



**CENTER FOR THE ARTS**  
**At the Candy Factory**

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9419 Battle St.  
Manassas, VA 20110  
Phone – 703-330-2787  
Fax – 703-392-9749  
[www.center-for-the-arts.org](http://www.center-for-the-arts.org)

**2009**  
***SPONSORSHIP***  
***OPPORTUNITIES***

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

# 2009 CENTER FOR THE ARTS SPONSORSHIPS

<u>Sponsorship Programs</u>	<u>Levels</u>	<u>Sign me up</u>
1. Program & Events Catalog	1 @ \$3,000	<u>SOLD</u>
2. Summer Camp/Class Catalog	1 @ \$3,000	<u>SOLD</u>
3. Bit & Pieces Newsletter	3 @ \$3,000	
Fall		<u>SOLD</u>
Winter/Spring		<u>SOLD</u>
Summer		<u>SOLD</u>
4. Patron of the Arts Sponsorships (See attached sheet for details of each exhibit)	8 @ \$2,500	
SOLD	SOLD	
SOLD	Available	
SOLD	Available	
SOLD	Available	
5. Education Sponsor		
Off the Wall Student Art Exhibit	1 @ \$7,000	<u>SOLD</u>
Arts on the Go	1 @ \$10,000	<u>SOLD</u>
6. 1 <sup>st</sup> Sunday Dances	1 @ \$1,200	<u>SOLD</u>
7. Center for the Arts Website	1 @ \$2,500	<u>SOLD</u>
8. 2009 SummerSounds Concerts	1 @ \$5,000	<u>SOLD</u>
9. Pied Piper Theatre Season	3 @ \$5,000	
Willie Wonka		<u>SOLD</u>
Alice in Wonderland		<u>SOLD</u>
Robin Hood		<u>SOLD</u>
10. Rooftop Productions Season	1 @ \$2,500	<u>SOLD</u>
A Thurber Carnival		
Love Letters		



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**Program & Events Catalog Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Sponsorship at \$3,000 level will receive: (SOLD)***

- Exclusive Program & Events Catalog advertising rights
- 8,000 copies published in August
- Sponsor’s name & logo on the Program & Events Catalog front and back covers
- Full page ad in Program & Events Catalog
- Distribution includes but is not limited to:
  - Center’s mailing list – 4,000 addresses
  - Prince William County Government Center
  - Prince William County libraries
  - Prince William County/Greater Manassas Chamber of Commerce
  - Prince William Regional Chamber of Commerce
  - Manassas Visitor’s Center
  - Manassas City Hall
  - Center for the Arts at the Candy Factory
- Program & Events Catalog is available on Center’s website
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor given first right of refusal for next year’s sponsorship
- One reception in the Merchant Gallery or Kellar Theater (subject to availability)

***Sponsor Commitments:***

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center prior to publication in August

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Email Address



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**Summer Camp/Class Catalog Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Sponsorship at \$3,000 level will receive: (1 Sponsorship Available)***

- Exclusive Summer Camp/Class Catalog advertising rights
- 6,000 Summer Camp/Class Catalogs published in March
- Sponsor’s name & logo on the Summer Camp/Class Catalog front and back cover
- Full page ad in Summer Camp/Class Catalog
- One reception in the Merchant Gallery or Kellar Theater (subject to availability)
- Distribution includes but is not limited to:
  - Center’s mailing list – 4,000 addresses
  - Prince William County Government Center
  - Prince William County libraries
  - Prince William County/Greater Manassas Chamber of Commerce
  - Prince William Regional Chamber of Commerce
  - Manassas Visitor’s Center
  - Manassas City Hall
  - Center for the Arts at the Candy Factory
- Summer Camp/Class Catalog is available on Center’s website
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor given first right of refusal for next year’s sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center prior to publication

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Email Address



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**Bits & Pieces Newsletter Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

**Annual Sponsorship at \$3,000 level will receive: (SOLD)**

- *Bits & Pieces Newsletter* published three times per year
- Sponsor’s name & logo on the *Bits & Pieces Newsletter* front and back cover
- Sponsor will receive quarter page advertisement in *Bits & Pieces Newsletter*
- 6,000 copies published – each issue
- Distribution includes but is not limited to:
  - Center’s mailing list – 4,000 addresses
  - Prince William County Government Center
  - Prince William County libraries
  - Prince William County/Greater Manassas Chamber of Commerce
  - Prince William Regional Chamber of Commerce
  - Manassas Visitor’s Center
  - Manassas City Hall
  - Center for the Arts at the Candy Factory
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor given first right of refusal for next year’s sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center prior to publication

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Email Address



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**Patron of the Arts Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Patron Sponsorship at \$2,500 level will receive: (3 Sponsorships available)***

- Sponsor’s name prominently displayed on plaque in lobby of the Candy Factory
- One reception in the Merchant Gallery at exhibition of choice (subject to availability)
- Listing in Center’s *Bits & Pieces Newsletter* sent to a mailing list of over 4,000
- Sponsor’s name featured on Caton Merchant Family Art Gallery page of the Center’s website
- Sponsor’s name displayed on Sponsor page of the Center’s website
- First right of refusal for next year’s sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$2,500
- Payment and ad copy to be received by Center one month prior to sponsorship year.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Address

