

Sponsorship Benefits

Performing Arts Foundation, Inc.
 401 Fourth Street
 Wausau, WI 54403-5420
 715-842-0988
 www.grandtheater.org



Contact: **Melanie Schumann**
 Director of Marketing & Development
 715-842-0988 / mschumann@grandtheater.org



Advertising & Promotions

	Presenting \$5,000	Featured \$3,000	Signature \$1,000-\$2,999	Supporting \$500-\$999
Logo Included in the Grand Theater Season Brochure	★	★	★	★
Logo included on signage in the Grand Theater lobby	★	★	★	★
Logo included on Grand Theater's website & linked to company page	★	★	★	★
Logo included in TV and print ads, posters, & other show advertising	★	★		
Logo included on Grand Theater marquee scroll	★	★		
Logo included on the title page of sponsored show program	★	★		
Company name mentioned during sponsored show curtain speech	★	★		
Logo included in newsletters leading up to sponsored show	★	★		
Company name printed on sponsored show tickets	★			
Prominent logo placement, above all other show sponsors	★			

Tickets & Rewards

Complimentary private corporate lounge available prior to sponsored show	★			
Private corporate lounge available at a discount prior to sponsored show		★		
Ten complimentary tickets to sponsored show	★			
Pre-sale access to group sales before general public	★	★	★	
Six complimentary tickets to sponsored show		★		
Two complimentary tickets to a selected show			★	

Priority Seating

Highest priority seating	★			
Higher priority seating		★		
High priority seating			★	

Exclusive Events

Invitation to Season Preview Party	★	★	★	★
Invitation to the Performing Arts Foundation Appreciation Event	★	★	★	★
Special promotions and ticket opportunities throughout the season	★	★	★	★
Exclusive Meet & Greet opportunities with Artists of sponsored show	★	★		

*Series sponsorship opportunities also available.

Sponsorship Overview

Performing Arts Foundation, Inc.
401 Fourth Street
Wausau, WI 54403-5420
715-842-0988
www.grandtheater.org



Sponsorship Marketing

With a combination of benefits and marketing, you can maximize your charitable giving through sponsorship at The Grand. We are proud of our relationship with you and will serve as good stewards of your generous support. We are committed to delivering valuable benefits and a positive partnership experience to each Performing Arts Foundation Sponsor.

Direct Mail: 42,000 Impressions

- 21,000 Impressions - Recognition in the full-color **Season Brochure** distributed beginning in June.
- 21,000 Impressions – Recognition in the Performing Arts Foundation **Newsletter** published two times annually mailed to area households and distributed to local businesses, restaurants, and visitor centers.

Internet Marketing & Social Media: 162,000 Impressions

- Up to 135,000 Impressions - Recognition on the Performing Arts Foundation **Website** on a dedicated sponsor recognition page and also on the **Sponsored Show** page with links to sponsor website.
- Average 7,000 Impressions - Recognition in show **Email Marketing Campaigns**.
- Approximately 20,000 Impressions – Recognition in **Social Media** promotion.

Print Advertising: 78,350 Impressions

- Up to 57,000 Impressions - The Performing Arts Foundation marketing plan will include **Print Advertisements** in various Central Wisconsin publications with company logo included in the ads.
- Up to 20,000 Impressions – Sponsor will receive logo placement within the Performing Arts Foundation season long **Show Program**.
- Up to 1,200 Impressions – Logo placed on cover page of **Program Insert** for sponsored show.
- Up to 150 Impressions – Recognition in other printed marketing materials such as posters.

Digital Media: Over 370,000+ Impressions

- Exposure within a 370,000 household viewership – Recognition on **Television Commercial** and **Radio Advertisement** for sponsored show.
- Recognition on digital media within The Grand Theater through the venue's **Monitor Display** and building **Marquee** sign.

Other: 3,600+ Impressions

- Up to 1,200 Impressions – The Performing Arts Foundation will recognize sponsors for their generosity during the sponsored show **Curtain Speech**.
- Up to 1,200 Impressions – Sponsor will receive the opportunity to have a **Promotional Table** the night of the sponsored show.
- Up to 1,200+ Impressions – Recognition in the Great Hall leading up to the sponsored show.

Please note: marketing opportunities vary depending upon type and level of sponsorship.