



# opera

saratoga

54th Annual Summer  
Opera Festival  
June 2014

**Sponsorship/Advertising Recognition & Benefits**







# opera saratoga

Sponsorship Recognition  
and Benefits for All Sponsors  
(at any level of support)

## Standard Sponsorship Benefits

At any contribution level, Opera Saratoga's supporters receive benefits that provide visibility for their company and provide public acknowledgement and recognition of their contribution:

### Digital Advertising at All Events and Performances

⇒ Opera Saratoga's Hi-Def 50" LCD TV goes everywhere we go. Display an advertisement or your company logo at events that reach more than 5,000 patrons each year. Upcoming events include Opera Saratoga's Holiday Party in December, a performance at First Night Saratoga and our Annual Meeting in January, a Valentine's Day event at The Albany Institute, and more...

### Business Partner Directory

⇒ All sponsors are included in Opera Saratoga's Business Partner Directory. The Business Partner Directory includes your company name, contact person, address, e-mail and phone number. The Directory is distributed to audiences twice during the year:

- At Opera to Go Public Performances — Viewed by more than 1,000 families
- At the Opera Festival — Viewed by more than 4,000 opera festival patrons

### Playbill & Website Recognition

⇒ All sponsors are listed in the playbill on the corporate and foundation support page.  
⇒ Logo and link to company website provided on Corporate Sponsors webpage.

### Public Relations Content

⇒ Upon request, media content is available to promote your sponsorship on social media pages. Available content is focused on our performing artists and can include pictures, videos, or other media.

### Access to Exclusive Donor Parties

⇒ In 2014, Opera Saratoga will be offering at least two private parties for donors of \$1,000 or more. Sponsors and their employees are invited to attend these parties providing exceptional networking opportunities for your business to meet high-net-worth individuals.

### Access to Final Dress Rehearsals

⇒ Upon request, passes to Final Dress Rehearsals can be made available for the employees of your organization, providing a great opportunity to reward outstanding employee performance.

### Access to VIP Lounge During Festival

⇒ Upon request, passes to Opera Saratoga's VIP Lounge can be made available for the employees of your organization. If you have employees who attend the festival, they are welcome to join other donors for wine, hors d'oeuvres, and desserts at intermission during performances.



## Key Statistics

### Marketing Publications/Outlets and Reach

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Opera Festival Playbill	4,000+ Patrons
Season Brochure, Postcard	Mailed to 3,500 past patrons
Rack Card, Poster	Viewed by 5,000+ regional residents
Opera E-newsletters	1,300 Active Contacts - Avg. 33% open rate
Social Media — Opera Saratoga on Facebook	1,355 “likes” and growing
Opera Saratoga Website	2,500 visitors/mo.   1,750 unique visitors/mo.
Business Partner Directory	5,000+ Patrons

### Festival Activities and Other Performances

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Audience at Mainstage Performances:	4,000+ Patrons
Cost per Ticket:	\$50-\$85
Geographic Distribution:	75%-80% Capital Region 20%-25% travel more than 1 hour
Festival Productions:	2-3 productions each year 10-12 performances
Opera to Go Free Public Performances	1,000+
Opera Saratoga Gala	250 guests
Other Events (see description on previous page)	1,000+

### Economic Impacts

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Impact of Opera Saratoga operations and its audiences:	\$1.56 Million in Expenditures 46.1 FTE \$1.1 Million in Household Income \$150,000 in State and Local Tax Revenues
Impact on Local Businesses:	<b>The typical arts attendee spends \$24.60 per person</b> , per event, not including the cost of tickets.  <b>Attendees who live outside of Saratoga County spend \$39.96 per person</b> , per event, not including the cost of tickets.

*Note: Economic impact statistics are provided by Americans for the Arts, <http://www.artsusa.org/>*



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Marketing  
Publications/Outlets

## Marketing Publications/Outlets

The following communication outlets provide opportunities for Opera Saratoga promote your sponsorship, providing visibility and recognition to your company:

### Opera Festival Playbill

The Opera Festival Playbill is the source of artist and performance information for patrons of the opera. Sponsors have an opportunity to purchase advertising in the playbill, and all sponsors are listed on the corporate and foundation support page.

**Viewed by 4,000+ patrons annually.**

### Season Brochure, Postcard, Poster, Rack Card

Opera Saratoga's direct mail marketing effort to promote ticket sales includes the distribution of a detailed season brochure with festival information and a postcard. Sponsors who commit their support early have the opportunity to feature their logo in either or both publications.

