

# CORPORATE PARTNERS PROGRAM



PARTNERING WITH OVERTURE MAKES GOOD BUSINESS SENSE.



**167,000+**  
email subscribers,  
52% open rate



**500,000+**  
arts experiences, 37% in  
free/low-cost programs



**700+**  
annual events



**90,000+**  
social media  
followers



**570+**  
schools throughout  
Wisconsin engaged



**1.1 MILLION**  
annual marketing  
and communications  
impressions



**\$34.5M**  
local economic  
impact (2021/22)

ALL CORPORATE PARTNERS ENJOY:



**Recognition** on the website and in show programs and report to community.



**Access** to advance tickets and special employee discounts with a ticketing promo code, including concierge ticketing services.



**Access** to the donor lounge.



**Opportunity** for advanced group discounts on select Overture performances, including an additional 40% room rental discount to host a client or employee reception.



**Invitation** to special events and VIP tours.

*All benefits are valid for the 12-month period stated in the corporate partnership agreement and do not carry over to the next season.*

## OVERTURE PRESENTS SERIES PARTNERSHIPS | \$30,000 - \$5,000

Connect with Overture's audiences throughout the year with Overture Presents, a 25-30 show series featuring music, dance, theater, family-friendly shows, comedy and variety shows, enjoyed by 50,000 attendees.

	Title Partner \$30,000	Community Partner \$20,000	Leading Partner \$10,000	Supporting Partner \$5,000
Overture Presents complimentary tickets	40	25	12	6
Logo recognition in season promotions, digital and print marketing materials, digital tickets and website event pages	Primary	Secondary	Tertiary	Quaternary
Partner recognition in series' pre-show announcements	✓			
Partner logo projected in Overture Hall Lobby for series' shows	✓			
Room rental credit	\$1,600	\$1,400	\$800	\$400

## BROADWAY AT OVERTURE PARTNERSHIP\* | \$20,000

As Madison's exclusive Broadway venue, a Broadway at Overture partnership connects you with nearly 18,000 people during a one-week run. **Select ONE Broadway run during the season: eight shows, one week.**

- Partner logo recognition in print and digital show programs and season marketing, including a link to your business from the website show page.
- Full-page color ad in the sponsored-show program and logo on the program cover.
- Partner recognition in pre-show curtain announcement.
- Projected logo in Overture Hall Main Lobby during the run of the show.
- 10 complimentary tickets to the sponsored show.
- Invitations to exclusive Broadway engagement events, such as Cocktails with Tim & Karra.
- \$1,400 room rental credit.

*\*Partnerships are subject to show approval.*

## EDUCATION & ENGAGEMENT PROGRAM PARTNERSHIPS | \$20,000 - \$5,000

As a partner, you help Overture support and elevate our community's creative culture, economy and quality of life through the arts. Overture's free/low-cost programs reach Wisconsinites of all ages and socio-economic backgrounds. The free/low-cost programs offered include *Lullaby Project*, *Kids in the Rotunda*, *Disney Musicals in Schools*, *OnStage Student Matinees*, *International Festival*, *Galleries*, *Community Ticket Program*, *Spotlight Middle School Musical Theater Program*, *community partnerships*, *the Jerry Awards* and *My Melody*, providing nearly 200,000 experiences annually.

	Community Partner \$20,000	Leading Partner \$10,000	Supporting Partner \$5,000
Logo recognition on all program collateral, marketing materials and program page on Overture's website	Primary	Secondary	Tertiary
Recognition at all program performances or events	✓	✓	✓
Top-level logo with link on program web page	✓		
Partnership visibility opportunities, including social media promotions and press releases	✓		
Invitation to attend program performances with behind-the-scenes access (if possible)	✓	✓	✓
Room rental credit	\$1,400	\$800	\$400

## SERIES TITLE PARTNER | \$10,000 - \$25,000

*(Cabaret, Up Close, National Geographic Live or Duck Soup Cinema)*

- Logo recognition in season promotions, digital and print marketing materials, digital tickets and series' website event pages.
- Recognition on title page in program for each show.
- Full-page color ad in program of all series' performances.
- Recognition in pre-show curtain announcement.
- Complimentary tickets to each performance in sponsored series, based on availability.
- \$1,500 room rental credit.

## CUSTOM PARTNERSHIP OPPORTUNITIES | \$2,000 - \$10,000

Let us help you find the right fit for your business goals! Explore additional custom partnerships, such as the Donor Lounge, Take the Stage (Overture's signature donor stewardship event), Broadway Club discount offers and in-kind contributions.

Contact Maggie Weiser, Director of Corporate Partnerships, at [mweiser@overture.org](mailto:mweiser@overture.org) to create your custom partnership.