



WORTHAM
CENTER FOR THE PERFORMING ARTS

**2024/2025
SPONSORSHIP
OPPORTUNITIES**



DRUM TAO 2023/2024 Season



- Partner with Asheville's finest theatre in presenting renowned international touring artists in music, theatre and dance.

- Expand your company's visibility by reaching audiences of more than 55,000.

- Reach a diverse audience active in our community.

As a corporate sponsor, your business enables the Wortham Center to present a remarkable array of performances, enriching the community in which you and your employees live.

MUSIC

Performances feature nationally recognized artists. Past performers include an incredible variety of Grammy Award-winning and nationally recognized artists, such as Black Violin, Kathy Mattea, Bela Fleck, John Doyle, and Dervish.

DANCE

Our most popular performances, bringing you two shows from each troupe. Past performances include Pilobolus, MOMIX, Parsons Dance, Rennie Harris Puremovement, Alvin Ailey II, and DIAVOLO.

THEATRE

The best touring companies, from the classics to contemporary, including The Acting Company, L.A. TheatreWorks, *Selected Shorts*, and award-winning off-Broadway productions.

SPECIAL ATTRACTIONS

Captivating and awe-inspiring entertainment from some of the most creative performers in comedy, fringe, circus, and performing arts, including Drum Tao, The Capitol Fools, The Peking Acrobats, Cathy Ladman, Mummenschanz, The Comedy Zone, and award-winning cirque and fringe companies.

ARTS FOR ALL KIDS

Every year, more than 5,000 students deepen their knowledge of literature, history, and other cultures through curriculum-based performing arts events at the Wortham Center.

As an Arts for All Kids sponsor, your business increases access for all students by directly supporting the *Student Series* shows, workshops, and scholarships for underserved students.



TheaterWorksUSA photo by Jeremy Daniel

Artist-in-Residence Sponsor

Wortham Center's Artist-In-Residence program creates extended artist time and services in our community - deepening connections and presenting opportunities through special classes, workshops and performances.

Ticket Stock Sponsorship

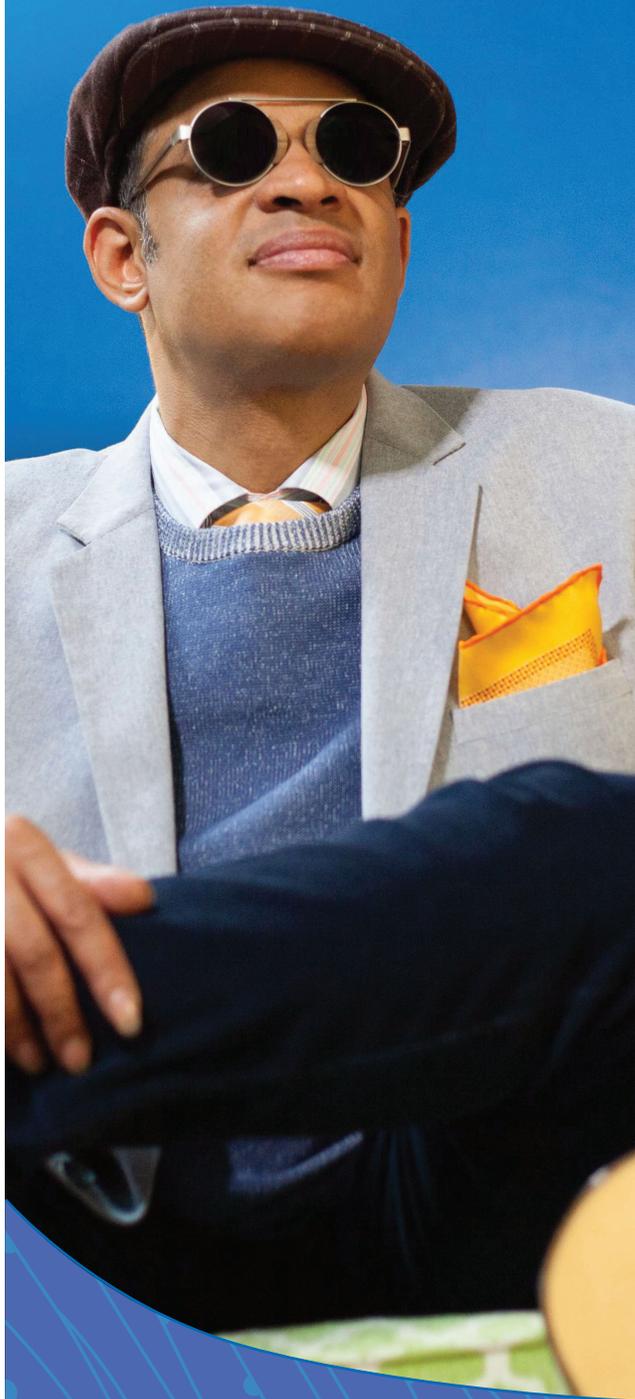
This unique opportunity features your business name/logo and message (or discount offer) printed on the tickets distributed for all performances that take place in the Wortham Center.