**Mailed to 3,500 past patrons each year.**

Opera Saratoga distributes rack cards to hotels, chamber of commerce, and other tourist locations with information about the festival. Opera Saratoga also displays posters throughout the Greater Capital Region in public locations. Sponsors who commit their support early have the opportunity to feature their logo in either or both publications.

**Viewed by 5,000+ regional residents each year.**

### Opera E-newsletters

Sponsors have the opportunity to engage promotions in our newsletter and can be featured in special interest articles describing their company and its contributions.

**1,300 Active Contacts — Avg. 30% open rate**

### Social Media — Opera Saratoga on Facebook

Sponsorship announcements on social media pages can help provide additional visibility for your company's contributions. Special content can be developed upon request to achieve even greater connectivity between our organization and yours.

**1,355 "Likes" and growing**

### Opera to Go Free Public Performances

Every year during Music in Our Schools Month (March 2014) Opera Saratoga tours a children's opera performance to four public venues throughout the Greater Capital Region.

**Performances attended by 1,000+**

### Opera Saratoga Website

Patrons are increasingly relying on the website for artist and performance information, to purchase tickets and make donations. There are many opportunities for recognition throughout the Opera Saratoga website.

**1,750 unique visitors/mo.**





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## Sponsorship Titles and Benefits for Lead Company Sponsors

## Lead Sponsorships Opportunities

Lead sponsors have the option to select a custom set of benefits that best fulfills their needs. Among benefit options, major company sponsors can select to be acknowledged with special titles that associate their company name with a specific aspect of Opera Saratoga's programming. Major sponsors can choose to be recognized as:

### Festival Sponsor

- ⇒ **Festival Sponsor is the lead sponsor of Opera Saratoga** in any particular year.
- ⇒ Premiere billing and placement in all publications and media
- ⇒ Public acknowledgement before every 2014 performance.
- ⇒ Option to publish a feature article about your company in our e-newsletter.
- ⇒ Company logo featured prominently on Opera Saratoga's homepage

### Production Sponsors

- ⇒ **Production Sponsors are the exclusive sponsor of a particular production.**
- ⇒ Premiere billing and place in all publications and media, second only to the Festival Sponsor.
- ⇒ Public acknowledged at every 2014 performance of your selected production.
- ⇒ Option to publish a feature article about your company in Opera Saratoga's e-newsletter.
- ⇒ Company logo featured prominently on Opera Saratoga's homepage

### Young Artist Program Sponsor

- ⇒ **Young Artist Program Sponsors provide opportunities for young professional performing artists.**
- ⇒ Public Acknowledgement at All Young Artist Outreach Performances and Events
- ⇒ Option to publish a feature article about your company in Opera Saratoga's e-newsletter.
- ⇒ Company logo featured prominently on Opera Saratoga's homepage

### Advertising Sponsors

- ⇒ **Basic Sponsorship Level includes traditional playbill advertisement plus digital advertisement** in theater of lobby.
- ⇒ Advertising Sponsors receive all standard sponsorship benefits

### Education and Gala Sponsorship (please see additional pages for details)

- ⇒ **Sponsorship opportunities for education and gala sponsorships start as low as \$250!**

# Holiday **opera** saratoga

# Promotion

Join us as an advertiser before December 31st and feature a digital advertisement at all of these upcoming Opera Saratoga events! Advertising starts at just \$250! Space is limited.

*(Digital ads are displayed on 50" Hi-Def LCD-TV (see right))*



*FREE OFFER - Join us now and promote your company in our "Supporter's Business Directory" Lists company name, contact person, address, e-mail and phone number. Distributed at all upcoming events and performances.*

