



**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)

**2012**  
***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.”*





**2012 SummerSounds Concerts Sponsorship**

*“The Mission of the Center of 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: (1 Sponsorship Available)***

- 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 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, libraries, at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and the Chamber of Commerce
- 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

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

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



**2011-2012 Pied Piper Theatre Season Sponsorship**

*“The Mission of the Center of 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: (3 Season Sponsorships available)***

- Three productions per season/four performances per production
- Sponsor advertisement in all three programs – inside front cover
- Sponsor’s name and logo featured in Pied Piper Theatre articles
- The Center will publicize your sponsorship in advance of shows through: newspaper ads and articles, posters placed in area businesses, at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and the Chamber of Commerce
- 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 theatre 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

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

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

\_\_\_\_\_  
 Phone

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

\_\_\_\_\_  
 Date

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 Mailing Address

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 Email Address



**2011-2012 Program & Events Catalog Sponsorship**

*“The Mission of the Center of 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 Program & Events Catalog advertising rights
- 12,000 copies published in September
- 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 – over 5,000 addresses
  - Prince William County Government Center
  - Prince William County libraries
  - Prince William County Chamber of Commerce
  - Hylton Performing Arts Center
  - Manassas Visitor’s Center
  - Manassas City Hall
  - Center for the Arts at the Candy Factory
  - Prince William Association of Realtors
  - Prince William County Schools
- 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

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 Company Name

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 Sponsorship Date(s)

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 Contact Person

\_\_\_\_\_  
 Phone

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

\_\_\_\_\_  
 Date

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 Mailing Address

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 Email Address



**2012 Summer Camp/Class Catalog Sponsorship**

*“The Mission of the Center of 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
- 8,000 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 – OVER 5,000 addresses
  - Prince William County Government Center
  - Prince William County libraries
  - Prince William County Chamber of Commerce
  - Manassas Visitor’s Center
  - Manassas City Hall
  - Center for the Arts at the Candy Factory
  - Prince William Association of Realtors
  - Prince William County Schools
- 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

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 Company Name

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 Sponsorship Date(s)

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 Contact Person

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 Phone

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

\_\_\_\_\_  
 Date

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 Mailing Address

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



**2012 Center for the Arts Website Sponsorship**

*“The Mission of the Center of 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: (1 Annual Sponsorship Available)*

- 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
- 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

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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



**2012 Patron of the Arts Sponsorship**  
*(8 Sponsorships Available)*

*“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.”*

***A Sponsor at the \$2,500 level is entitled to:***

- Sponsor’s name prominently displayed on plaque in the lobby of the Candy Factory
- One reception in the Merchant Gallery at exhibition of choice (subject to availability)
- 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

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Company Name

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Sponsorship Date(s)

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

\_\_\_\_\_  
Phone

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Sponsor Signature

\_\_\_\_\_  
Date

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Mailing Address

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Email Address



**2012 "1st Sunday Dance" Annual Sponsorship**

*"The Mission of the Center of 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: (1 Sponsorship Available)***

- Twelve "1<sup>st</sup> Sunday Dances" per year
- 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 & logo on Ballroom or 1<sup>st</sup> Sunday Dance page of Center's website for one year
- 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.

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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

\_\_\_\_\_  
 Date

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 Mailing Address

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 Email Address



**2011-2012 Rooftop Productions Season Sponsorship**

*“The Mission of the Center of 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: (1 Sponsorship Available)***

- Exclusive advertising rights for Rooftop Productions season
- Two Rooftop Production shows per season (12 performances)
- Sponsor’s name & logo in all publicity pieces for both productions
- Full page advertisement in programs – front inside
- 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 the Chamber of Commerce
- 10 complimentary tickets to each of two Rooftop Productions shows
- 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
- Sponsors name announced at all shows by emcee
- Rooftop Production shows historically attracts 400-500 attendees
- Sponsor may have display table for promotional items at all shows
- First right of refusal for following year’s sponsorship
- Sponsor’s ad or coupon on back of tickets for both shows

***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

\_\_\_\_\_  
 Date

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 Mailing Address

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 Email Address