



CENTER FOR THE ARTS

At the Candy Factory

9419 Battle St.

Manassas, VA 20110

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www.center-for-the-arts.org

2010

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.”

2010

Center for the Arts

SPONSORSHIP OPPORTUNITIES

<u>Sponsorship Programs</u>	<u>Levels</u>	<u>Sign me up</u>
1. Education Sponsor 2009-2010 "Arts on the Go" 1@ \$10,000 "Off the Wall" Student Art Exhibit	1@ \$7,000	<u>SOLD -POTOMAC SCIENCE CENTER</u> <u>SOLD-LOCKHEED MARTIN</u>
2. SummerSounds Concerts 2010	1 @ \$5,000	<u>SOLD- MICRON</u>
3. Pied Piper Theatre Season "Charlotte's Web" 'Nov. 2010 "Mulan Jr." Jan. 2011 "The Sound of Music" May 2011	3 @ \$5,000	_____ _____ <u>SOLD KELLAR FAMILY FUNDATION</u>
4. Program & Events Catalog 2010-2011	1 @ \$3,000	_____
5. Summer Camp/Class Catalog 2010	1 @ \$3,000	<u>SOLD- VA WOMEN'S HEALTH ASSOC..</u>
6. Bit & Pieces Newsletter Fall 2010 Winter 2011	2 @ \$3,000	_____ _____
7. Center for the Arts Website '10	1@ \$2,500	<u>SOLD-RAVEN SERVICES</u>
8. 2010 PATRONS OF THE ARTS Merchant Family Gallery Sponsors (See attached sheet for details of each exhibit)	8 @ \$2,500	
		<u>SOLD LOCKHEED MARTIN</u> <u>SOLD SALLY & CARL LAY</u> <u>SOLD DOMINION POWER</u> <u>SOLD PRINCE WILLIAM HOSPITAL</u>
9. 1 st Sunday Dances 2010-2011	1 @ \$1,200	<u>SCOTT & JENNIFER HATTEN</u>
10. Rooftop Productions Season 2010-2011	1 @ \$2,500	_____

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2010 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 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

Mailing Address

Email Address

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2010-2011 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 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

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address

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2010-2011 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
- 8,000 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 - 4,500 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
 - Prince William Association of Realtors
- 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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2010 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 - 4,500 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
 - Prince William Association of Realtors
- 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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2010 Bits & Pieces Newsletter 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 \$3,000 level will receive: (3 Sponsorships Available)

- *Bits & Pieces Newsletter* published three times per year
- Sponsor will receive quarter page advertisement in *Bits & Pieces Newsletter*
- 6,000 copies published – each issue
- Sponsor’s name & logo on the *Bits & Pieces Newsletter* front and back cover
- Distribution includes but is not limited to:
 - Center’s mailing list - 4,500 addresses
 - Prince William County/Greater Manassas Chamber of Commerce
 - Prince William Regional Chamber of Commerce
 - Manassas Visitor’s Center
 - Center for the Arts at the Candy Factory
 - Prince William Association of Realtors
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- One reception in the Merchant Gallery or Kellar Theater (subject to availability)
- 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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2010 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

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address

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2010 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 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 4,500
- 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

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address

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2010 "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 "1st Sunday Dances" per year
- Sponsor's name & logo displayed in dance hall lobby
- Sponsor's name in all marketing pieces for "1st 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 1st 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.

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address

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2010-2011 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 two Chamber of Commerce offices
- 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.

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address