## **DECEMBER**

**Opera Saratoga Holiday Party, Dec. 12th, at 6:00 pm (250+)**

**The Crown Grill, 390 Broadway, Saratoga Springs**

**First Night Saratoga, December 31st (250+)**

**Presbyterian - New England Congregational Church, Saratoga Springs**

## **JANUARY**

**Opera Saratoga Annual Meeting, Jan. 11th (100+)**

**Saratoga Golf and Polo Club**

## **FEBRUARY**

**Valentine's Day @ The Albany Institute, Feb. 14th (100+)**

**The Albany Institute of History and Art, Washington Avenue, Albany**

## **MARCH**

**Free Opera to Go Public Performances (1000+)**

**New York State Museum, Albany | Saratoga Springs Public Library**

**Schenectady Civic Players | Crandall Public Library, Glens Falls**

## **JUNE**

**Opera Saratoga's 2014 Summer Opera Festival (4000+)**

**Spa Little Theater, Saratoga Spa State Park**





#### ADVERTISE IN OUR 2014 PROGRAM BOOK

Opera Saratoga continues into its second half-century as the leading producer of opera in the Capital District and Lower Adirondacks. Through its Summer Opera Festival, Opera Saratoga attracts hundreds of regional customers from Montreal NYC, New Jersey, Vermont, and Massachusetts each year. The company also attracts a growing number of educated, affluent patrons from throughout the Capital Region.

Advertising in our Program Book is the best way to reach this exclusive group of more than 4,000 customers each year. Opera Saratoga's patrons stay, shop, play and spend in our area. Purchasing an advertisement with the opera puts your business in the spotlight.

World-class arts make our region a great place to live, stay and visit. In addition to promoting your business, advertising with Opera Saratoga provides essential operating income and helps keep the arts alive. Purchasing an advertisement will not only



drive new business – it will create goodwill by showcasing your support in our community.

Opening night is months away, but we encourage you to reserve your prime spot in our Program Book today! To take advantage of this opportunity, payment and ad files must be received by **May 2, 2014**. Contact Chris at the opera office at (518) 584-6018 for additional information.

**New in 2014:** Opera Saratoga is proud to expand its offerings to include digital advertisements. These ads will display on wide-screen LCD monitors in the Spa Little Theater lobby before, during and after each opera performance. A cost-effective way to make a huge impact!

“Sensational”  
–*The Daily Gazette*

“Something for everyone... delightful  
visually and aurally”  
–*Albany Times Union*

# opera saratoga

## PROGRAM BOOK ADVERTISING



ANNUAL FESTIVAL

at the

Spa Little Theater

Summer 2014



SEND ELECTRONIC AD FILE BY MAY 2 TO:  
[cpatregnani@operasaratoga.org](mailto:cpatregnani@operasaratoga.org)

MAIL OR FAX CONTRACT BY MAY 2 TO:  
 Opera Saratoga  
 Attn: Christopher Patregnani  
 19 Roosevelt Dr, Suite 215, SS, NY 12866  
 Tel: 518-584-6018 | Fax: 518-584-6775

*The 2014 Summer Festival Program will be printed on top quality stock, measuring 5 1/2 by 8 1/2" and will be approximately 70 pages in length. It includes a variety of information about our company, the operas being produced, and the participating artists.*

# Give Voice to the Arts!

Business/Establishment Name: \_\_\_\_\_

Contact Name/Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Payment Enclosed: \$ \_\_\_\_\_ *Make checks payable to "Opera Saratoga"*

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

*Signature signifies acceptance of all terms and policies outlined on this brochure.*

**EARLY BIRD SPECIAL: Take 15% off the prices below when you send payment by December 31, 2013!**

## Acceptable ad formats:

1. High resolution Acrobat PDF with all fonts embedded (preferred), or
2. Illustrator or Photoshop TIFF or JPG (accepted)

Must meet size specifications  
 Alternate sizes not accepted

If you are renewing and would like us to use your ad from last season, initial below:

	PRINT ADS (CIRCLE SELECTION)		DIGITAL AD
Back Cover (Color)	4 3/4 x 7 3/4"	\$2000	FREE
Inside Covers (Color)	4 3/4 x 7 3/4"	\$1500	FREE
Full Page (B/W)	4 3/4 x 7 3/4"	\$1000	FREE
1/2 Page (B/W)	4 3/4 x 3 3/4"	\$750	\$50
1/3 Page (B/W)	4 3/4 x 2 7/16"	\$500	\$100
1/4 Page (B/W)	2 1/4 x 3 3/4"	\$450	\$100
1/6 Page (B/W)	2 1/4 x 2 7/16"	\$350	\$150
Digital Only (Color)	8 x 4.5"		\$250





THE ANNUAL  
*Opera  
Gala*

Friday, June 13, 2014

Sponsorship, Advertising, and Promotional Opportunities



# THE ANNUAL *Opera Gala*

At the  
Canfield Casino  
**Promotional Opportunities**  
Friday, June 13, 2014

## Advertising

Full Page	4 3/4 x 7 3/4"	\$1,000	Included FREE with ticket purchase of \$2,500 or above OR auction item donation valued at \$3,000 or above
Half Page	4 3/4 x 3 3/4"	\$500	Included FREE with ticket purchase \$2,000 or above OR auction item donation valued at \$1,500 or above
Quarter Page	2 1/4 x 3 3/4"	\$250	

