

University of Massachusetts Amherst

# FineArtsCenter



[www.fineartscenter.com](http://www.fineartscenter.com)



## Sponsorship Packet 2006-2007

# FINE ARTS CENTER

## SPONSORSHIP INFORMATION

### Audience Profile

Age Breakdown		Income Breakdown	
18-24	13%	Under \$20,000	15%
25-34	10%	\$20,000 - \$34,999	12%
35-44	24%	\$35,000 - 49,000	15%
45-54	23%	\$50,000 - \$64,999	17%
55-64	19%	\$65,999 - \$79,000	18%
65+	11%	\$80,000 and up	23%
Gender		Geographic Reach	
Female	40%	Hampshire County	66%
Male	60%	Hampden County	16%
Marital Status		Franklin County	14%
Married	40%	CT, NH, VT	4%
Single/Widowed	60%		

### Audience Data

Number of Performances	83
Attendance	45,000
Number of Exhibitions	29
Attendance	27,000
Number of Educational Activities	110
Attendance	7,800
Ticket Sales	
Low Income Tickets Awarded	111
Center Series Subscription Households	710
Senior Tickets	874
Five College Students	15,000
Youth 17 and under	2,588
Angel Tickets Awarded	1,163
School Shows Tickets	10,389
Regular Priced Tickets	14,165







































### Key

CH	Concert Hall
BA	Bowker Auditorium
BZ	Bezanson Recital Hall
*	See Additional Benefits – Gala
**	See Additional Benefits – Plus
Venue B	Bowker Auditorium, Bezanson Recital Hall, University, Hampden, Central & Augusta Savage Galleries

### Sponsorship Levels

<b>STANDING OVATION</b>		<b>\$10,000 and up</b>
<i>*Exclusive or Custom Tailored Sponsorship to meet your marketing needs</i>		
<b>SPECIAL EVENT SPONSORSHIP</b>		<b>\$8,000</b>
Tues., Feb. 6 & Wed., Feb. 7	<b>Cirque Eloize</b> www.cirque-eloize.com	CH
Mon., Mar. 12	<b>Theatre du Nouveau Monde and 4D Art in Shakespeare's <i>The Tempest</i></b> <i>*Post-performance talk-back</i> www.tnm.qc.ca	CH
<b>OVATION</b>		<b>\$6,000</b>
Tues., Oct. 3 & Wed., Oct. 4	<b>SITI Company – A Midsummer Night's Dream</b> <i>*Post-performance talk-back</i> www.siti.org	BA
Fri., Oct. 27	<b>Luma Theater</b> www.lumatheater.com	CH
Thurs., Nov. 9	<b>Paquito D'Rivera and the Assad Duo</b>	CH
Thurs., Nov. 16	<b>Momix</b> www.momix.com	CH
Wed., Feb. 28	<b>Natalie MacMaster</b> www.nataliemacmaster.com	CH
Mon., Mar 5	<b>Joffrey Ballet</b> www.joffrey.com	CH
Sat., April 21	<b>Australian Chamber Orchestra</b> www.aco.com.au	CH
<b>ENCORE</b>		<b>\$4,000</b>
Fri., Sept. 29	<b>Mombasa Party / Royal Drummers of Burundi</b> www.mondomix.com	CH
Wed., Nov. 8	<b>English Concert</b> www.englishconcert.co.uk/	CH
Sat., March 31	<b>Vanguard Jazz Orchestra</b> www.vanguardjazzorchestra.com	CH
Thurs., April 12	<b>Stephen Petronio Dance Company</b> <i>*Post-performance talk-back</i> www.stephenpetronio.com	CH
<b>BRAVO</b>		<b>\$2,500</b>
Thurs., Oct. 19	<b>Sean Jones</b> www.seanjonesjazz.com	BA
Fri., Nov.3	<b>Niyaz</b>	BA
Thurs., Feb. 15	<b>DBR and THE MISSION</b> www.dbrmusic.com	BA
<b>SPECIAL OPPORTUNITIES</b>		<b>*(see attached)</b>

# SPONSORSHIP BENEFITS

LEVELS & BENEFITS	Standing Ovation \$10,000+	Special Event \$8,000	Ovation \$6,000	Encore \$4,000	Bravo \$2,500
Complimentary Tickets	40	30	20	14	8
Complimentary Gala Tickets					
Playbill Ad(s)	Full Page Full Color 5 Issues <i>Premium Placement</i>	Full Page Full Color 5 Issues	Half Page B & W 5 Issues	Half Page B & W 2 Issues	Half Page Single Insertion
Acknowledgement from Stage					
Preferred Seating					
Flyer Recognizing Sponsors in Amherst & Northampton Chambers Mailing					
Ad in Business West Thanking Sponsors					
Photo opportunity with artist, subject to artists' approval					
Private backstage tour at your request					
Personalized assistance in reception and promotion planning					
Display Table in Lobby at the Event					
Photo of Org's CEO or other rep and Corporate Message on Corporate Tribute Page					
Spotlight on Sponsors article in online newsletter					

## ALL SPONSORS RECEIVE

- Title page in evening's program and Symbols of Support page
- Center Series season brochure, circulation 50,000 (additional 9,000 with spring update brochure for spring sponsored events)
- Season's calendar listing in FAC Lobby and sponsor sign near Box Office
- Logo with a link in online announcements to UMass faculty & staff and patrons
- Minimum of 900,000 total impressions per event (300,000 weekly) for display advertising in *Daily Hampshire Gazette*, *Amherst Bulletin*, *Hampshire Life*, *Valley Advocate*, *Sunday Republican*, *El Dialogo*, *The Recorder* and *UMass Daily Collegian*
- Posters, press releases, and collateral materials produced for the event
- The Center's Web page, with links to your site.

### PLUS

- 15% discount on additional tickets for sponsored event
- Special tickets office telephone number for priority requests
- Invitation to special events and annual Director's Circle reception
- Added visibility in lobby with sponsor wall highlighting corporate logo and message for sponsored event

# National Demographics on Art Attendance

- The Bureau of Economic Analysis reports that consumers spent \$10.6 billion on admissions to performing arts events. This amount was \$1.9 billion more than outlays for tickets to movie theaters and \$500 million more than spending admissions to spectator-sports events.
- In 2001, per capita spending on performing arts was \$37.20 compared to \$30.50 spent for movies and \$33.50 for spectator-sports events. So, on a per capita basis, spending on the performing arts was about 22 percent greater than spending at movie theaters and 5 percent higher than expenditures at spectator-sports events.
- As the most comprehensive national survey on arts participation, the Survey of Public Participation in the Arts (SPPA) reports that, in 2002, 39 percent of American adults, about 81 million people, attended a jazz or classical music concert, went to an opera, musical, play, or ballet, or visited an art museum.
- In 2002, women were almost 70 percent of all ballet goers, and about 60 percent of adults attending musicals and plays. In 2002, jazz attendance rates for men and women were virtually the same (10.7 percent and 10.8 percent, respectively).

## JOIN THE CLUB...

Last season, over 25 area corporate and media businesses partnered with the Center in a sponsorship of an event or program; most of them as repeat sponsors. Sponsorships are generally tied to events, with two to three non-competitive corporate and/or media sponsors per event. While this reflects a standard sponsorship packet the Fine Arts Center staff is pleased to work with you in tailoring a sponsorship that meets your philanthropic and marketing goals.

## Symbols of Support