For more information, contact:

Jennifer Zemp • Development Director

828.210.9849 • jennifer@worthamarts.org

RAUL MIDÓN
2022/2023 Season



\$10,000
JAZZ SPONSOR



SPONSOR BENEFITS & RECOGNITION

NAME RECOGNITION

- Exclusive naming rights to Jazz series

PRINT

- Full-page playbill ad with prominent placement – Total distribution 5,000 copies
- Logo placement in playbill of sponsored performance and in playbill insert (if applicable)
- Logo placement in the season brochure – 15,000 copies
- Logo placement on lobby posters
- Logo placement in paid advertising – for ads featuring a single performance
- Exclusive naming rights to series listed in season brochure, playbill and on lobby posters

DIGITAL

- Logo placement on the Wortham Center website with link – 48,000 monthly pageviews
- Sponsor recognition in a Wortham Center eNewsletter
- Logo placement in eNewsletter as performance sponsor
- Social media post highlighting your business on Wortham Center's Facebook & Instagram accounts
- Logo placement on Wortham's digital lobby display

TICKETS*

- Thirty-five (35) complimentary single tickets, orchestra level, for performances in the Wortham Presents season
 - Discounted tickets for your employees to Wortham Presents performances
 - Twelve (12) tickets to the exclusive Friends Preview Party
- * Some exceptions may apply

MORE

- Recognition during curtain speech at the sponsored performances
- Invitation to pre-show receptions and complimentary drinks in the Ackermann Cole Lounge at select performances
- Opportunity to display brochures, make special offers or host an information table at sponsored event
- Perform 2-second welcome with Managing Director during curtain speech at sponsored event

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CATHY LADMAN
2023/2024 Season

