

# BECOME A SPONSOR!



**EDUCATE...**



**ENRICH...**



**ENTERTAIN!**

# 2021-2022 • Sponsorship Opportunities

## MacombCenter for the Performing Arts

44575 Garfield Road (at Hall Road), Clinton Township, MI 48038  
Macomb Community College—Center Campus



Discover. Connect. Advance.

### Sponsorship Benefits

		<b>INVESTMENT</b>		<b>SOLD OUT</b> Season Presenting Sponsor	<b>Series Sponsor*</b>	<b>Director Sponsor</b>	<b>Ticket Sponsor</b>	<b>Ticket Envelope Sponsor</b>	<b>Mobile App Sponsor</b>	<b>Supporter Sponsor</b>	<b>Single Show Sponsor</b>	
		<b>\$ 25,000</b>	<b>\$ 10,000</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 2,500</b>	<b>\$ 1,500</b>		
		All Events	Choose Series*	Choose 4 events				Choose 2 events	Choose 1 event			
Logo	Prominent placement on promotional materials	*										
	Digital Marquee (Corner of Hall & Garfield Roads)	*	*	*	*	*	*	*				
	Digital Display in Macomb Center Lobby	*	*	*	*	*	*	*				
	Website with hyperlink to YOUR website (entire season)	*	*	*	*	*	*	*				
	E-blast Campaigns	*	*	*	*	*	*	*				
	Promotional Materials		*	*	*	*	*	*				
Business Name Listing	'Single Show' Event Page on website with hyperlink to YOUR website								*	*		
	<b>On Stage Recognition</b> <i>Your business' name will be announced during curtain speech.</i>	*	*	*								
	<b>Face of Macomb Center Ticket</b> Prominent Placement		*									
	<b>On our website</b> <i>with hyperlink to YOUR website</i>								*			
	<b>Promotional Materials</b>								*			
	<b>Mobile APP</b> —placement on featured slide								*			
	<b>Single Show promotional materials</b>										*	
	<b>Donor Wall</b> —Permanent placement on wall, Macomb Center Lobby	*		*	*	*	*	*	*	*	*	
	<b>Donor Wall</b> —Digital Annual, Macomb Center Lobby			*	*	*	*	*	*	*	*	
	Complimentary Show Tickets	<i>Number of tickets vary based on sponsorship level:</i> <b>Season Presenting:</b> 2 tickets to each event throughout the season <b>Series:</b> 2 tickets per event within chosen series <b>Director:</b> 2 tickets per four chosen events <b>Ticket Sponsor:</b> 2 tickets to your choice of four events <b>Ticket Envelope Sponsor:</b> 2 ticket to your choice of four events <b>Mobile App Sponsor:</b> 2 tickets to your choice of four events <b>Supporter:</b> 2 tickets per two chosen events <b>Single Show:</b> 2 tickets to chosen sponsored event	*	*	*	*	*	*	*	*	*	*
Your Businesses Ad		Color— <i>Premium Placement</i> <i>Full-page in Season Program Book (5.5" wide x 8.5" high)</i>	*									
		Color <i>Full-page in Season Program Book (5.5" wide x 8.5" high)</i>		*								
		Color <i>Half-page in Season Program Book (5.5" wide x 4.25" high)</i>			*	*	*	*				
		Color <i>Quarter-page in Season Program Book (5.5" wide x 2.125" high)</i>								*		
		Color <i>Full-page in Show Program Book (5.5" wide x 8.5" high)</i>										*
		<b>SPONSOR DISPLAY RACK</b> <i>Display your promotional materials in our lobby</i>	*	*	*	*	*	*	*	*	*	*
<b>DISPLAY TABLE</b> <i>We will provide a 8' skirted-table for a member of your team to promote your business the day of the show</i>		*	*	*	*	*	*	*	*	*	*	
<i>*This benefit may change based on restrictions due to COVID-19.</i>												
Social Media	Social Media Shout Out: Facebook, Instagram and Twitter	*	*	*	*	*	*	*	*	*	*	
	<b>INVITATION(S) for 2</b> to exclusive events	*	*	*	*	*	*	*	*	*	*	
Miscellaneous	<b>NEWS RELEASE</b>	*	*									

\*Series: Broadway, Music, Family Fun, Page to Stage, Summer Workshops, Annual Choral Programs

#### Make Our Audience Yours

Each year, the Macomb Center for the Performing Arts distributes our Season Brochure to 45,000 loyal patrons. **ON STAGE program book is now digital.** With this interactive digital edition, by including your website URL in your ad, viewers can click on your ad and will be directed to your website. Becoming a sponsor can put your business directly into the hands of our audience! Whether through our lobby displays, ticketing envelopes, or Donor Wall—just to name a few—the Macomb Center can help increase your brand recognition. Our Patrons come from Wayne, St. Clair, Washtenaw, and Oakland Counties, making sponsorship an effortless way to expand your visibility beyond Macomb's borders.

#### Become a Sponsor Today!

##### Contact:

Kerrie L. Augustine  
Sales and Marketing Manager  
586.226.4737 • AugustineK@macomb.edu



**2021-2022 SEASON SPONSORSHIP AGREEMENT**

If applicable, see 'In-Kind Trade' conditions listed below.

**YES!** I/we are happy to participate as a 2021-2022 Sponsor as indicated below:

**MACOMB CENTER FOR THE PERFORMING ARTS**

- Presenting (\$25,000)  Ticket Sponsor (\$5,000)  Supporter (\$2,500)
- Series (\$10,000)  Ticket Envelope (\$5,000)  Mini-Series (\$2,500)
- Director (\$5,000)  Mobile App (\$5,000)  Show (\$1,500)

**LORENZO CULTURAL CENTER**

- National Geographic Series (\$15,000)  Winter Series (\$5,000)  Summer Series (\$2,000)

**SOAR (SOCIETY OF ACTIVE RETIREES)**

- Full Year Series (\$3,000)
- One Semester (\$1,200) *check below*
  - Summer 2021  Fall 2021  Spring 2022

**PLEASE LIST ME/US THE FOLLOWING WAY:**

COMPANY NAME (as it should appear on all publications)

CONTACT PERSON NAME AND TITLE

ADDRESS

CITY STATE ZIP

TELEPHONE

EMAIL WEBSITE

**PAYMENT INFORMATION:**

Enclosed is my/our Commitment of \$ \_\_\_\_\_ by:

DISCOVER  MASTERCARD  VISA

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CARD NUMBER SECURITY NUMBER EXP. DATE

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NAME AS IT APPEARS ON CARD SIGNATURE OF CARDHOLDER

**CHECK OR MONEY ORDER** Please make checks or money orders payable to: **Macomb Community College Foundation**

**INVOICE** me/us at the address listed above. All invoices will come from and are payable to Macomb Community College Foundation.

**I/we are unable to participate as a sponsor.** However, enclosed is a **SPECIAL CONTRIBUTION** of \$ \_\_\_\_\_

**IN-KIND TRADE AGREEMENT**

**SPONSOR AUTHORIZED SIGNATURE**

**DATE**

The terms of this Agreement are effective: July 1, 2021—June 30, 2022

**PLEASE RETURN YOUR COMPLETED FORM TO:**

**Mail:** Macomb Center for the Performing Arts, 44575 Garfield Road, CK-129, Clinton Township, MI 48038  
**Contact:** Kerrie L. Augustine, Sales and Marketing Manager | Phone: 586.226.4737 | Email: [AugustineK@macomb.edu](mailto:AugustineK@macomb.edu)