

# SUPPORT YOUR LOCAL PERFORMING ARTS



INCREASE  
BRAND  
AWARENESS



COMPLIMENTARY  
TICKETS &  
VIP EVENTS



## PARTNERSHIP OPPORTUNITIES

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## make our audience your audience!

Your support will provide the essential funding necessary to sustain YOUR local performing arts while gaining valuable exposure for your organization.

Depending on the option you choose, your sponsorship may support every event presented by Opera Western Reserve, Stambaugh Auditorium, The Youngstown Playhouse, and The Youngstown Symphony throughout the entire 2022/2023 Season.

Your support of our premier non-profit performing arts organizations is an investment in our community generating cultural and commercial dividends which help to drive the growth of our region. Your support will make a difference by elevating the quality of life in our area and will help to keep ticket prices accessible for the general public.

By partnering with us, we can provide your business with the opportunity to:

- Increase brand awareness through program advertising (the season program book and playbills will be distributed to a potential audience of nearly 60,000 patrons this season), as well as event signage, web and social media presence.
- Receive complimentary tickets to performances and invitations to exclusive events.
- Entertain clients, reward employees and network with other sponsors.

A list of sponsorship opportunities is enclosed. Each level of sponsorship comes with unique benefits including various highly-visible recognition opportunities at each event and throughout the upcoming season, complimentary tickets, advertising, and invitations to exclusive VIP events and “meet and greets” with the artists.

**Additionally, we are happy to customize a strategic partnership package to meet your company’s unique goals and marketing objectives. All sponsorships provide meaningful and measurable benefits. If you have any questions or need additional information, please contact JoAnn Stock, Chief Development Officer at [jstock@stambaughauditorium.com](mailto:jstock@stambaughauditorium.com) or 330-747-5175 (office) or 330-519-0395 (cell).**





# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$25,000

- Verbal acknowledgment from the stage prior to each of the performances.
- A premium placed full-page color ad in each program & playbill during the 2022/2023 Season for Opera Western Reserve, Stambaugh Auditorium, The Youngstown Playhouse, and The Youngstown Symphony. (60,000 potential patrons)
- A full-page ad in both Fall & Spring Season Brochure - mailed to over 30,000 households twice each year
- Listing in each program & playbill during 2022/2023 as a Presenting Sponsor.
- “Day of” logo recognition on digital displays throughout each venue during 2022/2023 Season events.
- Logo recognition in the footer of all five websites.

*deyorpac.org, operawesternreserve.org, stambaughauditorium.com, youngstownplayhouse.org, youngtownsymphony.com*

- Social media recognition throughout the season (35,000+ followers)
- 4 banner ads in bi-weekly “Upcoming Events” emails (38,000+ subscribers)
- Special invitation to exclusive VIP events.
- Complimentary ticket package including premier seating opportunities.
- The opportunity to be listed as an underwriter of one specific performance with premier hospitality options for your guests

## MAJOR SPONSOR - \$15,000

- A half-page color ad in each program & playbill during the 2022/2023 Season for Opera Western Reserve, Stambaugh Auditorium, The Youngstown Playhouse, and The Youngstown Symphony (60,000 potential patrons)
- Listing in each program & playbill during 2022/2023 as a Major Sponsor.
- A half-page ad in both Fall & Spring Season Brochure - mailed to over 30,000 households twice each year
- Logo recognition on sponsor page of all five websites.

*deyorpac.org, operawesternreserve.org, stambaughauditorium.com, youngstownplayhouse.org, youngtownsymphony.com*

- Social media recognition throughout the season (35,000+ followers)
- 2 banner ads in bi-weekly “Upcoming Events” emails (38,000+ subscribers)
- Special invitation to exclusive VIP events.
- Complimentary ticket package including premier seating opportunities.
- The opportunity to be listed as an underwriter of one specific performance with premier hospitality options for your guests.



