

Sponsorships

An opportunity for mutual *growth*.



the
**VENICE
INSTITUTE** for
**PERFORMING
ARTS** at the
VENICE PERFORMING ARTS CENTER



VIPA

EDUCATE
SUSTAIN
INNOVATE
INSPIRE

VIPA'S MISSION

The non-profit organization, Venice Institute for Performing Arts (VIPA), *sustains* the local arts community through *innovative educational* programs and *inspires* the local community with first-class entertainment.

Every **\$10,000** in sponsorship could provide an *additional 340 hours* of hands-on training and educational workshops for VIPA's student apprentices.

CAPTIVE AUDIENCE

55,000+ people attended events at the VPAC during the 2017/2018 season

10,000 of these attendees were new patrons

36% of attendees are permanent Venice residents
42% visitors from out-of-state

20% growth
of attendance from year-to-year.

In calendar year 2017, VIPA oversaw a total of
163 events in the VPAC.

MARKET REACH

2,142,066

total reach for the 2017/2018 season

LEVELS OF SPONSORSHIP

Become a member of the VIPA family, and join in the many benefits of our ever-growing organization.

DIAMOND

\$20,000 +

- A **custom brick** engraved with your company's name permanently installed in the VPAC courtyard
- Customizable distribution of up to **10,000** of your company's promotional items
- **Four (4) complimentary tickets** to be used at your discretion throughout VIPA's 2018/2019 season
- Your company logo displayed on VIPA's **digital and print advertising materials**
- All sponsorship benefits from lower levels included

PLATINUM

\$10,000-\$19,999

- Customizable distribution of up to **5,000** of your company's promotional items
- **Two (2) complimentary tickets** to be used at your discretion throughout VIPA's 2018/2019 season
- Your company logo displayed on VIPA's **digital and print advertising materials**
- All sponsorship benefits from lower levels included

GOLD

\$5,000-\$9,999

- **Two (2) complimentary tickets** to be used at your discretion throughout VIPA's 2018/2019 season
- Your company logo displayed on VIPA's website, linking to your website
- Your company logo displayed on Box Office advertising screens, viewed by **55,000+ patrons annually**
- All sponsorship benefits from lower levels included

SILVER

\$2,500-\$4,999

- Your company logo displayed on Pre-Show lobby screens, viewed by **40,000+ patrons annually**
- **Premier access** to special events, season tickets, and *exclusive* opportunities
- Recognition of sponsorship in the VIPA 2018/2019 Season Program
- Access to VIP Lounge before shows, including use of a Keurig and coffee/tea selection

BRONZE

\$1,000-\$2,499

- **Premier access** to special events, season tickets, and *exclusive* opportunities
- Recognition of sponsorship in the VIPA 2018/2019 Season Program
- Access to VIP Lounge before shows, including use of a Keurig and coffee/tea selection

5 REASONS

TO *SUPPORT* THE *PERFORMING ARTS*
IN YOUR COMMUNITY



During the 2017/2018 season,
VIPA had a **\$1,850,000**
direct impact on the local economy.

1 THIS IS YOUR VENUE

The VPAC was built with the intent to make Venice a place for recreation and the arts year-round. The VPAC exists for your enjoyment.



2 IMPACT THE LOCAL ECONOMY

Put Venice on the map and make it a true destination for the arts! You make Venice a community we continue to be proud of.

3 INVEST IN STUDENTS' FUTURE

Ignite creativity and innovation in our students. Your support allows our students to look toward the future. VIPA currently has 5 educational programs funded by sponsorships and donations.



4 UNIFY OUR COMMUNITY

The VPAC is a place where we can come together as a community to celebrate, no matter our differences. Your support brings us together.

5 SUSTAIN THE VPAC

Help us keep the performing arts in Venice! Without your generosity and support, programming at the VPAC will cease to exist. YOU make our success possible!

