



Performance Sponsorship Opportunities at Edmonds Center for the Arts! 2011/2012 Season

You are invited to support ECA and the local community as a performance sponsor. Sponsorship provides a unique opportunity to combine philanthropy with community outreach. Your sponsorship goes directly to support the artist of your choosing, covering a portion of their fee to perform and will provide you with exposure to the ECA audience throughout the season.

Audience Profile:

ECA's season includes a variety of artists and performers that draw a wide and varied demographic. For businesses with a target market, we can discuss opportunities that will best meet your goals.

- More than 50,000 people attend events at ECA annually; over 11,000 of those attend the ECA Presented Artist events
- ECA events draw 58% of attendees from outside the Greater Edmonds area; 17% are from the city of Seattle alone
- Our core audience is aged 35 and older.

For questions, please contact Jamie Herlich, Development Director, at 425-275-9485 or jamie@ec4arts.org.



Benefits:

Through your sponsorship, you can achieve your philanthropic, marketing and community outreach goals with sponsor benefits. Costs of sponsorship vary depending upon the artist. In addition the variety of benefits listed, you are promoting your commitment to the arts in our community, the impact of which lasts long after the lights have gone down.

PRODUCER \$5,000-\$7,500

Exclusive Brand Marketing and Promotion Opportunity and VIP Experience for You and Your Guests:

- Enjoy ten (10) complimentary, priority seating tickets to your sponsored performance
- Receive concessions vouchers for you and your guests for complimentary wine, beer, non-alcoholic beverages, or snacks at our concessions counter
- Invitation for six (6) to each of our three, new VIP pre-show receptions throughout the season
- Promotion of Your Brand: Name/logo included in all marketing and promotion efforts associated with your sponsored show:
 - **ECA Full- and Mid-Season brochures (45,000+)**
 - **Direct mail postcards (5,000+)**
 - **Event posters**
 - **Prominently displayed on ECA homepage, with hotlink to your web site and exclusive recognition on the event page for your sponsored show**
 - **Listed as sponsor in three e-mail blasts throughout the season (12,000+)**
 - **Included in at least one print/web advertisement**
 - **Included on each event ticket that is distributed (for exclusive sponsorship only)**
 - **Featured on event program the night of your performance**
 - **Name/logo featured prominently on lobby closed circuit TVs at your sponsored performance; name/logo included in sponsor loop on closed circuit TV's throughout the season**
 - **Lobby display: customized poster recognizing you as the performance sponsor, with display space for business literature**
 - **Acknowledgement during stage announcements as sponsor of performance**
- Listing in program for the season and on Annual Fund Donor wall in ECA lobby for one year
- Meet-and-Greet with the performer/s of your sponsored show (depending upon artist availability)



MAESTRO \$3,000-\$4,000

- Enjoy six (6) complimentary tickets to your sponsored performance
- Receive concessions vouchers for you and your guests for complimentary wine, beer, non-alcoholic beverages, or snacks at our concessions counter
- Invitation for four (4) to each of our three, new VIP pre-show receptions throughout the season
- Promotion of Your Brand: Name/logo included in all marketing and promotion efforts associated with your sponsored show:
 - **ECA Full- and Mid-Season brochures (45,000+)**
 - **Direct mail postcards (5,000+)**
 - **Event posters**
 - **Prominently displayed on ECA homepage, with hotlink to your web site and exclusive recognition on the event page for your sponsored show**
 - **Listed as sponsor in two e-mail blasts throughout the season (8,000+)**
 - **Included in at least one print/web advertisement**
 - **Featured on event program the night of your performance**
 - **Name/logo featured prominently on lobby closed circuit TVs at your sponsored performance; name/logo included in sponsor loop on closed circuit TV's throughout the season**
 - **Acknowledgement during stage announcements as sponsor of performance**
- Listing in program for the season and on Annual Fund Donor wall in ECA lobby for one year
- Meet-and-Greet with the performer/s of your sponsored show (depending upon artist availability)



STAR \$1,500-\$2,500

- Enjoy four (4) complimentary tickets to your sponsored performance
- Invitation for two to each of our three, new VIP pre-show receptions throughout the season
- Promotion of Your Brand: Name/logo included in all marketing and promotion efforts associated with your sponsored show:
 - **ECA Full- and Mid-Season brochures (45,000+)**
 - **Direct mail postcards (5,000+)**
 - **Event posters**
 - **Prominently displayed on ECA homepage, with hotlink to your web site and exclusive recognition on the event page for your sponsored show**
 - **Listed as sponsor in one e-mail blast throughout the season (4,000+)**
 - **Featured on event program the night of your performance**
 - **Name/logo featured prominently on lobby closed circuit TVs at your sponsored performance; name/logo included in sponsor loop on closed circuit TV's throughout the season**
 - **Acknowledgement during stage announcements as sponsor of performance**
- Listing in program for the season and on Annual Fund Donor wall in ECA lobby for one year
- Meet-and-Greet with the performer/s of your sponsored show (depending upon artist availability)

