

09/10

LA BOHÈME PUCCINI
ORPHÉE GLASS
COSÌ FAN TUTTE MOZART
TROUBLE IN TAHITI BERNSTEIN
THE BARBER OF SEVILLE ROSSINI



love &
MARRIAGE

PORTLAND
OPERA

CHRISTOPHER MATTALIANO
GENERAL DIRECTOR

WWW.PORTLANDOPERA.ORG

CORPORATE
SPONSORSHIP
PACKAGES

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PORTLAND OPERA SPONSORSHIPS

A great **MARRIAGE of marketing and charitable contribution with entertainment and promotional benefits you will **LOVE!****

Portland Opera and You

When you sponsor Portland Opera, you are partnering with one of the most successful nonprofit organizations in the region. Last season, Portland Opera brought more than 350,000 people to the Keller Auditorium with our Opera and Broadway series performances, and rebroadcasts of all of our operatic productions on All Classical 89.9 KBPS radio reached an additional 215,000 people.

Our audience demographic is one many businesses look to cultivate: nearly half of our patrons have masters degrees, with the majority being high net-worth individuals who identify themselves either as professionals or retired professionals.

Your investment keeps us sustainable

Even with sold-out houses, ticket income covers only 48% of the cost of producing world-class operatic performances. Support from individuals and businesses make it possible for us to continue to provide high-quality performances *and* to keep ticket prices affordable.

Persuasive reasons why you will want to be a sponsor:

A safe and responsible investment...

Portland Opera is committed to responsible business practices, ending our last fiscal year with a balanced budget. In fact, 10 of the past 11 seasons we have run our business in the black— a record matched by few major arts organizations in our region or nationally!

Our audiences are growing and taking notice...

Last season, Portland Opera averaged an audience attendance of 87% capacity at the 2,929 seat Keller Auditorium, with record ticket sales. An independent survey of our audience confirms that more than half of our patrons view our corporate sponsors favorably and take notice of their ads in our programs.

A full menu of options and new incentives...

You asked and we listened! We have completely restructured our sponsorship levels and benefits for the 2009-10 season with opportunities for you to partner with other businesses for even greater exposure at reasonable prices.

Increasing the reach of your marketing budget...

Sponsorships are not only tax deductible, but you also receive great marketing and branding opportunities for your business—a great way to stretch your marketing dollars!

Menu of Sponsorships Available By Pricepoint for The 2009-10 Opera Season

\$50,000 to \$100,000

- Over the Title Season Sponsor
- Season Sponsor of either our Orchestra, Chorus, or Production Designs

\$25,000 to \$30,000

- Exclusive Camerata Lounge Sponsor (Call for details)
- Exclusive Sponsor of a Portland Opera Production or Artist
- Primary *Portland Opera To Go* Sponsor

\$12,500 to \$20,000

- Season Sponsor of our Rush Ticket or Dress Rehearsal Programs (Call for details)
- Exclusive Performance Sponsor
- Sponsor of the Studio Artist Chamber Opera Production
- Co-Sponsor of a Portland Opera Production or Artist
- *Portland Opera To Go* Sponsor

\$8,000 to \$10,000

- Performance Co-Sponsor
- Camerata Dinner Primary Sponsor
- *Portland Opera To Go* Sponsor

\$5,000

- Rush Ticket or Dress Rehearsal Education Sponsor
- Co-Sponsor of the Camerata Dinner Event

BENEFITS AVAILABLE FOR ALL SPONSORSHIPS OF \$5,000 OR GREATER:

- ✓ Recognition as a corporate sponsor in all 2009-10 Opera programs
- ✓ Logo and hyperlink to your business on the sponsor page of Portland Opera's website
- ✓ Recognition on the Supertext screen at your sponsored opera
- ✓ Employee discounts on Portland Opera and Broadway tickets when purchased through our website with a special sponsorship code
- ✓ Invitations to exclusive Portland Opera events including season preview and cast parties
- ✓ Partner discounts on opera program ads
- ✓ Flexibility to custom craft your own benefit package (per IRS guidelines for charitable sponsorships)

FUN FACTS TO CONSIDER:

- 45% of our audience are professionals or management/executives
- More than half of our audience have annual household incomes of \$75,000 or greater
- Portland Opera programming books the Keller Auditorium 36 weeks each year
- 80% of our audience hold college degrees
- Portland Opera is one of the only arts organizations in Portland that has conducted an independent consumer profile of our audience

Sponsorships and Benefits

SEASON SPONSORSHIPS offer your business the greatest exposure to Portland Opera audiences. Whether you want to build up a high net-worth clientele or you want to brand your business as a major supporter of arts and culture in Portland, this is the most powerful level of sponsorship available to your business with great recognition and benefits.

