



BUSINESS PARTNERS PROGRAM

AT JEFFERSON CENTER



MAKE A DIFFERENCE

...AND HAVE FUN DOING IT!

IT'S A WIN-WIN

Jefferson Center's Star City, Jazz Series, Jazz Club, and Family series of concerts have brought a world of global cultures to the region. Local companies that help underwrite the costs of professional presentations share the spotlight with world-renowned performers.

In addition to supporting extraordinary performances and inspiring collaborations, sponsoring a Jefferson Center event provides you the unique opportunity to connect with the community, to build brand awareness and show your company's support of the arts.

WE'LL FIND THE RIGHT MATCH

Select a concert series that fits your business's needs to reach potential customers in our audience.

EVENT ADD-ONS and EXCLUSIVE MARKETING

In addition to your Season Sponsorship, enhance your marketing and add to your recognition by choosing from a variety of events that put your name in front of hundreds of sophisticated party-goers while at the same time showing your employees and investors your dedication to our community.

Enjoy a fun and festive evening by sponsoring a pre or post performance EXCLUSIVE MEMBER LOUNGE. Get your name in front of local professionals, and reward your employees and clients with a private bar, catered refreshments and an opportunity to meet their favorite performer.

ADDITIONAL OPPORTUNITIES for EXCLUSIVE MARKETING

Associate your name with art, support our local artists and receive additional recognition when you sponsor a JEFFERSON CENTER FOUNDATION GALLERY EXHIBIT.

Become a Presenting Sponsor for a "Bonus Performance" and enjoy exclusive marketing exposure and unique benefits.



OUR MOST LOYAL FRIENDS

We count you among our most loyal friends. The benefits we offer are in recognition of your support and reflect a genuine desire to make area companies a part of our family; a partner in a sustainable venture to serve the community. We support your marketing goals as you support us. Your contribution is an essential aspect of our operation allowing us to provide our patrons the top level of entertainment they expect.

Five levels of sponsorship are intended to make our Business Partners Program accessible to all:

VISIONARY SPONSORS invest \$10,000

PLATINUM SPONSORS invest \$5,000

GOLD SPONSORS invest \$2,500

SUPPORTER SPONSORS invest \$1,000

PARTNER SPONSORS invest \$500

See attached benefit descriptions.

SERIES BENEFITS

Our Business Partners Program is adaptable to each sponsor's needs. We want you to be proud of your affiliation with Jefferson Center and recognized for your valued support.

PARTNER SPONSOR \$500

Company name on the Jefferson Center Sponsor website page
Company name on the Jefferson Center Sponsor banner displayed at Shaftman Performance Hall
Company name in Season Brochure and Playbill (*availability depends on publication deadline*)
(distribution 13,000)
Listing in Annual Donor Report
*20% discount on season ticket purchases *20% of contribution in box office credit
E - newsletters

SUPPORTER SPONSOR \$1,000

All Partner Sponsor Benefits Plus:
1 complimentary Solo Membership
Logo (with hyperlink to your website) on Jefferson Center's website.
More than 126,000 visitors annually.
Logo on stage screen prior to performances in Shaftman Performance Hall
Company LOGO on the Jefferson Center Sponsor Banner displayed at Shaftman Performance Hall
Company LOGO in Season Brochure (distribution 13,000)

GOLD SPONSOR \$2,500

All Supporter Sponsor Benefits Plus:
2 complimentary Solo Memberships
Advertising space available for purchase (*distributed at each JCF performance to an audience of up 900 per. Availability depends on publication deadline*)
Discount of 10% off rental fees for use of meeting /event spaces
*20% of contribution in box office credit

PLATINUM SPONSOR \$5,000

All Gold Sponsor Benefits Plus:
Logo in promotional materials
Posters
Flyers
Electronic Media (14,500 subscribers)
FREE half page ad in Season Playbill (*distributed at each JCF performance to an audience of up 900 per. Availability depends on publication deadline.*)
Announcement at every performance

VISIONARY SPONSOR \$10,000

All Platinum Sponsor Benefits Plus (excluding free half page ad in Season Playbill):
4 complimentary Solo Memberships
Top billing in promotional materials
Posters
Flyers
Electronic Media (14,500 subscribers)
FREE full page ad in Season Playbill (*distributed at each JCF performance to an audience of up 900 per. Availability depends on publication deadline*)



