stage rehearsal and private reception for donors
- Invitation for two to exclusive dinner with the stars of the show

**PLUS:**

6 tickets to Jukebox Gala – Sept. 17, 2011

6 tickets to Operazzi Ball – March 31, 2012

Two complimentary Salon tickets to each 2011-2012 Salon Series Recital

Large Engraved Brick in front of Pensacola Opera Center





## PRODUCTION ELEMENT SPONSOR

*Premiere recognition for supporting the conductor, director, sets, costumes or lighting of a production*

**Investment of \$5,000**

6 AVAILABLE

Benefits and recognition to include:

- 4 Complimentary Season Tickets
- 4 Admission tickets to exclusive Producers Circle Reception during intermission and prior to both opera productions
- 4 Admission tickets to both the “Meet the Cast Opening Night” reception following the opera
- 4 Admission tickets to both the Artistic Director’s Champagne Brunch
- 6 tickets to the final dress rehearsal at the theatre venue
- Half page color ad in Season Program
- Logo on Season tickets Brochure
- Logo on all mailings for season or production
- Logo on Billboard advertisements
- Premiere Sponsor Recognition in Press Releases
- Company Logo on the Opera website
- Prominent Title Page Recognition
- Recognition in the donor listing in the Season program
- Verbal Recognition from Stage
- Supertitle Recognition above the stage before show and during intermission
- Logo on recognition banners in the Saenger Lobby on performance dates
- Framed and signed by the cast season Poster
- Invitation to attend a main stage rehearsal and private reception for donors
- Invitation for two to exclusive dinner with the stars of the sponsored production

**PLUS:**

4 tickets to Jukebox Gala – Sept. 17, 2011

4 tickets to Operazzi Ball – March 31, 2012

Two complimentary Salon tickets to two 2011-2012 Salon Series Recitals of your choosing



## **SUPPORTING SPONSOR**

*Recognition for supporting a production*

**Investment of \$2,500**

4 AVAILABLE

### Benefits and recognition to include:

- 4 Complimentary Season Tickets
- 4 Admission tickets to exclusive Producers Circle Reception during intermission and prior to opera productions
- 4 Admission tickets to the “Meet the Cast Opening Night” reception following the opera
- 4 Admission tickets the Artistic Director’s Champagne Brunch
- 4 tickets to the final dress rehearsal at the theatre venue
- Quarter page color ad in Season Program
- Logo on Season tickets Brochure
- Logo on all mailings for season or production
- Listing on Billboard advertisements
- Premiere Sponsor Recognition in Press Releases
- Company Logo on the Opera website
- Prominent Title Page Recognition
- Recognition in the donor listing in the Season program
- Verbal Recognition from Stage
- Supertitle Recognition above the stage before show and during intermission
- Logo on recognition banners in the Saenger Lobby on performance dates
- Framed and signed by the cast season Poster
- Invitation to attend a main stage rehearsal and private reception for donors

### **PLUS:**

2 tickets to Jukebox Gala – Sept. 17, 2011

2 tickets to Operazzi Ball – March 31, 2012

Two complimentary Salon tickets to two 2011-2012 Salon Series Recitals of your choice



# PRODUCTION EVENT SPONSORSHIPS

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## **Patrons' Circle Reception Sponsor** **\$1,500 per production**

This exclusive event is held on opening night as a member benefit for individual donors that contribute \$1,000 or more, corporate partners, foundation representatives and public figures and other VIP. Guests enjoy champagne and hors d'oeuvres as they mingle prior to the show and during intermission in the Saenger's private event rooms.

### Recognition to include:

- Prominent signage at event
- Logo recognition on event tickets and invitations
- 4 Complimentary Season Tickets for Opening Night
- 4 Admission tickets to a "Meet the Cast Opening Night" reception following the opera
- Quarter page ad in season program
- Signed Season Poster
- Recognition in all season/production materials as sponsor of event for entire season

## **Director's Brunch Sponsor** **\$1,500 per production**

This event is held prior to the Sunday matinee at Jackson's Steakhouse as a donor/sponsor benefit as well as ticketed event. The Director's Champagne Brunch is a fun way for patrons to learn about the show from the Artistic Director over a gourmet brunch.

### Recognition to include:

- Prominent signage at event
- Logo recognition on event tickets and invitations
- 4 Complimentary Season Tickets for Sunday matinee
- Quarter page ad in season program
- Signed Season Poster
- Recognition in all season/production materials as sponsor of event for entire season

## **Private Dress Rehearsal Event Sponsor** **\$3,000+ per production**

Reserve the right to preview one of Pensacola Opera's productions with up to 100 of your best clients, employees and other special guests in attendance at the final dress rehearsal on Wednesday night. Begin the evening with a reception in the Saenger's private event room before taking in the opera in the Saenger's best seats, the Grand Tier. Sponsor is responsible for food, beverage and room costs in addition to sponsorship investment.

## **Student Performance Sponsor** **\$1,500 per production**

Sponsor Pensacola Opera's Student Performance initiative which allows middle and high school students in Northwest Florida to experience an operatic performance at the Saenger Theatre. This sponsorship allows students and chaperones to attend the final dress rehearsal at no charge, offsetting direct rental and personnel costs from the Saenger Theatre. Benefits include items and recognition available to Supporting Sponsors excluding the quarter page ad and Signature Event tickets.

# PENSACOLA OPERA

## SPONSORSHIP AGREEMENT

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\_\_\_\_\_ is pleased to sponsor Pensacola Opera with an investment of \$\_\_\_\_\_ for the following program(s)/event(s):

\_\_\_\_\_  
\_\_\_\_\_

Payment Information:     Check enclosed         Invoice requested

Preferred payment schedule, please describe: \_\_\_\_\_

*Sponsorships may be paid any time prior to March 31, 2012*

Production of Choice for Sponsorship:  *Madama Butterfly*: January 20 & 22, 2012; or  
 *Rigoletto*: March 9 & 11, 2012

Performance Dates for Season Tickets:  Fridays: January 20 & March 9, 2012  
 Sundays: January 22 & March 11, 2012

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/ST/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please mail or fax this form to:**

Erin Sammis, Director of Development  
Pensacola Opera, P.O. Box 1790, Pensacola, FL 32502  
Phone: 850-433-6737 | Fax: 850-433-1082  
Email: erin@pensacolaopera.com

Pensacola Opera is a 501(c)3 tax exempt organization registered with the Florida Department of Agriculture and Consumer Services, Registration Number CH-1498.

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