



ON

OPENING NIGHTS
at FLORIDA STATE UNIVERSITY

2019–20

**SPONSORSHIP
OPPORTUNITIES**



“Opening Nights provides Tallahassee and the Big Bend area with world-class performances, events and educational experiences. Tallahassee

Community College is thrilled to partner with Florida State University to celebrate the arts, and we look forward to working together for years to come.”

- Jim Murdaugh
President, Tallahassee
Community College

Your Support Advances the PERFORMING ARTS in Our Community

Opening Nights at Florida State University has distinguished itself as one of the premier performing arts programs in the country. In fact, through Opening Nights, Tallahassee is joining the ranks of our nations biggest cities in the caliber of performers it attracts. Due to the generosity of our donors, Opening Nights provides performances, events and educational experiences annually throughout the Big Bend area in music, theatre, dance, spoken word and visual arts.

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



L: Opening Nights Platinum Sponsor and Development Council Member Ron Sachs and his wife, Gay Webster-Sachs, with comedian Brian Regan.
C: Kim Davis of Capital City Bank, an original Opening Nights sponsor, and daughter Amanda Painter, with members of 1964 The Tribute.
R: Platinum Sponsor Ruth and Les Akers along with world-renowned cellist, Yo-Yo Ma.



L: Longtime sponsors, Debbie, Bobby and Lauren Bacon along with the sensational Patti LuPone!
C: Mandy Harvey with sponsors from Audiology Associates of Tallahassee.
R: Opening Nights Director Michael Blachly with Graeme James and sponsors Nicole Kessler and her dad, Mark Kessler.

Cover: (clockwise) Parsons Dance Company; Hanzhi Wang; A.J. Croce; Soweto Gospel Choir

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 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	DIAMOND \$30,000 & ABOVE	PLATINUM \$20,000 – \$29,999	GOLD \$10,000 – \$19,999	SILVER \$5,000 – \$9,999	BRONZE \$2,500 – \$4,999
Exclusive sponsorship of one performance	✓	✓			
Sponsorship of one performance (not exclusive)			✓		
On-stage audience welcome and introduction for sponsored performance (<i>subject to artist approval</i>)	✓	✓	✓		
Meet and Greet and photograph with artist(s) of sponsored performance for up to 20 guests (<i>subject to artist availability and approval</i>)	✓	✓	✓		
Priority ticket ordering beginning May 30 at 11 am (tickets go on sale to the general public on 7/16)	✓	✓	✓	✓	✓
Concierge ticketing service, including waived ticket fees (<i>for events ticketed through the ON Ticket Office</i>)	✓	✓	✓	✓	✓
Number of complimentary "gold section" tickets for the 2019–20 season (<i>subject to availability and some exclusions apply</i>)	36	24	14	8	4
Number of parking passes in Concierge Lots for events at Ruby Diamond Concert Hall and Opperman Music Hall during the 2019–20 season	10	8	6	4	2
Number of complimentary beverage tickets for the 2019–20 season	28	24	20	16	12
Number of invitations to Season Announcement Party	6	4	4	4	2
Number of invitations to annual End of Season Sponsor Recognition event	6	4	2	2	2
Size of advertisement in series programs	FULL PAGE	FULL PAGE	½ PAGE	¼ PAGE	*
Company logo or individual designation listed on website and in print and online materials including the Season Brochure, programs and digital displays in venues (if available)	✓	✓	✓	✓	✓
Invitation to VIP athletic event hosted by Opening Nights (<i>subject to availability</i>)	✓	✓	✓	✓	✓
Priority placement on Sponsor/Member wait list for sold-out events	✓	✓	✓	✓	✓

*AD INCLUSION ON SHARED SPONSOR PAGE

EXCLUSIVE SPONSORSHIP

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, providing the on-stage welcome and introduction of the performance, and the opportunity for backstage visits and a photograph with the artist.

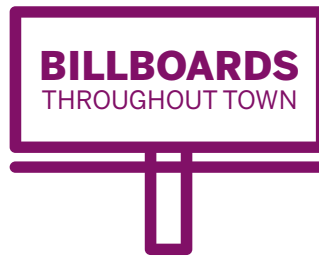
INCREASED EXPOSURE for SPONSORS

CUSTOMIZED MARKETING PLANS BASED ON YOUR BUSINESS'S SPECIFIC NEEDS.
THOUSANDS WILL SEE YOUR LOGO THROUGH NUMEROUS MARKETING INITIATIVES
OPENING NIGHTS EMPLOYS.

DIRECT MAIL CAMPAIGNS



TARGETED
TO SPECIFIC
HOUSEHOLDS



BILLBOARDS
THROUGHOUT TOWN



NETWORK AT EXCLUSIVE
RECEPTIONS & EVENTS



PRINTED
PUBLICATIONS

SEASON BROCHURE,
3 PROGRAMS (FALL,
WINTER, SPRING)

WEBSITE

DIGITAL
NEWSLETTERS AND
PRE-SHOW E-BLASTS



DIGITAL SCREENS
IN MULTIPLE
VENUES



ON Revenue Sources



- GRANTS: 4%
- FSU: 13%
- MEMBERSHIP/
SPONSORSHIP: 29%
- TICKETS SALES: 54%



FLORIDA STATE UNIVERSITY
OPENING NIGHTS

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