



CORPORATE PARTNERS PROGRAM

SUPPORTING THE ARTS MAKES GOOD BUSINESS SENSE

Supporting organizations like Overture Center positively impacts the bottom line for businesses and helps improve our community. Businesses that focus on socially responsible practices see more success and greater profit sustainability. Overture Center brings nearly 700,000 individuals through our doors annually to experience, support and enjoy performances and programs of all kinds. Our patrons are your customers, employees and prospective clients. As Madison continues to grow and develop, arts and culture are integral in strengthening the local economy and sparking creativity and innovation. When you partner with Overture Center, you take a starring role in supporting and elevating our community's culture, economy and quality of life through the arts.

TO EXPLORE CORPORATE PARTNERSHIP OPPORTUNITIES, PLEASE CONTACT:

Beth Larson | Director of Institutional Giving | blarson@overture.org | 608.258.4442

PARTNERSHIP LEVELS & BENEFITS

Each level includes the benefits of the level(s) listed above it. Ticket and room rental benefits are not cumulative.

SILVER | \$2,500 - \$4,999

- Name recognition in Overture's annual report and playbill donor list.
- Company name listed on the Corporate Partners page on Overture.org.
- Corporate access to VIP Behind-the-Scenes Tours.
- Insider access to cast Meet & Greets and exclusive corporate events at Overture.

GOLD | \$5,000 - \$9,999

- Customized discounted ticketing portal for employees.
- Recognition on Overture's Legacy for the Arts digital display in Rotunda Lobby.
- Access to corporate group discounts on Overture Presents and Broadway tickets.
- Invitation to Overture's Annual Stewardship Event.
- \$300 Overture Room Rental credit.

PLATINUM | \$10,000 - \$19,999

- Four complimentary Overture Presents tickets to performance(s) of your choice.
- Access to concierge ticketing services, which includes assistance with preferred seating and waived ticket fees..
- \$600 Overture Room Rental credit.

DIAMOND | \$20,000+

- Ten complimentary Overture Presents tickets to performance(s) of your choice.
- Access to concierge ticketing services, which includes assistance with preferred seating and waived ticket fees.
- \$1,200 Overture Room Rental credit.

IN-KIND PARTNERSHIPS

In-kind contributions help Overture Center for the Arts with capital expenditures and annual operating expenses. By supporting Overture through an in-kind donation of product or services, you allow us to focus on the important work of providing exceptional arts experiences to all. In-kind partnerships are customized to your organization's possibilities.

TAX DEDUCTIBILITY

According to the IRS, a charity must determine the market value of benefits and list the deductible and non-deductible amounts for contributions. Overture Center for the Arts provides these estimates of the value of benefits for one year. The tax-deductible portion of your annual contribution is the amount of your gift less the fair market value of benefits.

All room rentals are based on approval and availability. Catering and other amenities are available at additional cost. Room rental credit and ticket benefits are not cumulative. Room rental credit cannot be used for security, event manager or cleaning fees. Unused room rental credit cannot be used outside of sponsorship term and cannot be redeemed for cash, check or credit.

SHOW SPONSORSHIPS

'OVERTURE PRESENTS' SHOW SPONSOR | \$5,000

All the benefits of an annual GOLD Corporate Partner, plus:

- Recognition as show sponsor in all appropriate print and digital show advertising, including logo and link on sponsored performance production show page at Overture.org and season brochure.
- Recognition on show title page of playbill and half-page color ad in playbill.
- Sponsor recognition in pre-show curtain announcement.
- Four complimentary tickets to sponsored show.

MULTI-PERFORMANCE 'OVERTURE PRESENTS' SHOW SPONSOR | \$10,000-\$15,000

All the benefits of an annual PLATINUM Corporate Partner, plus:

- Recognition as show sponsor in all appropriate print and digital show advertising, including logo and link on sponsored performance production show page at Overture.org and season brochure.

- Recognition on show title page of playbill.
- Full-page color ad in playbill of sponsored performance.
- Sponsor recognition in pre-show curtain announcement.
- Ten complimentary tickets to sponsored show.

BROADWAY COMMUNITY PARTNERSHIP | \$20,000

8 Performances | 1-Week Run

All the benefits of a DIAMOND Annual Corporate Partner, plus:

- Community Partner logo recognition in all print and digital show marketing, including logo and link on sponsored performance production show page at Overture.org and season brochure.
- Full-page color ad in sponsored show playbill and logo on playbill cover.
- Sponsor recognition in pre-show curtain announcement.
- Projected Gobo logo display in Overture Hall Main Lobby during run of sponsored show.
- Ten complimentary tickets to opening night of sponsored show.

NOTE: Broadway Community Partners must be approved in advance by each Broadway show.

CORPORATE CHAMPION: \$100,000 MULTI-YEAR PLEDGE

Corporate Champions are our most generous corporate and foundation partners. In partnership with Overture, Corporate Champions bring extraordinary performances to Madison, increase access to the arts through free or low-cost programs, support the arts in area schools and champion new program development to meet the emerging needs of our community.

WE'LL ROLL OUT THE RED CARPET FOR YOU...

As a Corporate Champion, you may sponsor Broadway, Overture Presents, Educational or Community programs each year. In addition to the benefits related to each event sponsorship, recognition of Corporate Champions who give at least \$25,000 annually for four years includes:

- Custom video on the interactive, digital-immersion donor display in Rotunda Lobby.
- Recognition as a Corporate Champion in all playbills for one season.
- Press release announcing the partnership and Overture's gratitude for the gift.
- Invitation for two to attend annual Local Legends and Corporate Champions event.

- Top billing on the corporate partners section of Overture's website for one season.
- Recognition in campaign materials to inspire the community to match the generosity of the Local Legends and Corporate Champions.
- \$2,400 Overture Room Rental credit.

"We see the Overture Center as a jewel in our community. Bell Laboratories is proud to do our part to ensure that it continues to shine and remain vibrant as a Madison beacon for the arts."



STEVE LEVY
President/CEO
Bell Laboratories, Inc.