



SPONSORSHIP OPPORTUNITIES FROSTIBALL 2019

Fundraising Gala for Overture Center for the Arts

SAT, Jan 26, 2019

Gala 8:30-11 PM / After Party 11 PM - 2 AM

| | |
|--|--|
| <p>Gala Title Sponsor - \$25,000</p> <ul style="list-style-type: none"> ✓ Primary logo recognition on television ads, billboards, invitations*, website, social media channels, e-blasts, event promotions, press release mentions and event advertising** ✓ GOBO Logo projection in Main Lobby for full evening ✓ 26 full event tickets with two premium tables (seating 10 each) and champagne service ✓ Sponsor welcome speaking opportunity at event ✓ Opportunity to name a specialty cocktail at event ✓ Full page color sponsor ad in Finding Neverland playbill – January, 2019 | <p>After Party -Or- VIP Lounge Sponsor - \$15,000</p> <ul style="list-style-type: none"> ✓ Secondary logo recognition on invitations* website, social media channels, e-blasts, event promotions and event advertising** ✓ GOBO Logo projection in Main Lobby (8-11 VIP, 11-2 After Party) ✓ 16 full event tickets with two premium tables and champagne service ✓ Naming rights to After Party or VIP Lounge |
| <p>Orchestra Sponsor - \$10,000</p> <ul style="list-style-type: none"> ✓ Tertiary logo recognition on invitations*, website, social media channels, e-blasts, event promotions and event advertising** ✓ Logo projection on sponsor wall (Level II) ✓ 10 full event tickets with premium table and champagne service | <p>Circle Sponsor - \$5,000</p> <ul style="list-style-type: none"> ✓ Quaternary logo recognition on invitations*, website, social media channels, e-blasts, event promotions and advertising* ✓ Logo projection on sponsor wall (Level II) ✓ 6 full event tickets with premium table and champagne service |
| <p>Mezzanine Sponsor - \$2,500</p> <ul style="list-style-type: none"> ✓ Text name recognition on invitations* website, social media channels, e-blasts, event promotions and advertising** ✓ Logo projection on sponsor wall (Level II) ✓ 4 full event tickets with premium table | <p>Customizable Sponsorships - \$5000 - \$10,000</p> <ul style="list-style-type: none"> ✓ Photo Booth Sponsor ✓ Champagne Toast Sponsor ✓ Interactive Activity Sponsor ✓ Bar sponsor – 1 or all 3 ✓ Specialty Cocktail Sponsor ✓ Room Sponsor – Promenade Hall or Wisconsin Studio |

*Contracted by 9/15/18 **Where applicable

Become a sponsor of Frostiball, the Overture Center Foundation's annual gala supporting our free and low-cost community programming that enrich the community and provide access for all to the arts.

This is *the* event of the year in Madison to entertain clients, mingle with colleagues or reward your employees. Join us as a sponsor and associate your brand with our world-class arts facility and reap the benefits of the recognition through our strong advertising campaign and on-site engagement opportunities. Choose from one of the sponsorship levels, or we can customize to meet your philanthropic and marketing goals.

All sponsorship levels include: Complimentary Frostiball valet parking, early entry, access to the VIP Lounge, plus invitations to Overture's Corporate VIP tours, Cornerstone Luncheon, donor pre-sales and concierge ticketing.

To learn more, please contact Michelle Kullmann, mkullmann@overture.org or 608.258.4442.



SPONSORSHIP OPPORTUNITIES FROSTIBALL 2019



Over 1500 guests danced the night away at Frostiball 2018!



29% of Frostiball attendees are aged 25-34, 34% are 35-54, 26% are 55-64 and 11% are 65+.



18% of attendees are Business Owners, Presidents, or C-Suite Executives



Attendees rave about Frostiball: "Excellent Event. One of the Best Frostiballs to Date!"