



Overture  
CENTER FOR THE ARTS

# 2019/20 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 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.

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TO EXPLORE CORPORATE PARTNERSHIP  
OPPORTUNITIES TODAY, CONTACT:

**BETH LARSON**

Director of Development - Corporate Partnerships  
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# PARTNERSHIP LEVELS & BENEFITS

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

## BRONZE | \$1,000 - \$2,499

- Name recognition in Overture's annual report and playbill donor list.
- Company name listed on the Corporate Partners page on Overture.org.
- Customized discounted ticketing portal for employees.
- Invitation for two to annual Corporate Partners Luncheon hosted by Overture's CEO and Board Chair.

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

- Invitation to Corporate VIP Tours.
- Invitation to Overture's Season Announcement.
- Invitation to an OnStage Student Field Trip performance.
- Insider access to cast meet and greets.
- Complimentary one-time use of Overture's Boardroom or 20% discount on Promenade Lounge rental for a private event.\*\*
- Overture Center Special Event Sponsorship opportunities.

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

- Logo and website link on Corporate Partners page on Overture.org.
- Text recognition on Overture's Legacy for the Arts digital display in Rotunda Lobby.
- Two complimentary tickets to one Overture Presents performance of your choice.
- Opportunity to purchase additional Broadway and Overture Presents show tickets at a discount.
- 50% discount on one rental of Promenade Lounge, Promenade Terrace, Promenade Lobby or Upper Lobby, subject to availability.\*\*
- Overture Center Educational Program, Special Event and Overture Presents Sponsorship opportunities.\*

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

- Four complimentary tickets to an Overture Presents performance of your choice.
- Complimentary use of Promenade Lounge, Promenade Terrace, Promenade Lobby, Upper Lobby or 50% off event rental of Audubon Room or Promenade Hall, subject to availability.\*\*
- Overture Center Educational Program, Overture Presents, Special Event or Community Program Sponsorship opportunities.\*

## DIAMOND | \$20,000+

- Ten complimentary tickets to an Overture Presents performance of your choice.
- Access to concierge ticketing services, including assistance with preferred seating and waived ticket fees.
- Complimentary use of Promenade Lounge, Promenade Terrace, Promenade Lobby, Upper Lobby, Audubon Room or Promenade Hall, subject to availability.\*\*
- Overture Center Broadway Show or Overture Presents Series Sponsorship opportunities.\*

*\*Based on approval and availability. \*\*Catering and other amenities available at additional cost.*

# THE CORPORATE CHAMPION

## \$100,000 MULTI-YEAR PLEDGE

Corporate Champions contribute \$100,000 or more over four years to 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.

 CORPORATE CHAMPIONS ARE OUR MOST GENEROUS CORPORATE AND FOUNDATION PARTNERS WHO SHARE OVERTURE'S VISION TO PROVIDE TRANSFORMATIONAL ARTS EXPERIENCES TO ALL.

*"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.



## 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 & Corporate Champions dinner.
- Top billing on the corporate partners section of Overture's website for one season.
- Recognition in the spring match materials to inspire the community to match the generosity of the Local Legends and Corporate Champions. Materials include emails, season brochure and mailings, playbill ads and curtain speeches.
- Two complimentary room rentals at Overture, excluding Overture Hall and Lobby, including the Audubon Room (subject to availability).\*\*

# SHOW SPONSORSHIPS

*Room and ticket benefits are not cumulative.*

## '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.
- Six complimentary tickets to sponsored show.

*NOTE: Not available for a multi-performance production. Up to two sponsors per show.*

## EXCLUSIVE 'OVERTURE PRESENTS' SHOW SPONSOR | \$10,000

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.

*NOTE: Sponsor exclusivity available for a single performance production. Up to two sponsors possible for a multi-performance production.*

## 'OVERTURE PRESENTS' SERIES TITLE SPONSOR | \$25,000

### 4-Show Series

All the benefits of an annual DIAMOND Annual 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.
- Exclusive Recognition as Series Title Sponsor in all print and digital show advertising.  
Example: JOY SERIES presented by 'Company Name'.
- Recognition on show title page of playbill.
- Sponsor recognition in pre-show curtain announcement.
- Full page color ad in sponsored show playbill for all four performances and logo on playbill cover.
- Ten complimentary tickets to each show in the sponsored series.

## 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.
- Sponsor recognition with any Performance Plus and Listen Local events associated with sponsored show.
- Ten complimentary tickets to opening night of sponsored show.

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