



# Corporate Sponsorships

**2024-2025 SEASON**

DAYTON PERFORMING ARTS ALLIANCE

*Opera Philharmonic Ballet*

# About the Dayton Performing Arts Alliance

The Dayton Performing Arts Alliance was created in 2012 in a historic merger of three legacy organizations.

- Dayton Ballet (the Dayton Ballet School was founded in 1927 and the Professional Company was founded in 1937).
- Dayton Philharmonic Orchestra (the Professional Orchestra was founded in 1933 and the Youth Orchestra was founded in 1938).
- Dayton Opera (was founded in 1962).

Today, DPAA is a single, integrated organization working together toward a single, shared purpose—to inspire people of all ages and backgrounds to fall in love with the performing arts.

## DPAA by the Numbers

- Annual operating budget: \$8 million
- 65% contributed / 35% earned
- 59,010 tickets sold in 2022–2023 Season

## Learning and Community Engagement

- Served approximately 50,926 in 2022–2023
- Contributed to \$214m in regional economic impact

## Dominant Characteristics of Our Core Audience

- Adults, aged 30–90
- Suburban homeowners with a household income of \$75,000
- Educated, with a Bachelor's Degree or higher
- Retired or employed full-time

## Sponsorships Levels & Benefits

### All Corporate Partners receive benefits, including:

- Complimentary Tickets (valued at \$69 each) that can be used at all DPAA events throughout the season (except *The Nutcracker* and *Handel's Messiah*)
- Recognition in 3 editions (1 full season) of the DPAA printed program (listing, logo placement, or ad space is dependent on level)
- Recognition on the DPAA website (linked logo and/or text dependent on level)
- Invitation to an annual thank-you event for corporate sponsors

### Overture – \$1,000

- **4 Complimentary Tickets**
- Listing in the DPAA printed program
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

### Intermezzo – \$2,500

- **6 Complimentary Tickets**
- Listing in the DPAA printed program
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

### Sonata – \$5,000

- **10 Complimentary Tickets**
- Listing in the DPAA printed program
- **Access to the Donor Lounge**
- Recognition on the DPAA website (listing)
- Invitation to annual thank-you event for corporate sponsors

## **Aria - \$10,000**

*Sponsor a performer (This evening's Piano soloist is sponsored by...)*

- **15 Complimentary Tickets**
- Listing in the DPAA printed program
- Access to the Donor Lounge
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

## **Concerto - \$15,000**

*Sponsor a program (DPAA's \$5 ticket program is sponsored by...)*

- **In Lobby activation/tabling (1 nights)**
- 20 Complimentary Tickets
- **Logo recognition on the back cover** of the DPAA printed program
- Access to the Donor Lounge
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

## **Legato - \$25,000**

*Production sponsorship (This production of Mozart's Jupiter Symphony is sponsored by...)*

- **Recognition on lobby digital signage (for performances at the Schuster Center and Victoria Theatre)**
- In Lobby activation/tabling (**2 nights**)
- **25 Complimentary Tickets**
- **Quarter-page ad** in the DPAA printed program
- Logo recognition on the back cover of the DPAA printed program
- Access to the Donor Lounge
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

## **Virtuoso - \$50,000**

*Series Sponsorship (The DPAA Family Series is sponsored by...) • Multi-year commitment for full recognition*

- **Recognition on weekly email newsletters (linked logo and/or text)**
- **Two co-created social media posts on DPAA channels**
- **VIP Event Invitations to performance receptions**
- Recognition on lobby digital signage (for performances at the Schuster Center and Victoria Theatre)
- In Lobby activation/tabling (**4 nights**)
- **50 Complimentary Tickets**
- Quarter-page ad in the DPAA printed program
- Logo recognition on the back cover of the DPAA printed program
- Access to the Donor Lounge
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

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## Levels & Benefits, continued

### Maestro – \$75,000

*(... is the official partner of DPAA) • Multi-year commitment for full recognition*

- Recognition on weekly email newsletters (linked logo and/or text)
- **Three** co-created social media posts on DPAA channels
- VIP Event Invitations to performance receptions
- Recognition on lobby digital signage (for performances at the Schuster Center and Victoria Theatre)
- In Lobby activation/tabling (**5 nights**)
- **75 Complimentary Tickets**
- **Half-page ad** in the DPAA printed program
- Logo recognition on the back cover of the DPAA printed program
- **Logo recognition in the annual printed season brochure**
- Access to the Donor Lounge
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

### Impresario – \$100,000

*Title Sponsorship (... Presents the Philharmonic Masterworks Series) • Multi-year commitment for full recognition*

- **Stage Recognition (each performance)**
- Recognition on weekly email newsletters (linked logo and/or text)
- **Four** co-created social media posts on DPAA channels
- VIP Event Invitations to performance receptions
- Recognition on lobby digital signage (for performances at the Schuster Center and Victoria Theatre)
- **100 Complimentary Tickets**
- Half-page ad in the DPAA printed program
- Logo recognition on the back cover of the DPAA printed program and in the annual printed season brochure
- Access to the Donor Lounge
- Recognition on the DPAA website
- Invitation to annual thank-you event for corporate sponsors

### In-Kind Sponsorships

DPAA accepts in-kind donations for goods and services needed for general operations. Organizations who make gifts-in-kind to DPAA will be listed as sponsors. The sponsorship level is dependent on the donating organization's self-assessed fair market value.



DAYTON PERFORMING ARTS ALLIANCE

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