

UMass Fine Arts Center Corporate Sponsorships

Sponsorships at UMass Fine Arts Center may include various rights and benefits, according to the level of support. We are more than happy to work with each sponsor to develop a customized, targeted sponsorship package with your business objectives in mind. Partnerships with the Center will be fully-integrated, and will involve both traditional and non-traditional assets and benefits.

Consider the value of branding with curious, active and engaged audiences, onsite visibility, media exposure, year-round recognition, online presence, networking with potential clients and policymakers and ticket privileges and discounts.

Sponsorship of programs and events at the Center means:

- A prestigious partnership with a premier performing arts center which will attract thousands of visitors annually
- Excellent targeted visibility to a diverse, educated and loyal audience
- High profile corporate recognition
- An association with quality, distinction, innovation and excellence
- Direct access to an influential audience in an uncluttered environment
- Brand recognition on the hundreds and thousands of marketing and collateral pieces produced annually

Sponsorship benefits can include:

Visibility

- Category exclusivity
- Targeted access to key demographics
- Brand transfer: establish lasting affiliation with an esteemed cultural institution
- Prominent on-site presence: product display and sampling
- Inclusion in broad media and advertising campaigns, with logo
- Logo recognition in on-site signage and Center publications such as season brochures, performance programs, tickets, mailings, flyers, banners and posters
- Logo, with hyperlink to corporate page, on the Center Web site
- Opportunity to use Fine Arts Center name and artists in corporate advertising

Hospitality

- High-end corporate and client entertaining opportunities
- Complimentary tickets to sponsored events
- Invitations to exclusive opening night dinners, cast parties with the artists and other special events
- Opportunity to host your corporate event at the Center at reduced rates

All sponsors receive the following partnership benefits:

Your corporate name or logo on:

- Title page in evening's program and *Symbols of Support* section of playbill
- Fine Arts Center print season brochure, circulation 50,000
- Logo recognition in Gazette supplement that is inserted into every Gazette, Amherst Bulletin, Recorder and Valley Advocate newspaper in September (approx. 100,000 impressions)
- Season's calendar listing in FAC lobby, sponsor sign near Box Office, special sponsor signage on night of event
- Display and radio advertising in area print and broadcast media
- Posters, press releases, and collateral materials produced for the season and event
- 15% discount on additional tickets for employees/clients for sponsored event
- Special ticket office telephone number for priority requests
- Invitation to special events and annual 'Director's Circle' reception
- Membership as a Friend of the Fine Arts Center with recognition by level of support in playbills, our annual message, and with the University of Massachusetts Advancement

Applause Sponsor \$3,500 (Bowker and small Concert Hall Events)

All partnership benefits above plus...

- Eight complimentary tickets to your sponsored event or to your choice of events throughout the season with preferred seating (early reservation suggested)
- Acknowledgment from stage, subject to artists' approval
- Half page, full color ad in all six issues
- Networking/reception opportunity with artist(s) subject to availability

Bravo Sponsor \$6000 (Concert Hall Events)

All partnership benefits above plus...

- Ten complimentary tickets to your sponsored event or to your choice of events throughout the season with preferred seating (early reservation suggested)
- Acknowledgment from stage, subject to artists' approval
- Full Color ad for in six issues
- Networking/reception opportunity with artist(s) subject to availability

Encore Sponsor \$7,500 (Special Events)

All partnership benefits above plus...

- Twelve complimentary tickets to sponsored event or events throughout season with preferred seating
- Acknowledgment from stage, subject to artists' approval
- Full-page, full color ad in season's playbill (six issues) plus a message from the company's CEO in sponsored events issue
- Complimentary wine or champagne at intermission for sponsor and guests
- Networking/reception opportunity with artist(s), subject to availability
- Promotion tailored to your marketing objectives
- Special full page feature in Playbill for the sponsored event
- Two complimentary tickets to Annual Gala
- Company name listed on the Donor Plaque in the FAC lobby

Ovation \$10,000-\$12,000 (Multiple Events)

All partnership benefits above plus...

- Twenty complimentary combined tickets to sponsored events or other events throughout season with preferred seating
- Acknowledgment from stage subject to artists' approval
- Full-page, full-color ad in season's playbill 6 issues plus message from CEO in sponsored event(s) issue
- Display table for your business in lobby at the event or two events of choice
- Marketing package tailored to your business's needs and objectives
- Direct access to targeted groups
- Complimentary wine or champagne at intermission for sponsor and guests at sponsored event(s)
- Personalized assistance in reception and promotion planning
- Co-op marketing opportunities
- Two complimentary tickets to Annual Gala
- Company name listed on the Donor Plaque in the FAC lobby
- Logo recognition within online digital brochure with video capabilities

Title Series/Package Sponsor \$25,000

All partnership benefits above plus...