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Email Address



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**"1st Sunday Dance" Sponsorship**

*"The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality."*

***Annual Sponsorship at \$1,200 level will receive: (SOLD)***

- Twelve "1<sup>st</sup> Sunday Dances"
- Sponsor's name & logo displayed in dance hall lobby
- Sponsor's name in all marketing pieces for "1<sup>st</sup> Sunday Dances"
- Sponsor's name featured in three issues of *Bits & Pieces Newsletter* - 6,000 of each issue published
- Sponsor's name & logo on Ballroom or 1<sup>st</sup> Sunday Dance page of Center's website
- Sponsor's name and logo will be featured on the Sponsorship page of Center website
- Two complimentary tickets per dance – total of 24 tickets
- Coupons/promotional materials may be displayed in dance hall lobby
- First right of refusal for next year's sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$1,200
- Payment and ad copy to be received by Center one month prior to sponsorship year.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

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Mailing Address

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Email Address



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**Center for the Arts Website Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Sponsorship at \$2,500 level will receive: (SOLD)***

- Sponsor’s name and logo exclusively featured on home page of Center’s website for one year
- Sponsor’s name and logo will be included in all website promotional publicity
- One reception in the Merchant Gallery or Kellar Theater (subject to availability)
- First right of refusal for next year’s sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$2,500
- Payment and ad copy to be received by Center two months prior to sponsorship start

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Email Address



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**SummerSounds Concerts Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Sponsorship at \$5,000 level will receive: (SOLD)***

- Six concerts per summer
- Sponsor’s signage displayed at concerts
- Sponsor’s name on banner over Center St. in downtown Manassas
- Sponsor highlighted in the spring *Bits & Pieces Newsletter* -6,000 published
- Sponsor highlighted in the Summer Camp/Class Catalog – 8,000 published
- Center will publicize your sponsorship in advance of shows through: newspaper ads and articles, posters placed in area businesses, and at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and two Chamber of Commerce offices
- Sponsor’s name & logo posted on SummerSounds page of Center’s website
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor’s name announced at concerts by Center emcee
- Historically, each concert is attended by approximately 600 - 1000 people
- First right of refusal for next year’s sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$5,000
- Payment and ad copy to be received by Center two months prior to first concert

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Sponsorship Date(s)

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

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**Pied Piper Theatre Season Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Sponsorship at \$5,000 level will receive: (SOLD)***

- Three productions per season
- Sponsor advertisement in all three programs – inside cover
- Sponsor’s name and logo featured in Pied Piper Theatre articles of Center’s *Bits & Pieces Newsletter* - fall and winter issues – 6,000 of each issue published
- Center will publicize your sponsorship in advance of shows through: newspaper ads and articles, posters placed in area businesses, and at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and two Chamber of Commerce offices
- Sponsor’s name and logo highlighted on Pied Piper Theatre page of Center’s website for duration of Pied Piper season
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor’s name and logo on signage in lobby area at all three productions
- 20 complimentary tickets to each of three Pied Piper Theatre productions
- Sponsor may have display table for promotional items at all three productions
- Sponsor’s name announced at all shows by emcee
- Pied Piper Theatre productions historically attracts over 6,000 attendees each season
- First right of refusal for following year’s sponsorship
- Sponsor’s ad or coupon on back of ticket for one performance

***Sponsor Commitments:***

- Level of sponsorship - \$5,000
- Payment and ad copy to be received by Center one month prior to production start date

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Company Name

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Sponsorship Date(s)

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Contact Person

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Phone

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Sponsor Signature

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Date

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**Rooftop Productions Sponsorship**

*“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”*

***Sponsorship at \$2,500 level will receive: (SOLD)***

- Exclusive advertising rights for Rooftop Production show
- Two Rooftop Production shows per season
- Sponsor’s name featured in all publicity pieces for both productions
- Full page advertisement in programs – front inside
- Center will publicize your sponsorship in advance of show through: newspaper ads and articles, posters placed in area businesses, and at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and two Chamber of Commerce offices
- 10 complimentary tickets to Rooftop Productions show
- Sponsor’s name & logo posted on Rooftop Productions page of Center’s website for duration of Rooftop Production’s season
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor’s name & logo on signage in lobby area at entrance to Kellar Theater
- One reception in the Merchant Gallery or Kellar Theater (subject to availability)
- Sponsors name announced at all shows by emcee
- Rooftop Production shows historically attracts 500-600 attendees
- Sponsor may have display table for promotional items at all shows
- First right of refusal for following year’s sponsorship

***Sponsor Commitments:***

- Level of sponsorship - \$2,500
- Payment and ad copy to be received by Center one month prior to beginning of season.

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Company Name

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Sponsorship Date(s)

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Contact Person

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Phone

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Sponsor Signature

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Date

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Mailing Address

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Email Address