



Performance
Sponsorship
at the
Mayo Performing
Arts Center

About The Mayo Performing Arts Center

The Mayo Performing Arts Center (MPAC), located in the heart of historic Morristown, NJ, presents a diverse range of over 300 events and 100 arts education programs to over 165,000 patrons and 40,000 students each year, as well as provides a significant economic stimulus for the town and region.

MPAC is not only a leading arts presenter and educator in New Jersey, but it is also nationally and internationally acclaimed. The Theatre venue is currently ranked 50th in the world based on ticket sales. In 2016, it was named an “Outstanding Historic Theatre” by The League of Historic American Theatres.





History

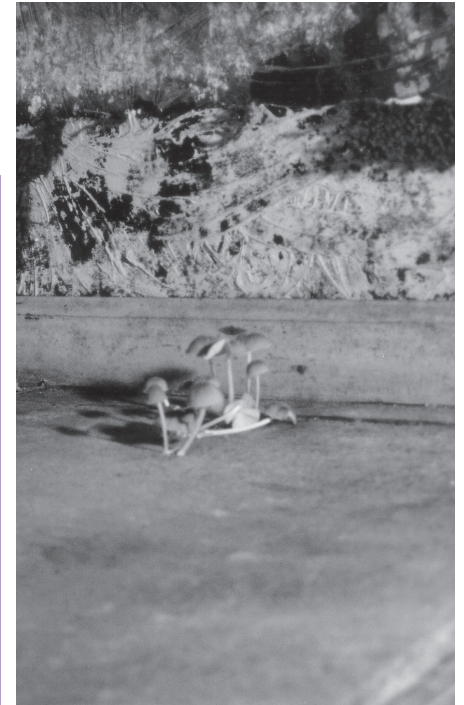
In 1937, Walter Reade opened the 1,300-seat Community Theater on South Street in Morristown, which, at that time, was touted as the “crown jewel” of his cinema chain and most beautiful theater in America. However, after several decades, attendance declined, the building fell into disrepair and its doors were closed. In 1994, community volunteers donated countless hours and resources to shovel out mushrooms and debris, patch the roof, and restore the structure.

It was re-opened with a sold-out concert featuring the Kirov Orchestra and began its first season with 13 performances and total revenues of slightly more than \$200,000. This marked the Theatre’s rebirth as the South Street Theater Company, the community’s new performing arts organization and venue. In 1995, the South Street Theater Company purchased the building to serve the arts needs of the community.



In response to its steady popularity and growth, the Theatre concluded an expansive \$7.2 million capital campaign in 2010 which transformed the Theatre into a first-class performing arts center, and in May 2011, the Theatre officially changed its name to the Mayo Performing Arts Center (MPAC) to better reflect its expanded scope of operations and diversity of programming.

Today, designated a “Major Presenting Organization” by the New Jersey State Council on the Arts and awarded 2016 Outstanding Historic Theater by the League of American Historic Theaters, MPAC operates on a budget of over \$12.5 million and is a vital cultural and economic engine for the region.



Who Does the Mayo Performing Arts Center Serve?

Audience Members

Each season, MPAC serves more than 200,000 patrons and children.

- 54% Morris County
- 27% Somerset, Essex, Union, Passaic, Sussex and Bergen Counties
- 19% from the other 14 counties in NJ, as well as nearby states



MPAC's audience is mostly affluent ...

Artists

MPAC's events serve not only our patrons, but the arts community at large. MPAC annually requires the services of over 3,000 technicians, artists, and artists' staff members.



Arts Education Students

MPAC's education programs serve over 40,000 school-children, adults and families through programs held onsite and throughout the region.



MPAC also serves low-income students by offering need-based financial aid for onsite courses and free outreach programs in Morristown and Paterson.

Schools

Each year, over 11,000 students attend school-time educational events at MPAC. We also MPAC serve over 800 students through artist-in-residency programs in Bergen and Morris Counties.



Businesses and Companies Throughout Morristown & Northern NJ



The arts mean business. Nowhere is this more evident than in Morristown where the Mayo Performing Arts Center has ignited a rejuvenation since its reincarnation as an arts center in 1994. Today, the Theatre is an economic engine for the town and region, generating over \$15 million in annual revenue for local businesses.

Each Season, over 10 businesses sponsor main stage events, 50 are Business Circle Members, 15 provide grants, and 50 advertise, strengthening MPAC's mission and making Morristown a better place to live and work.

World-Class Performances & Events



MPAC connects with our audience through the diversity of our offerings and the artistic excellence of our presentations.

The Theatre presents over 300 events annually, including year-round performances on our Main Stage, in our auxiliary performance space (The Starlight Room), and at public and private venues throughout the region.

MPAC's Main Stage presentations feature popular artists from a wide array of genres, including contemporary (rock, pop, country, jazz, blues, Americana), comedy, dance (ballet and contemporary), musical theatre, Kids' Club, school-time educational shows, world cultures, classical and more. To see your full list of events this season, visit www.mayoarts.org.



Performance Sponsorship at MPAC

Entertainment



The Starlight Room, MPAC's Member Lounge & Popular Reception Space for Event Sponsors

Corporate Sponsors enjoy VIP access to events presented by MPAC. Guests often experience meet-and-greets with world-renowned artists and lecturers, and host pre-event receptions in MPAC's recently renovated Starlight Room and Balcony Art Lobby.



Jonathan Pearson, Executive Director at Horizon BCBSNJ with Dr. Mehmet Oz

Corporate Sponsors receive outstanding visibility among MPAC's vast network of patrons. Marketing and advertising benefits - from inclusion in our publications, on tickets and our marquee, in donor rosters and much more - associate brands with artists and MPAC, and make thousands aware of a sponsor's community engagement.

