



Overture
CENTER FOR THE ARTS

CORNERSTONE SOCIETY

Supporting the Arts Makes Good Business Sense



Overture Center for the Arts enriches the lives of individuals and the community

**INVESTING
IN OVERTURE
IS INVESTING
IN YOUR
BUSINESS**

ABOUT OVERTURE

Overture Center for the Arts exists to enrich the lives of individuals and the community by creating, encouraging and catalyzing extraordinary experiences. That is our mission and we need your help to accomplish it.

Since opening in 2004, Overture Center for the Arts has become the premier hub for the arts in Dane County, Wisconsin and even the Midwest. Last year alone, we provided more than 570,000 artistic experiences.

Whether through impacting children and families with our community programming or through any of Overture's thrilling season performances, Overture has a dramatic impact on the Madison community.

JOIN OVERTURE'S CORNERSTONE SOCIETY

The Overture Cornerstone Society was founded in 2013. The Society's mission is to bring together our creative culture, companies and organizations that have a vested interest in the success of arts and business throughout the Madison area. When the arts and business succeed, we all succeed.

The Overture Cornerstone Society offers companies like yours the opportunity to demonstrate philanthropic leadership in support of the arts while also receiving valuable resources for your business.

In appreciation for your participation, Cornerstone Society members receive significant benefits, including:

- Opportunities to utilize Overture's dynamic spaces for business functions
- Concierge ticketing
- Private behind-the-scenes tours
- Invitations to private events
- And other exciting benefits

Support generated through the Cornerstone Society directly sustains Overture's community programming.

A partnership with Overture is an investment in the community, its quality of life and its economic vitality.

- Overture Center for the Arts supports almost 1,500 full-time equivalent jobs
- Many local businesses have shared that Overture has a profound positive impact on their ability to not just stay in business but grow
- Madison housing, retail and the overall culture have changed significantly due to the great community arts presence
- Supporting the arts creates the kind of community businesses need to attract and retain the top-notch staff they need to thrive

MEMBERSHIP LEVELS

Investor Circle - (\$1,000 to \$2,499)

- Access to our concierge ticketing services including assistance with preferred seating and ticket orders. You'll even get a heads-up on just-added performances.
- Private tours of Overture Center by appointment
- Invitation to Annual President's Luncheon
- Recognition in Overture's Report to the Community
- Text recognition as a Cornerstone Society member on overturecenter.org
- Seat on Overture's Legacy Society Professional Advisory Council (as available)

Community Partner Circle - (\$2,500 to \$4,999)

All the benefits of the Investor Circle plus:

- Use of Overture's Boardroom** subject to availability (amenities for a fee)
- 10% discount on tickets for groups of 10 or more for Overture season events (subject to availability)
- Invitation to corporate networking events
- Exclusive invitations to performance receptions

Sustaining Founders Circle - (\$5,000 to \$9,999)

All the benefits of the previous levels plus:

- Access to one Overture Presents* program with up to two tickets to the program of your choice
- Enrollment in Overture's individual employee discount ticket program with dedicated website landing page
- 50% discount on one rental of Promenade Lounge** subject to availability (amenities available for a fee)
- Logo and link recognition on overturecenter.org

Composer's Circle - (\$10,000 to \$14,999)

All the benefits of the previous levels plus:

- Access to two Overture Presents* programs with up to four total tickets to the program(s) of your choice
- Use of Promenade Terrace** subject to availability (amenities available for a fee)

Producer's Circle - (\$15,000 to \$25,000)

All the benefits of the previous levels plus:

- Access to four Overture Presents* programs with up to eight total tickets to the program(s) of your choice
- Use of Overture's Audubon Room** (private donor lounge) or other space subject to availability (amenities available for a fee)

* Overture Presents programs do not include Broadway performances or productions of Overture resident companies, co-promoter or promoter shows. Ticket benefits are specific to each level and do not accumulate.

** Room benefits are specific to each level and do not accumulate.

\$10 million

Amount Overture audiences spend on average each year beyond the price of their ticket.

source: Arts & Economic Prosperity IV

This is money brought into the community and spent at local establishments.



WHAT'S BEEN SAID

It's easy to forget how good we have it here in Madison. Overture has more than a dozen community programs that provide **artistic experiences and education for more than 200,000 people each year** at little or no cost, but those programs don't get the flashy TV ads. It's easy to see how people are unaware of those programs. But they are central to the mission of Overture Center, and need the support of this entire community.

GARY WOLTER

Chairman, CEO and President, MG&E

The Overture Center truly is a cornerstone of the Madison community. With a vibrant arts scene everything else flourishes, business expands, and the downtown is a more attractive place to work and live. A **world-class arts experience** is a key element of why Madison is continuously ranked one of the best places in American to live and do business, and that's what Overture strives to deliver every day.

JIM IMHOFF

CEO, First Weber Realty

We want everyone to be able to share what we experience and what we enjoy, so by contributing to the Overture Center we help subsidize some of the many **free programs and tickets that are sold at a discount** to groups and individuals who can't afford to come here otherwise. We feel really good making those tickets possible.

CAROL (ORANGE) SCHROEDER

Co-Owner, Orange Tree Imports

The businesses that are the lifeblood of Madison's present and future can only prosper if they win the war for talent. To recruit the best people, we have to show that they can move here, instead of the Coasts, without sacrificing quality of life. That means we have to offer a vibrant local arts scene, **AND access to first-rate national performances.** Overture is concrete evidence that this is true, and that's why every recruiter makes it part of their pitch. Overture is not a frill or a luxury; in the 21st century, it's an economic necessity.

CORKEY CUSTER

Managing Partner, Custer Financial Services



www.overturecenter.org

For additional information please contact:

Development Office
Overture Center for the Arts
201 State Street, Madison, Wisconsin 53703
608.258.4979 | development@overturecenter.org

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