# UNDERWRITING OPPORTUNITIES



## SEASON UNDERWRITER - \$10,000

- Verbal acknowledgment from the stage prior to performances of the underwritten season.
- A full-page color ad in each program or playbill of the underwritten season.
- Listing in each program or playbill during the underwritten season as a Season Underwriter.
- Recognition on event pages of each performance of the underwritten season
- Recognition as Season Underwriter on the Sponsorship page of the applicable website
- Recognition on printed advertising and publicity materials
- Social media recognition throughout the selected season (35,000+ followers)
- Special invitation to exclusive VIP events.
- Complimentary ticket package including premier seating opportunities.
- The opportunity to be listed as an underwriter of one specific performance with premier hospitality options for your guests

### Available for your choice of:

The Youngstown Symphony Pops and Masterworks Series  
Stambaugh Youth Concert Band 2022/2023 Season

### Opera Western Reserve

The Youngstown Playhouse 2022/2023 Season  
Stambaugh Auditorium Organ Series

## PERFORMANCE UNDERWRITER - \$5,000

- Verbal acknowledgment from the stage prior to the underwritten performance.
- A half-page color ad in each program or playbill of the underwritten season.
- Listing in the program or playbill for the underwritten performance as a Performance Underwriter.
- Recognition on the event page of the underwritten performance
- Recognition as Performance Underwriter on the Sponsorship page of the applicable website
- Recognition on printed advertising materials promotion for the individual event
- Social media recognition as Performance Underwriter for selected performance (35,000+ followers)
- Special invitation to exclusive VIP events.
- Complementary ticket package including premier seating opportunities with hospitality options.

### Available for your choice of:

YSO Pops or Masterworks Concert  
The Youngstown Playhouse Main Stage or Moyer Room Performance

Opera Western Reserve Presents La Bohème  
Stambaugh Auditorium Silent Film

# ADVERTISING OPPORTUNITIES

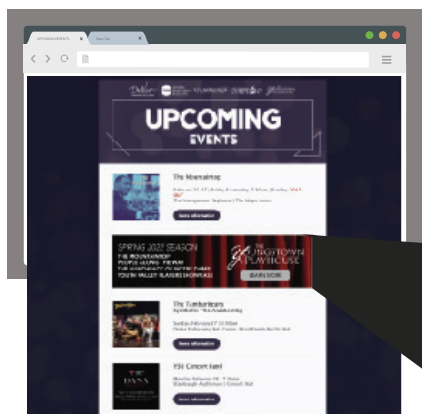
## PROGRAM ADS (OPERA WESTERN RESERVE, STAMBAUGH AUDITORIUM THE YOUNGSTOWN PLAYHOUSE, THE YOUNGSTOWN SYMPHONY)

- Full Page Four-pack - \$2500 (to include one full page, full color ad in the program or playbill for the performance of your choice for each of the four organizations)
- Full Page - \$1000 (one full page, full color ad for the performance of your choice)
- Half Page - \$750 (one half page, full color ad for the performance of your choice)
- Quarter Page - \$500 (one quarter page, full color ad for the performance of your choice)
- Patron Listing - \$250 (listing in each program or playbill during the 2022/2023 season)



## DIGITAL ADVERTISING

- Print-at-home ticket
  - \$1000/quarter - ½ page
- Banner ad on experienceyourarts.org
  - Home Page
    - \$500/month - 300px x 600 px
  - “All Tickets” Page
    - \$250/month - 300px x 600 px
- Email Banner in bi-weekly “Upcoming Events” emails (38,000+ subscribers)
  - \$250/week placed - 460px x 120px