Exclusive Over-The-Title Season Sponsorship—\$100,000

The best investment for your sponsorship dollars—only one available

- ✓ Your corporate logo over our “season” logo
- ✓ Overtitle logo in all forms of paid advertising for the entire season (print, radio, outdoor, web)
- ✓ Overtitle logo in all printed sales pieces and publications for the entire season (posters, programs, brochures and more)
- ✓ Editorial space in the front of each opera program for a sponsor letter or message
- ✓ Full page ad in all Portland Opera programs
- ✓ Corporate Banner in the lobby of the theatre
- ✓ Ten premier subscriptions

Season Sponsorships—\$50,000

Sponsor a full five-opera season in support of the Orchestra, Chorus, or Set & Costume Designs—only three available

- ✓ Your corporate logo in all forms of paid advertising for the entire season (print, radio, outdoor, web)
- ✓ Your corporate logo in all printed sales pieces and publications for the entire season (posters, programs, brochures and more)
- ✓ ½ page ad in all Portland Opera programs
- ✓ Corporate Banner in the lobby of the theatre
- ✓ Six premier subscriptions

The Power of Season Sponsorship

- Season and production sponsors enjoy up to *17 million* advertising and marketing impressions *per production*
- Each premier season subscription (five operas) is valued at \$468
- A full-page ad in a Portland Opera program is valued at \$1,820
- Your business will be able to make a presentation at our annual Camerata appreciation event

Special Benefits for all Season Sponsors

- Ability to arrange a special corporate function for your employees and clients with General Director Christopher Mattaliano and the artists of Portland Opera
- Signed posters and backstage photos available to VIPs of your company for all productions during the 2009-10 Portland Opera season

PRODUCTION & ARTIST SPONSORSHIPS offer your business the opportunity to help underwrite production costs for one of our five productions or sponsor one of the stars of the opera. This level of sponsorship offers terrific marketing and branding opportunities as well as some fantastic benefits, both in front of and behind the scenes.

New this season...be the exclusive sponsor of a full opera production/artist, or join with another business as a co-sponsor! Both options offer great benefits for businesses that want a high-profile relationship with Portland Opera.

Exclusive Production or Artist Sponsorship—\$25,000

- ✓ Your company logo in all forms of paid advertising for your sponsored production (print, radio, outdoor, web)
- ✓ Your company logo in all printed sales pieces and publications for your sponsored production (posters, programs, brochures and more)
- ✓ Full page ad in the program of your sponsored production*
- ✓ Corporate Banner in the lobby of the theatre
- ✓ Four premier subscriptions to the entire 2009-10 opera season
- ✓ Ability to work with Portland Opera to help coordinate a pre-performance function at the Keller Auditorium for up to 24 guests (costs of catering and other event expenses to be paid for by the sponsor)

* Exclusive artist sponsors will receive a half page horizontal color ad in the program and a special dinner or luncheon event with their sponsored performer.

Co- Production Sponsorship—\$15,000*

- ✓ Your company logo in all forms of paid advertising for your sponsored production (print, radio, outdoor, web)
- ✓ Your company logo in all printed sales pieces and publications for your sponsored production (posters, programs, brochures and more)
- ✓ 1/2 page ad in the program of your sponsored production[†]
- ✓ Corporate Banner in the lobby of the theatre
- ✓ Two premier subscriptions to the entire 2009-10 opera season

* Limit of two co-production sponsorships available for each production. Businesses in direct competition will not be partnered together.

[†] Artist co-sponsors will receive a 1/3 page square color ad in the program and a special dinner or luncheon event with their artist and co-sponsor.

Sponsor Benefits Available to all sponsors of \$8,000+

Posters signed by cast members of your sponsored opera

Photos with the stars of your sponsored opera backstage after the performance

All the benefits offered to our Camerata Circle donors including free parking, coat check, and passes to our exclusive Camerata Lounge during intermissions

Invitation to the private cast party of your sponsored opera



PERFORMANCE SPONSORSHIPS are perfect for the business that wants to treat employees and clients to a wonderful evening at the opera. You will receive complimentary and discounted tickets, free parking, and invitations to the Opera's Camerata Lounge where you will enjoy catered desserts and beverages during intermissions. You can even have photos taken backstage with the cast!

New this season...be an exclusive sponsor for an opera performance of your choice or join with other businesses as a co-sponsor of an evening of great opera.