541 Luck Avenue, Suite 221
Roanoke, VA 24016

BOX OFFICE SCHEDULE

July 5 - July 11

Sponsors can use their "Membership" to PURCHASE Season Series Tickets at a 20% Discount – Before Public

July 12 - July 18

Sponsors can use their Box Office Credit toward INDIVIDUAL tickets

** Credits are redeemable during the current season for Jefferson Center Presents Performances only. Unused credits cannot be transferred to the following season.*

EXCLUSIVE MEMBER LOUNGE

Enjoy a fun and festive evening by sponsoring a pre or post performance EXCLUSIVE MEMBER LOUNGE. Get your name in front of local professionals or reward your employees and clients with a private bar and catered refreshments. Often the performer will also visit for a Meet-and-Greet.



Presenting Sponsor: \$2500

As a Presenting Sponsor, you will enjoy a Business Partner upgrade plus a complete turn-key event for you and your guests. This opportunity allows you to host an intimate event prior to a performance, as well as share your services with both our guests and yours. Jefferson Center provides a lovely lounge behind Shaftman Performance Hall, fully catered with heavy hors d'oeuvres and includes a private cash bar and volunteer hosts. We handle all of the invitations, RSVP's, catering and clean-up.

Benefits:

- Business Partner Benefit Upgrade
- Prominent sponsor recognition on all invitations, event-related marketing & promotional materials
- Sponsor listing on all at-event signage
- Up to 10 tickets to the concert - based on availability at time of Member Lounge Agreement
(box office credit may be used for additional tickets)
- Member Lounge entrance to your private guest list. (up to 50)
- Opportunity to display any products, services, or company marketing materials

Supporter Sponsor: \$1000

As a Supporter Sponsor of a Member Lounge, you will enjoy a Business Partner upgrade as well as an opportunity for you to create an intimate pre or post show experience for our shared guests.

Benefits:

- Business Partner Benefit Upgrade
- Sponsor listing on all at-event signage
- Up to 5 tickets to the concert - based on availability at time of Member Lounge Agreement
(box office credit may be used for additional tickets)
- Opportunity to display any products, services, or company marketing materials

(Dates to be determined)



SEASON LAUNCH PARTY - SEASON WRAP

Celebrate the beginning and/or end of Jefferson Center's performance season by recollecting the highlights and sneak peeks of the upcoming year's potential performances.



Presenting Sponsor: \$2500

As a Presenting Sponsor, you will enjoy a Business Partner upgrade plus a complete turn-key event for you and your guests. This opportunity allows you to host an exciting event prior to a performance, as well as share your services with both our guests and yours. Jefferson Center provides a lovely lounge in Fitzpatrick Hall, fully catered with heavy hors d'oeuvres and includes a private cash bar and volunteer hosts. We handle all of the invitations, RSVP's, catering and clean-up.

Benefits:

- Business Partner Benefit Upgrade
- Prominent sponsor recognition on all invitations, event-related marketing & promotional materials
- Sponsor listing on all at-event signage
- Up to 10 tickets to the concert - based on availability at time of Agreement
(box office credit may be used for additional tickets)
- Entrance for your private guest list. (up to 75)
- Opportunity to display any products, services, or company marketing materials

Supporter Sponsor: \$1000

As a Supporter Sponsor of a Season Launch or Wrap party, you will enjoy a Business Partner upgrade as well as an opportunity for you to create an exciting pre show experience for our shared guests.

Benefits:

- Business Partner Benefit Upgrade
- Sponsor listing on all invitations
- Up to 5 tickets to the concert - based on availability at time of Agreement
(box office credit may be used for additional tickets)
- Entrance for your private guest list. (up to 10)



(Dates to be determined)

JEFFERSON CENTER FOUNDATION GALLERY

A gallery sponsorship shows your investment in the arts and your support of local artists who make our city and region an interesting, lively place to live and work. Exhibit sponsors receive recognition and exposure for the duration of the show and the exclusive opportunity to host a private reception in the Fralin Atrium at the entrance of the Gallery such as an employee happy hour or a customer thank-you event.

Sponsorship: \$1000

Exclusive Benefits:

Prominent sponsor recognition on all exhibit-related marketing & promotional collateral: invitations and e-mails.

Sponsor recognition on in-gallery signage.

Invitations to the exhibit's public opening reception

Opportunities to speak to attendees at the opening reception

Opportunity to host a private reception in the Fralin Atrium at the entrance of the Gallery.

(Sponsor is responsible for any catering or additional event costs.)

