



OPENING NIGHTS

at FLORIDA STATE UNIVERSITY

2020–21 SPONSORSHIP OPPORTUNITIES

2022–23 WILL BE OPENING NIGHTS SILVER ANNIVERSARY SEASON

Your Support Advances the **PERFORMING ARTS** in Our Community



SPONSORSHIPS

Give your business the opportunity to connect with Opening Nights audiences and engage your clients, customers, and associates in inspiring and creative ways. Sponsorships provide a way for businesses to give back to the community and in return receive high profile recognition, tickets to performances and exclusive benefits. Align your brand with world-class artistry while demonstrating your commitment to enrich communities in Northwest Florida.

Opening Nights Distinguished Artists Campaign to Celebrate the 25th Anniversary Season

Opening Nights at Florida State University will soon be celebrating 25 years of bringing world-renowned artists to its campus and Florida's Capital City. Help us make the 2022–23 Season the best ever by contributing to the Opening Nights Distinguished Artists Fund. Your donation will ensure that Opening Nights continues distinguishing itself as one of the premier performing arts programs in the country as well as continues raising the profile of Tallahassee to the ranks of our nation's biggest cities in the caliber of performers it attracts.

With your help, Opening Nights will continue to make Tallahassee a destination for memorable artistic and cultural activities.

Supporting OPENING NIGHTS is a SMART INVESTMENT

JOIN OTHERS ENJOYING THE BENEFITS OF SPONSORSHIP!

Discover 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 providing benefits to you!

BENEFITS	DIAMOND \$30,000+	PLATINUM \$20,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+
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 & Greet and photograph with artist(s) of sponsored performance for up to 20 guests <i>(subject to artist approval)</i>	✓	✓	✓		
Advanced ticket ordering with preferred ticket pricing from August 5 through September 3	✓	✓	✓	✓	✓
Concierge ticketing service, including waived service fees for events ticketed through the ON Ticket Office	✓	✓	✓	✓	✓
Number of complimentary "gold section" tickets <i>(subject to availability and some exclusions apply)</i>	36	24	14	8	4
Number of concierge parking passes for events at Ruby Diamond Concert Hall and Opperman Music Hall	10	8	6	4	2
Exclusive access to Member Lounge for events at Ruby Diamond and Opperman Music Hall	✓	✓	✓	✓	✓
Number of complimentary beverage tickets (includes beer and wine only)	14	12	10	8	6
Number of invitations to End of Season Sponsor Recognition event	6	4	2	2	2
Size of ad in series programs <i>(fall, winter, spring)</i>	FULL PAGE	FULL PAGE	½ PAGE	¼ PAGE	⅛ PAGE
Logo or individual designation listed on website and in print, including the Season Brochure, programs, and digital displays in venues (if available)	✓	✓	✓	✓	✓
Sponsor Recognition in Emails and Social Media	✓	✓	✓	✓	✓
Invitation to VIP athletic event hosted by Opening Nights <i>(subject to availability)</i>	✓	✓	✓	✓	✓
Priority placement on wait list for sold-out events	✓	✓	✓	✓	✓

The FSU Foundation is a 501(c)(3) charitable organization and gifts made to it are tax deductible to the extent allowed by the law

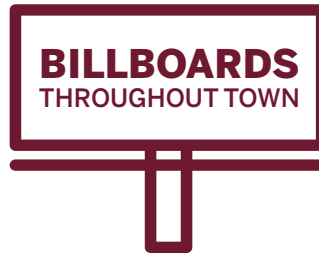
INCREASED EXPOSURE for SPONSORS

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

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**



FLORIDA STATE UNIVERSITY

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OPENINGNIGHTS.FSU.EDU