



8/17/21

FLORIDA STATE UNIVERSITY

ONPA

SPONSORSHIP OPPORTUNITIES

CELEBRATING 20 YEARS OF WORLD-CLASS PERFORMANCES

How Your Support Advances the PERFORMING ARTS in Our Community

2016–17 SEASON IN REVIEW

Our donors' generous contributions helped Opening Nights Performing Arts at Florida State University provide more than 75 performances, events and educational experiences in music, theatre, dance, film, spoken word and visual arts throughout the Big Bend area. Highlights include:

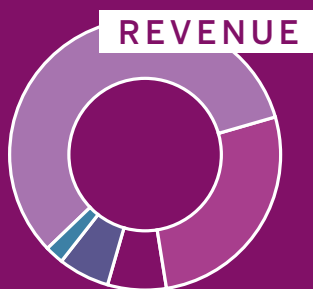
- **World-renowned artists** such as Smokey Robinson, Lily Tomlin, Chris Botti, Twyla Tharp Dance, Anne-Sophie Mutter, Wayne Shorter Quartet and Lang Lang
- Over **40 ticketed performances** on and off campus
- More than **35 free campus/community performances** and educational events
- More than **20,000 patrons** attended the season's events
- Increased **arts education in schools** by hosting a week-long North Florida School Tour in the fall for students in Leon and Jefferson counties
- **Free professional development workshops** for Leon County teachers through the **John F. Kennedy Center's Partners in Education** program
- **Campus partnerships** with the Florida State University College of Music, School of Theatre, School of Dance, College of Communications & Information, College of Motion Picture Arts, Department of Art Education, Creative Writing program, the Museum of Fine Arts, Student Life Cinema, MANCC, Center for Leadership & Social Change, and Black Faculty and Staff Network
- **Community collaboration** with the Tallahassee Museum (Saturday Matinée of the Arts), the Council on Culture & Arts (COCA), Leon County Schools, Goodwood Museum & Gardens, Pebble Hill Plantation, Tallahassee Symphony Orchestra, Tallahassee Community College, and Southern Shakespeare Company
- Visiting artists and performers provided **18 master classes**, lectures and Question and Answer sessions
- **20 percent of ticket sales were subsidized** so students from all local schools could attend for \$15

Join the more than 600 businesses and individuals supporting the performing arts in our community, making Tallahassee a destination for diverse artistic and cultural activities!

“The arts strengthen and enrich our communities, and Capital City Bank is dedicated to helping communities thrive. We are proud to have supported Opening Nights Performing Arts since its inception. Congratulations on 20 years of presenting world-class performances to our community.”

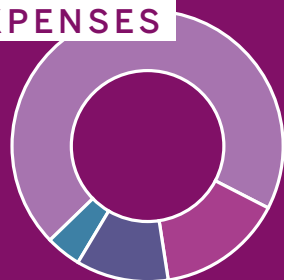
- Tom Barron
President, Capital City Bank

ONPA Budget



- TICKET SALES: 58%
- ANNUAL GIVING: 27%
- GRANTS: 7%
- FSU: 6%
- FSU FOUNDATION: 2%

EXPENSES



- PERFORMANCES: 70%
- ADMIN & DEVELOPMENT: 15%
- EDUCATION: 11%
- COMMISSIONING NEW WORK: 4%

Supporting the Performing Arts is a SMART INVESTMENT

JOIN OTHERS WHO ARE DISCOVERING THE BENEFITS OF SPONSORSHIP!

The secret is out. Businesses and individuals are discovering the rewards of sponsoring Opening Nights Performing Arts at Florida State University. Your investment helps bring world-class performances and educational experiences that inspire, connect and enrich our community while also providing additional benefits to you!

BENEFITS	PLATINUM \$20,000 & ABOVE	GOLD \$10,000 – \$19,999	SILVER \$5,000 – \$9,999	BRONZE \$2,500 – \$4,999
Exclusive sponsorship of one performance (<i>classical music, American music, or spoken word</i>)	✓			
Exclusive sponsorship of one performance (<i>dance, theatre, global music, chamber arts, or film</i>)		✓		
Private pre-show reception for up to 20 guests for sponsored performance	✓	✓		
On-stage audience welcome and introduction for sponsored performance (<i>subject to artist approval</i>)	✓	✓		
Backstage visit and photograph with artist(s) of sponsored performance for up to 20 guests (<i>subject to artist availability and approval</i>)	✓	✓		
Priority ticket ordering for annual series and added performances (tickets go on sale to the general public on 9/20)	✓	✓	✓	✓
Concierge ticketing service, including waived ticket and handling fees (<i>for events ticketed through the FSU Fine Arts Ticket Office</i>)	✓	✓	✓	✓
Number of complimentary "gold section" tickets to events for the 2017–18 season (<i>subject to availability</i>)	24	14	8	4
Number of parking passes in Concierge Lots (<i>Westcott North or Westcott South</i>) for events at Ruby Diamond Concert Hall and Opperman Music Hall during the 2017–18 season	8	6	4	2
Number of complimentary drink tickets for the 2017–18 season	24	20	16	12
Number of invitations to Season Announcement Party	4	4	4	2
Number of invitations to annual End of Season Sponsor Recognition event	4	2	2	2
Invitation to exclusive donor receptions and events	✓	✓	✓	✓
Size of advertisement in series programs	FULL PAGE	½ PAGE	¼ PAGE	⅙ PAGE
Company logo or individual designation on all sponsored print and online material and digital displays in venues (if available)	✓	✓	✓	✓
Invitation to VIP athletic event hosted by Opening Nights Performing Arts (<i>subject to availability</i>)	✓	✓	✓	✓
Placement on Sponsor/Member wait list for sold-out events	✓	✓	✓	✓

“The performing arts are nourishment for the soul. By supporting Opening Nights, you help our mission of bringing the world’s greatest performers to Tallahassee.”

- Gus Corbella

Opening Nights Performing Arts Development Council Chair and
Senior Director, Government Law & Policy Practice, Greenberg Traurig, LLP

INCREASED EXPOSURE for SPONSORS

THOUSANDS WILL SEE YOUR LOGO:

DIRECT MAIL CAMPAIGNS REACH



125,000
HOUSEHOLDS
ANNUALLY



2
MINS

AVERAGE TIME SPENT
ON ONPA SITE

260,000
WEB VIEWS



40,000
PRINTED
PUBLICATIONS

7,500
FOLLOWERS

70,000 PATRONS
VIEW DIGITAL SCREENS
IN MULTIPLE VENUES

@ **90,000**

INDIVIDUAL ONPA DIGITAL
NEWSLETTER **SUBSCRIBERS**



NETWORK AT EXCLUSIVE
RECEPTIONS & EVENTS

EXCLUSIVE SPONSORSHIP

Additional, high-visibility advertising opportunities are available for sponsoring an individual performance. Enjoy exclusivity by having your logo or individual designation with a specific performance in various marketing materials and advertisements as well as providing the on-stage welcome and introduction of the performance.



FLORIDA STATE UNIVERSITY
OPENING NIGHTS PERFORMING ARTS

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openingnights.fsu.edu