### UPCOMING EVENTS EMAIL CUSTOM CLICKABLE BANNER AD

- BIWEEKLY EMAILS OFFER 26 WEEKS OF EXPOSURE
- 38,000+ EMAIL DATABASE
- AVERAGE 29% OPEN RATE

**YOUR AD HERE**  
CALL TO ACTION - COUPON - & MORE!



38,000+ TOTAL FOLLOWING



# EXPERIENCE THE 2022/2023 SEASON!



**YSO POPS MASK-ERADE**  
SEPTEMBER 10, 2022 - 7:30 PM  
DEYOR PAC



**AUTUMN ABLAZE**  
SEPTEMBER 25, 2022 - 2:30 PM  
STAMBAUGH AUDITORIUM

**GHOSTBUSTERS IN CONCERT**  
OCTOBER 8 - 7:30 PM • OCTOBER 9  
- 2:30 PM  
DEYOR PAC

**A JOURNEY SERENE**  
NOVEMBER 20, 2022 - 2:30 PM  
STAMBAUGH AUDITORIUM

**MARIE OSMOND: A SYMPHONIC  
CHRISTMAS**  
DECEMBER 8, 2022 - 7:30 PM  
DEYOR PAC



**CLASSICAL EXPLORATION**  
JANUARY 29, 2023 - 2:30 PM  
STAMBAUGH AUDITORIUM

**BLOCKBUSTER BROADWAY**  
FEBRUARY 16, 2023, 7:30 PM  
DEYOR PAC

**MUSICAL TITANS; MAHLER,  
MOZART, STRAUSS**  
MARCH 10, 2023 - 7:30 PM  
STAMBAUGH AUDITORIUM

**A NIGHT FOR JAZZ**  
MARCH 30, 2023 - 7:30 PM  
DEYOR PAC

## THE YOUNGSTOWN PLAYHOUSE 2022/2023 SEASON



**SISTER ACT**  
SEPTEMBER 23 - OCTOBER 2  
YP MAIN STAGE

**EXCALIBUR HIGH**  
OCTOBER 27 - 30  
YP MAIN STAGE

**THE DAY THEY SHOT JOHN  
LENNON**  
NOVEMBER 11 - 20  
THE MOYER ROOM



**A TUNA CHRISTMAS**  
DECEMBER 9 - 18  
THE MOYER ROOM

**OUTSIDE MULLINGAR**  
FEBRUARY 24 - MARCH 5, 2023  
THE MOYER ROOM

**PASS OVER**  
APRIL 14 - 23  
THE MOYER ROOM

**DISNEY'S NEWSIES JR.**  
MAY 19 - 21, 2023  
YP MAIN STAGE



**THE 39 STEPS**  
JUNE 16 - 25  
YP MAIN STAGE

PLUS SPECIAL EVENT SHOWS!



## LA BOHÉME

**LA BOHÉME**  
NOVEMBER 11, 2022 - 7:30 PM  
STAMBAUGH AUDITORIUM

## STAMBAUGH AUDITORIUM

**SILENT FILM WITH LIVE ORGAN  
ACCOMPANIMENT: THE MONSTER**  
OCTOBER 30, 2022 - 4:00 PM  
STAMBAUGH AUDITORIUM

**ORGANIST KEN COWAN**  
APRIL 16, 2023 - 4:00 PM  
STAMBAUGH AUDITORIUM



**SYCB FALL CONCERT**  
NOVEMBER 15, 2022 - 7:30 PM  
STAMBAUGH AUDITORIUM

**SYCB SPRING CONCERT**  
APRIL 18, 2022 - 7:30 PM  
STAMBAUGH AUDITORIUM



**RENT**  
PRESENTED BY: OPERA WESTERN  
RESERVE, STAMBAUGH AUDITORIUM, THE  
YOUNGSTOWN PLAYHOUSE, AND THE  
YOUNGSTOWN SYMPHONY  
APRIL 27-30, 2023  
DEYOR PAC

# PARTNERSHIP OPPORTUNITIES

**YES! WE WOULD LIKE TO SUPPORT THE EVENTS FOR THE 2022/2023 SEASON.  
THIS IS OUR COMMITMENT TO PARTICIPATE AT THE FOLLOWING LEVEL:**

- ☐ \$25,000 PRESENTING SPONSOR  
☐ \$15,000 MAJOR SPONSOR  
☐ \$10,000 SEASON UNDERWRITER SELECT SEASON BELOW  
☐ OPERA WESTERN RESERVE ☐ STAMBAUGH AUDITORIUM ☐ YOUNGSTOWN PLAYHOUSE ☐ YOUNGSTOWN SYMPHONY  
☐ \$5,000 PERFORMANCE UNDERWRITER  
SELECTED PERFORMANCE DATE \_\_\_\_\_

## PROGRAM ADVERTISING

- ☐ \$2,500 FULL PAGE FOUR-PACK  
☐ \$1,000 FULL PAGE  
☐ \$750 HALF PAGE  
☐ \$500 QUARTER PAGE  
☐ \$100 PATRON LISTING

## DIGITAL ADVERTISING

- ☐ \$1000 PRINT AT HOME TICKET - 1/2 PAGE  
☐ \$500 HOME PAGE WEB BANNER - 300px x 600px  
☐ \$250 "ALL TICKETS" WEB BANNER - 300px x 600px  
☐ \$250 EMAIL BANNER - 460px x 120px

## CONTACT INFORMATION

Sponsor Name (as it should appear in print):

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_

- ☐ Mastercard ☐ Visa ☐ American Express ☐ Discover  
☐ Invoice me ☐ Check Enclosed (Please make check payable to Stambaugh Auditorium and mail to address below)

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CCV \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT!**

JoAnn Stock, Chief Development Officer

jstock@stambaughauditorium.com • 330-747-5175 • 1000 5th Avenue, Youngstown, Ohio 44504