- Forty complimentary tickets to sponsored events or other events throughout season with preferred seating
- Gala sponsorship with additional set of benefits including 10 tickets to Gala
- Custom personalization of package per company's needs
- Special acknowledgement as series sponsor
- Acknowledgment from stage subject to artists' approval
- Full-page, full-color ad in season's playbill –6 issues plus CEO message ins sponsored event's playbill and online.
- Display table for your business in lobby at the event or two events of choice
- Marketing package tailored to your business's needs and objectives
- Direct access to targeted groups
- Personalized assistance in reception and promotion planning
- Company name listed on the Donor Plaque in the FAC lobby
- Logo recognition within online digital brochure with video capabilities

Add Gala Sponsorship: \$1,500

(8 slots available)

- Six (6) Gala event tickets
- Admission to our VIP reception for all your guests
- Invitation to Fine Arts Center exclusive "Director's Circle" event w/other Leadership Donors
- Alpha listing in the advertising bar on our Auction Front Page with link to your website
- The Daily Hampshire Gazette; regular display advertising
- Gala press release
- Event signage

Add Gala Sponsorship \$2,500

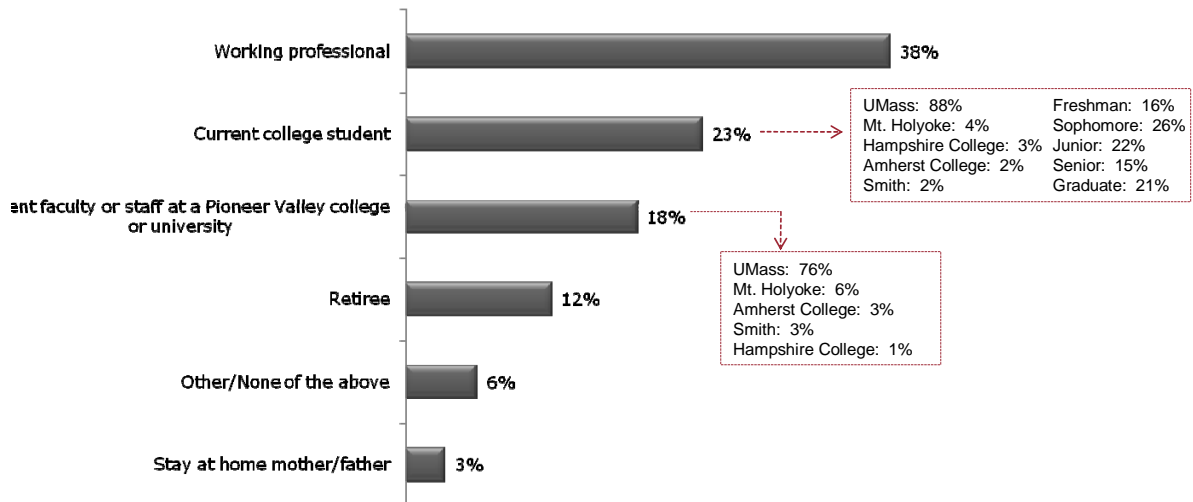
(4 slots available)

- Eight (8) Gala event tickets
- Admission to our VIP reception for all your guests
- Invitation to Fine Arts Center exclusive “Director’s Circle” event
- A logo spot within the Auction Front Page text with link to your website
- The Daily Hampshire Gazette; regular display advertising
- Gala press release
- Event signage

UMASS FINE ARTS CENTER PATRON PROFILE

UMassAmherst

Life Stage



Base: Total respondents (n=1000)

Which of the following BEST describes you?

Note: Numbers are rounded up/down to nearest .10. Total answers do not always equal 100%.

Demographics

Age (n=1007)	
14 to 18	2%
19 to 24	18%
25 to 34	10%
35 to 44	11%
45 to 55	24%
55 to 64	24%
65+	11%

Marital status (n=813)	
Single	34%
Married	49%
Living with partner	9%
Prefer not to answer	6%

Gender (n=884)	
Male	28%
Female	72%

Ethnicity (n=882)	
White/Caucasian	78%
Black/African American	2%
Hispanic	3%
Asian	5%
Prefer not to answer	12%

Children Under 18 in Home (n=687 – excludes students)	
None	73%
One	12%
Two	12%
Three or more	4%

Annual Household Income (n=689 – excludes students)	
Under \$25,000	5%
\$25,000 - \$49,000	17%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	17%
\$100,000 - \$149,999	16%
\$150,000 - \$199,999	7%
\$200,000+	5%
Prefer not to answer	15%