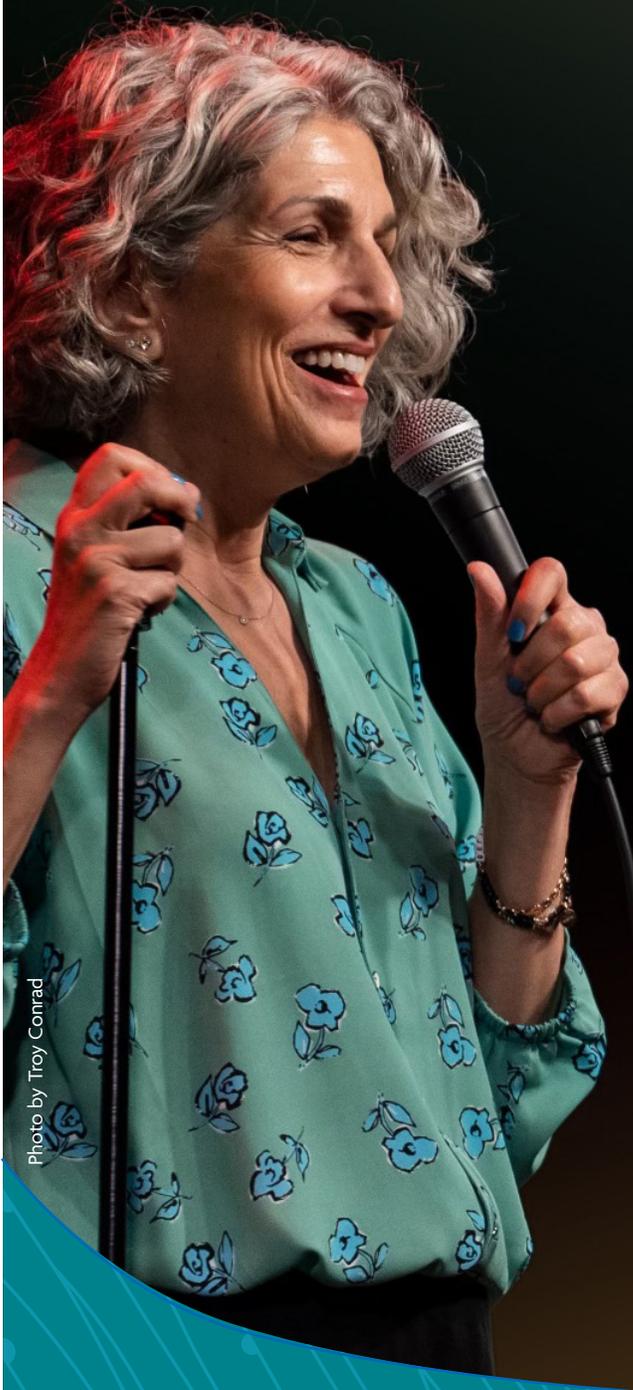


Photo by Troy Conrad



\$7,500
COMEDY SPONSOR

SPONSOR BENEFITS & RECOGNITION

NAME RECOGNITION

- Exclusive naming rights to Comedy series

PRINT

- Full-page ad in playbill – Total distribution 5,000 copies
- Logo placement in playbill of sponsored performance and in playbill insert (if applicable)
- Logo placement in the season brochure – 15,000 copies
- Logo placement on lobby posters
- Logo placement in paid advertising – for ads featuring a single performance
- Exclusive naming rights to series listed in season brochure, playbill and on lobby posters

DIGITAL

- Logo placement on the Wortham Center website with link – 48,000 monthly pageviews
- Sponsor recognition in a Wortham Center eNewsletter
- Logo placement in eNewsletter as performance sponsor
- Social media post highlighting your business on Wortham Center's Facebook & Instagram accounts
- Logo placement on Wortham's digital lobby display

TICKETS*

- Thirty (30) complimentary single tickets, orchestra level, for performances in the Wortham Presents season
 - Discounted tickets for your employees to Wortham Presents performances
 - Eight (8) tickets to the exclusive Friends Preview Party
- * Some exceptions may apply

MORE

- Recognition during curtain speech at the sponsored performances
- Invitation to pre-show receptions and complimentary drinks in the Ackermann Cole Lounge at select performances
- Opportunity to display brochures, make special offers or host an information table at sponsored event

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STEP AFRIKA!
2023/2024 Season



\$5000
LEAD SPONSOR

Support any four (4) performances during the *Wortham Presents* season.

SPONSOR BENEFITS & RECOGNITION

PRINT

- Full page ad in Playbill – *Total distribution 5,000 copies*
- Logo placement in playbill of sponsored performance and in playbill insert (if applicable)
- Logo placement in the season brochure – *15,000 copies*
- Logo placement on lobby posters
- Logo placement in paid advertising – for ads featuring a single performance

DIGITAL

- Logo placement on the Wortham Center website with link – *48,000 monthly pageviews*
- Sponsor recognition in a Wortham Center e-Newsletter
- Logo placement in eNewsletter as a performance sponsor
- Social media post highlighting your business on the Wortham Center's Facebook and Instagram accounts – *10,000+ followers*
- Logo placement on the Wortham's digital lobby display