Visibility



A Sponsor Acknowledgment on MPAC's Outdoor Marquee



A Sponsor Information Table in MPAC's Main Lobby Preceding an Event

Philanthropy



Students Singing at a Free After School Outreach Program in Paterson



Students Warming Up for The Miracle Project: New Jersey, a program for Children with Autism and other Special Needs

In addition to the return-on-investment provided by event sponsorship, companies demonstrate corporate responsibility by investing in a beloved non-profit organization that is enriching the lives of the community it serves. MPAC makes Morristown a location where people enjoy living and working, and plays an important role in the town's resurgence.

Premium Sponsorship

~ \$15,000 ~

Entertainment

Event Specific Benefits

- 16 premium tickets for the performance
- Access to purchasing up to 20 additional premium seats even after the performance sells out
- Artist meet-and-greet (subject to artist approval)

Year Round Benefits

- Special employee discounts for one year (e.g. 10% off Section B tickets for most MPAC performances and monthly BOGO “buy one, get one” offers on select events)

Hospitality

- Pre-Show Reception with complimentary light hors d’orderves, wine, beer and other refreshments (or at-cost catering of the sponsor’s choosing)

Visibility

Advertising

- Full-Page Color Ad in Program Book (or a black and white ad opposite the event title page in the Program Book)
- Inclusion in print & online advertisements promoting the performance
- Post-performance e-mail to ticket buyers thanking sponsor, with an opportunity to include a special message or offer
- Opportunity to display company materials in the Theatre before and during the performance
- Ad Insert in 2,500 ticket envelopes

Company Name & Logo Placement

- Company name on tickets sold to the performance
- Company name and link included in at least two weekly performance e-blasts (each to 60,000 subscribers)
- Company name on outdoor theatre marquee whenever the sponsored performance is mentioned
- Logo on prominent outdoor theatre signage leading up to and including the performance
- Logo and company website link on MPAC website for the entire season (100,000 visits monthly)

Recognition

- Recognition of sponsorship at the Theatre on the evening of the performance
- Opportunity for a company representative to receive a plaque and say a few words on stage (subject to artist approval)
- Acknowledgment Insert in the performance Program Book
- Acknowledgments on both MPAC’s Facebook page and Twitter page
- Company name included in “Supporters of the Theatre” roster in Program Books throughout the Season

Gold Sponsorship

~ \$10,000 ~

Entertainment

Event Specific Benefits

- 12 premium tickets for the performance
- Access to purchasing up to 24 additional premium seats even after the performance sells out
- Artist meet-and-greet (subject to artist approval)

Year Round Benefits

- Special employee discounts for one year (e.g. 10% off Section B tickets for most MPAC performances and monthly BOGO “buy one, get one” offers on select events)

Hospitality

- Opportunity to host a Pre-Show Reception prior to selected performance (at cost)

Visibility

Advertising

- Full-Page Black and White Ad in the Program Book, opposite the event title page
- Inclusion in print & online advertisements promoting the performance
- Opportunity to display company materials in the Theatre before and during the performance

Company Name & Logo Placement

- Company name on tickets sold to the performance
- Company name and link included in at least two weekly performance e-blasts (each to 60,000 subscribers)
- Company name on outdoor theatre marquee whenever the sponsored performance is mentioned
- Logo on prominent outdoor theatre signage leading up to and including the performance
- Logo and company website link on MPAC website for the entire season (100,000 visits monthly)

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- Acknowledgments on both MPAC’s Facebook page and Twitter page
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Silver Sponsorship

~ \$7,500 ~

Entertainment

Event Specific Benefits

- 10 premium tickets for the performance
- Access to purchasing up to 26 additional premium seats even after the performance sells out

Year Round Benefits

- Special employee discounts for one year (e.g. 10% off Section B tickets for most MPAC performances and monthly BOGO “buy one, get one” offers on select events)

Hospitality

- Opportunity to host a Pre-Show Reception prior to selected performance (at cost)

Visibility

Advertising

- Full-Page Black and White Ad in the Program Book, opposite the event title page
- Inclusion in print & online advertisements promoting the performance

Company Name & Logo Placement

- Company name and link included in at least two weekly performance e-blasts (each to 60,000 subscribers)
- Company name on outdoor theatre marquee whenever the sponsored performance is mentioned
- Logo on prominent outdoor theatre signage leading up to and including the performance
- Logo and company website link on MPAC website for the entire season (100,000 visits monthly)

Recognition

- Recognition of sponsorship at the Theatre on the evening of the performance
- Acknowledgment Insert in the performance Program Book
- Acknowledgments on both MPAC’s Facebook page and Twitter page
- Company name included in “Supporters of the Theatre” roster in Program Books throughout the Season

Bronze Sponsorship

~ \$5,000 ~

Entertainment

Event Specific Benefits

- 6 premium tickets for the performance
- Access to purchasing up to 30 additional premium seats even after the performance sells out

Year Round Benefits

- Special employee discounts for one year (e.g. 10% off Section B tickets for most MPAC performances and monthly BOGO “buy one, get one” offers on select events)

Visibility

Advertising

- Half-Page Black and White Ad in the Program Book, opposite the event title page
- Inclusion in print & online advertisements promoting the performance

Company Name & Logo Placement

- Company name and link included in at least two weekly performance e-blasts (each to 60,000 subscribers)
- Logo on prominent outdoor theatre signage leading up to and including the performance
- Logo and company website link on MPAC website for the entire season (100,000 visits monthly)

Recognition

- Recognition of sponsorship at the Theatre on the evening of the performance
- Acknowledgment Insert in the performance Program Book
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Recent Performance Sponsors