## Red Carpet Sponsors

Color Logo	\$1,000	Have your company logo featured on the red carpet backdrop for the event
Photos from the backdrop are featured in local media "seen" galleries and viewed by both event attendees and the general public		

## All sponsors, advertisers, and auction donors receive...

Brand Visibility   Opera Gala	Included	Company listing in <b>Gala Event Program</b>
	Included	For auction donors, listing in the <b>Gala Auction Booklet</b>
Brand Visibility   Summer Festival	Included	Company listing in <b>Summer Opera Festival Playbill</b>
Website Recognition	Included	Recognition on 2014 Opera Gala webpage
	Included	Recognition on Corporate Sponsors webpage
Access to Final Dress Rehearsals	Included	Access for company employees (up to four) to attend 2014 Summer Opera Festival Final Dress Rehearsals
Access to VIP Lounge	Included	Access for company employees (unlimited) to access Patrons' Lounge at 2014 Summer Opera Festival

Please contact Chris at 518-584-6018 to [cpatregnani@operasaratoga.org](mailto:cpatregnani@operasaratoga.org) to ensure your company's full participation in event/performance promotions and recognition.



THE ANNUAL

# Opera Gala

At the  
Canfield Casino

**Corporate Packages**

**Friday, June 13, 2014**

## Event Sponsors

Presenting Sponsor

The Opera Saratoga Gala is presented by "Your Company Name Here!"  
Includes special recognition on title page of program and in media promotions  
Full Page Advertisement in Event Program  
Color Logo on Red Carpet Backdrop

Entertainment Sponsor

Tonight's entertainment is provided by "Your Company Name Here!"  
Includes special recognition in the program and special mentions by MC  
throughout the event  
Full Page Advertisement in Event Program  
Color Logo on Red Carpet Backdrop

Media Sponsor

Includes special recognition on title page of program and in media promotions  
Full Page Advertisement in Event Program  
Color Logo on Red Carpet Backdrop

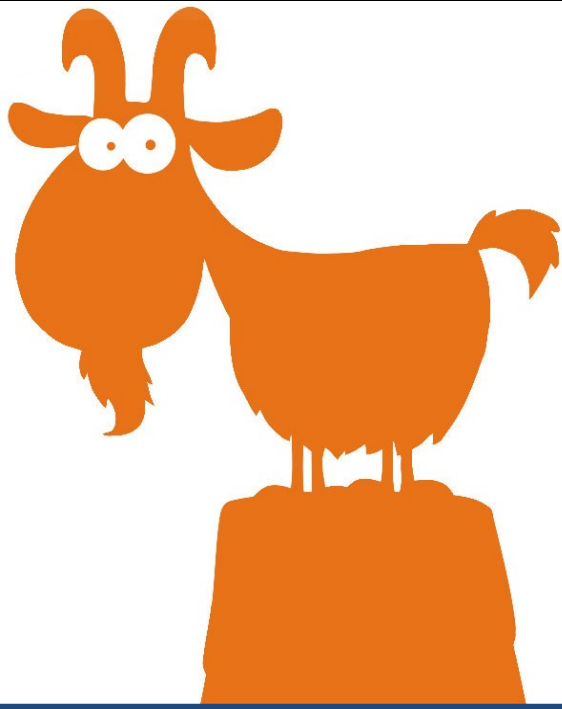
Sponsorship totals can be reached through any combination of cash and in-kind support. The value of donated auction items may be applied to sponsorships on a case-by-case basis.

## Ticket/Sponsorship Packages

Purchase Table of 10 for \$2,500 to receive: Free Full Page Advertisement in Event Program (\$1,000 value)  
Take \$500 Off Color Logo on Backdrop  
Take \$1,500 Off Presenting, Entertainment, or Media Sponsor

Purchase Table of 8 for \$2,000 to receive: Free Half Page Advertisement in Event Program (\$500 value)  
Take \$250 Off Color Logo on Backdrop  
Take \$1,000 off Presenting, Entertainment or Media Sponsor