Exclusive Performance Sponsorship – \$12,500*

- ✓ Eight premier tickets to the evening of your sponsored performance
- ✓ ½ page horizontal sponsorship ad in your sponsored show's program
- ✓ Private party for up to 24 of your guests and clients at the Keller Auditorium prior to your sponsored performance (sponsor responsible for catering fees)

*Available for all evenings except opening night performances

Shared Performance Sponsorships – \$8,000*

- ✓ Four premier tickets to the evening of your sponsored performance
- ✓ 1/3 page square sponsorship ad in your sponsored show's program

Benefits available for all Performance Sponsorships

- ✓ Your company name listed as a Performance Sponsor on the corporate sponsor page of all 2009-10 Portland Opera programs
- ✓ Your company's logo and hyperlink to your business included on the corporate sponsor page and your sponsored opera's page of the Portland Opera website
- ✓ 20% discount available on additional advertising in Portland Opera and Fred Meyer Broadway Across America Programs

EDUCATION SPONSORSHIPS help support Portland Opera's efforts to bring the world of opera and live musical performance to thousands of children, families, seniors and members of our armed services. Your investment will make opera accessible and affordable to thousands within our region. Here are some of the worthy programs your business can sponsor:

Student/Senior Rush Tickets—\$5,000 per production

This program provides \$10 tickets for students, seniors and military personnel to attend our mainstage performances, available at our box office one hour prior to every performance. More than 1,000 people will take advantage of these tickets during an average season. Benefits include:

- ✓ 4 orchestra rear tickets to your sponsored opera
- ✓ 1/3 page square sponsorship ad in the program of your sponsored production
- ✓ Sponsorship insert provided with all rush tickets

Student Dress Rehearsals—\$5,000 per production

Portland Opera provides access to our final dress rehearsals for middle school, high school and college students who would not otherwise be able to attend Portland Opera performances. Your investment in the program will help underwrite additional staff costs at the Keller Auditorium and the creation of educational support materials provided to participating schools. Benefits include:

- ✓ Two tickets to the opening night of your sponsored production
- ✓ 30 dress rehearsal tickets to your sponsored production
- ✓ 1/3 page square sponsorship ad in the opera program of your choice
- ✓ Your company and logo recognized on the supertext screen and mentioned by name from the stage during your sponsored dress rehearsal

Studio Artist Chamber Opera Sponsor—\$15,000

Portland Opera's Studio Artist Program provides in-depth training and performance experience for five early-career professional singers. These young professionals will spend a two-year residency with Portland Opera honing their craft. The highlight of this season's program is the Chamber Opera production of *Trouble in Tahiti* performing at the Newmark Theatre March 26, 28 and April 1 & 3, 2009. Benefits include:

- ✓ Four tickets to the opening night performance of *Trouble in Tahiti*
- ✓ ½ page ad in the *Trouble in Tahiti* program
- ✓ Corporate recognition on the Studio Artist page of the Portland Opera website
- ✓ Photos with the Studio Artists backstage following the *Trouble in Tahiti* performance, and invitation to the post-show cast party

Portland Opera To Go—from \$5,000 to \$25,000

This is the Pacific Northwest's largest performing arts tour and educational outreach program, providing performances and all-day artists residencies in schools throughout the entire state of Oregon and Southwest Washington. Your support will help underwrite the costs of bringing this program to more than 15,000 young people.

Benefits commensurate with size of gift. Please call for additional program details.



EVENT SPONSORSHIPS acknowledge the major donors and corporations that bring great opera to Portland. Our signature event each spring is the **Camerata Dinner**. This event includes a cocktail hour, dinner, musical entertainment, and the presentation of the **Aubrey N. Morgan Award**, given to an individual who has made a substantial contribution to the growth and development of Portland Opera. Your sponsorship will help underwrite the cost of this event, which we provide as a free benefit to our generous donors.

Camerata Dinner event sponsor at \$10,000 level

- ✓ Six tickets to the opera of your choice during the 2009-10 season
- ✓ One table for eight guests reserved for your company at the Camerata Dinner
- ✓ A representative from your company is invited to make a short sponsor presentation from the podium during the event
- ✓ Your company recognized by name or logo as a corporate sponsor of the Camerata event in all invitations, publicity mailings, and in the official event program
- ✓ Your company may provide a branded take-away gift at the event
- ✓ Your company may provide sponsor banners or posters to be displayed during the event (appropriate signage and size is dependent upon venue requirements)

Benefits for co-sponsorship at the \$5,000 level

- ✓ Two tickets to the opera of your choice during the 2009-10 season
- ✓ Four reserved seats for your company at the Camerata Dinner
- ✓ Your company recognized by name or logo as a corporate sponsor of the Camerata event in all invitations, publicity mailings, and in the official event program
- ✓ Your company may provide a branded take-away gift at the event

TO RESERVE YOUR SPONSORSHIP OR FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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