TICKETS*

- Twenty-five (25) complimentary single tickets, orchestra level, for performances in the *Wortham Presents* season – *Maximum six (6) per show*
- Five (5) tickets to the exclusive Friends Preview Party
- Discounted tickets for your employees to all *Wortham Presents* performances

* Some exceptions may apply

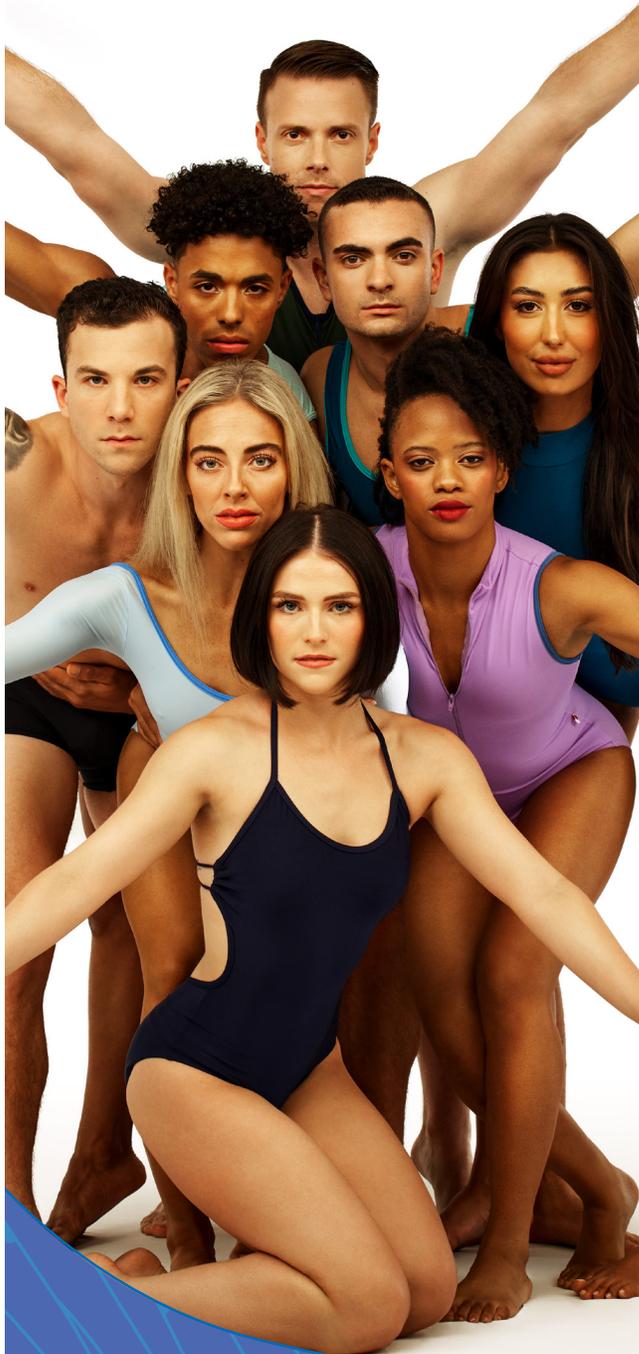
MORE

- Recognition during curtain speech at sponsored performances
- Invitation to pre-show receptions and complimentary drinks in the Ackermann Cole Lounge at select performances
- Opportunity to display brochures, make special offers or host an informational table at a sponsored event

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PARSONS DANCE
2023/2024 Season



\$3000
SUPPORTING
SPONSOR

Support any two (2) performances during the *Wortham Presents* season.