Purchase Table of 6 for \$1,500 to receive: Take \$500 off Presenting, Entertainment or Media Sponsor



opera to go  
saratoga

# THE BILLY GOATS GRUFF

MARCH 3 - APRIL 4, 2014

## Opera Saratoga's 2014 Education Programs



Steve Bertone Photography





# THE BILLY GOATS GRUFF

MARCH 3 - APRIL 4, 2014

## Education Programs for Children

### Sponsorship Titles

Season Sponsor

Premiere sponsor Title & Billing in all publications and media  
 Public Acknowledgement before all *Opera to Go* Performances  
 Option for Feature Article in Opera Saratoga e-newsletter  
 Company Logo featured on Opera Saratoga homepage

In-School Performance Sponsor

Public acknowledgement before all in-school *Opera to Go* performances  
 Company Logo on Study-Guide Cover

Public Performance Sponsor

Public acknowledgement before public performance(s) of your choice  
 Special recognition on Facebook page on/before sponsored public performance  
 Choose between Glens Falls, Saratoga Springs, Albany, & Schenectady

Media Sponsor

Includes special recognition on title page of program and in media promotions  
 Advertisements/other benefits negotiated on case-by-case basis

### All *Opera to Go* sponsors receive:

Public Relations Content	Included	Receive promotional pictures and other content that can be posted to your company Social Media or "Community" webpages
Brand Visibility   <i>Opera to Go</i>	Included	Company logo and sponsor title listing in <b><i>Opera to Go</i> Public Performance Program</b>
	Included	Company logo and sponsor title listing on <b><i>Opera to Go</i> Sponsors Board</b> displayed at all performances
Brand Visibility   Summer Festival Digital Ad Space, 8 x 4.5"	Included	Company listing in <b>Summer Opera Festival Playbill</b>
	Included	**Featured advertisement in lobby of theater (\$250 value)
	Included	**Full-page advertisement in playbill (\$1,000 value)
Website Recognition	Included	Recognition on 2014 <i>Opera to Go</i> webpage
	Included	Recognition on Corporate Sponsors webpage
Access to Final Dress Rehearsals	Included	Access for company employees (up to four) to attend 2014 Summer Opera Festival Final Dress Rehearsals
Access to VIP Lounge	Included	Access for company employees (unlimited) to enjoy Patrons' Lounge at 2014 Summer Opera Festival

\*\*Benefit only provided to sponsors at the \$1,500 level and above



# THE BILLY GOATS GRUFF

MARCH 3 - APRIL 4, 2014

## Education Programs for Children

### Sponsorship Titles

In addition to the benefits provided to every Opera to Go sponsor, you will receive:  
(please see next page for detailed listing of benefits)

#### Season Sponsor

The **Opera to Go Season Sponsor is the lead sponsor of the program** in any particular year. As season sponsor, you receive premiere billing and placement in all publications and media and are public acknowledged at every performance. As season sponsor, your company has the option to publish a feature article about your company in our e-newsletter. You will also have your company logo featured prominently on Opera Saratoga’s homepage.

#### In-School Performance Sponsor

The *Opera to Go* In-School Performance Sponsor provides support for the specific component of the program that takes place in public school districts. **In-School Performance Sponsors receive prime visibility among 1,500 regional teachers and school administrators.** Your company logo is featured on the cover of the study-guides sent to teachers at every participating school, and will receive special verbal acknowledgement before every in-school performance.

#### Public Performance Sponsor

The *Opera to Go* Public Performance Sponsors provide support for specific free public performances provided through the region. You have the option of choosing between the Crandall Public Library in Glens Falls, the Saratoga Springs Public Library, The New York State Museum in Albany, and the Schenectady Civic Players. **Public Performance sponsors receive prime visibility within a specific geographic area of the Capital Region.** In addition to public acknowledgement before your sponsored performance, your company name, logo, and sponsor title will be listed on Facebook, newsletter, and other promotions for the performance.

#### Media Sponsor

An in-kind donation of media coverage, photography, printing, or other services qualifies your company to be recognized as a media sponsor. Have your company logo featured in advertisements or make arrangements for other special recognition as appropriate and on a case-by-case basis.

#### Important Statistics

*Opera to Go* is viewed by more than **25,000 kids each year**  
Public performances are viewed by more than **1,000 kids/families**  
In-school performances are viewed by more than **1,500 teachers/administrators**  
E-newsletters are viewed by more than **1,800 fans**  
Facebook page is viewed by more than **1,300 fans**  
Opera Festival advertisements/signage is viewed by more than **5,000 patrons**