SPONSOR BENEFITS & RECOGNITION

PRINT

- Half-page ad in playbill – *Total distribution 5,000 copies*
- Logo placement in playbill of sponsored performance and in playbill insert (if applicable)
- Logo placement in the season brochure – *15,000 copies*
- Logo placement on lobby posters
- Logo placement in paid advertising – for ads featuring a single performance

DIGITAL

- Logo placement on the Wortham Center website with link – *48,000 monthly pageviews*
- Sponsor recognition in a Wortham Center e-Newsletter
- Logo placement in eNewsletter as a performance sponsor

TICKETS*

- Twelve (12) complimentary single tickets, orchestra level, for performances in the *Wortham Presents* season – *Maximum six (6) per show*
 - Discounted tickets for your employees for all *Wortham Presents* performances
 - One (1) ticket to the exclusive Friends Preview Party
- * Some exceptions may apply

MORE

- Recognition during curtain speech at sponsored performances
- Invitation to pre-show receptions and complimentary drinks in the Ackermann Cole Lounge at select performances

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MRS. KRISHNAN'S PARTY
2023/2024 Season



Photo by Ankit Singh



\$1500
PERFORMANCE
SPONSOR

Support one (1) performance during the *Wortham Presents* season.

SPONSOR BENEFITS & RECOGNITION

PRINT

- Quarter-page ad in playbill – *Total distribution 5,000 copies*
- Logo placement in playbill of sponsored performance and in playbill insert (if applicable)
- Logo placement in the season brochure – *15,000 copies*
- Logo placement on lobby posters

DIGITAL

- Logo placement on the Wortham Center website with link – *48,000 monthly pageviews*
- Sponsor recognition in a Wortham Center e-Newsletter
- Logo placement in e-Newsletter as a performance sponsor

TICKETS*

- Six (6) complimentary single tickets, orchestra level, for performances in the *Wortham Presents* season
 - One (1) ticket to the exclusive Friends Preview Party
- * Some exceptions may apply

MORE

- Recognition during curtain speech at sponsored performance
- Invitation to pre-show receptions and complimentary drinks in the Ackermann Cole Lounge at select performances

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ARTS FOR ALL KIDS SPONSORS



As an Arts for All Kids sponsor, you will be supporting arts in education for more than 5,000 children and help fund field trips to performances, community and in-school workshops, and scholarships for children to attend classes and summer camps.

SPONSOR LEVELS		PERFORMANCE \$1,500	SUPPORTING \$3,000	SHOW \$5,000	LIGHTWIRE \$10,000	LEAD \$10,000
Name Recognition	Support a performance(s) during the Student Series/Wortham Presents series	1	2			
	Exclusive naming rights to show/program			•	•	•
Print	Playbill ad	¼	½	Full	Full	Full
	Logo placement in playbill of sponsored performance	•	•	•	•	•
	Logo placement in the season brochure	•	•	•	•	•
	Logo placement in the Student Series brochure	•	•	•	•	•
	Logo placement on lobby posters	•	•	•	•	•
	Logo placement in paid advertising – for ads featuring a single performance		•	•	•	•
	Exclusive naming rights to Student Series/Performance			•	•	•
	Logo placement in the Arts for All Kids brochure					•
Digital	Logo placement on Wortham Center website with link	•	•	•	•	•
	Sponsor recognition in a Wortham Center Arts for All Kids/Student Series e-Newsletter	•	•	•	•	•
	Logo placement and name recognition in Arts for All Kids/Student Series e-Newsletter messages	•	•	•	•	•
	Social media posts highlighting your business on Arts for All Kids/Student Series messages in Facebook and Instagram			•	•	•
	Logo placement on Wortham's digital lobby display			•	•	•
Tickets	Complimentary single tickets, orchestra level, for performance in the Wortham Presents series	6	12	25	35	35
	Tickets to each Summer Camp final performance	1	3	5	10	10
	Tickets to the Exclusive Friends Preview Party	1	1	5	12	12
	Discounted tickets for your employees for Wortham Presents series	•	•	•	•	•
More	Recognition during curtain speech at sponsored performance	•	•	•	•	•
	Invitation to pre-show receptions and complimentary drinks in the Ackermann Cole Lounge at select performances			•	•	•
	Opportunity to display brochures, make special offers or host an information table at a sponsored event			•	•	•
	Perform 20 second welcome with Education and Engagement Director during curtain speech at all Student Series performances				•	•

For more information, contact:

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