



CHRISTOPHER MATTALIANO  
GENERAL DIRECTOR

2011-2012 SEASON

**WHEN OUR**  
*World*  
**CHANGES**

**2011-12**  
**SPONSORSHIP**  
**PACKAGES**

**THE HAMPTON OPERA CENTER**

211 SE Caruthers Street  
Portland, OR 97214  
503-241-1407

Contact:  
**Jim Cox**  
Senior Giving Manager  
503-295-3507 direct  
[jcox@portlandopera.org](mailto:jcox@portlandopera.org)



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# SEASON CALENDAR 2011-12



<p><b>GALA CONCERT</b> <b>BIG NIGHT</b></p>	<p><b>September 24, 2011</b> <b>Keller Auditorium</b></p>
<p><small>WOLFGANG AMADEUS MOZART</small> <b>THE MARRIAGE of FIGARO</b></p>	<p><b>November 4, 6m, 10, 12, 2011</b> <b>Keller Auditorium</b></p>
<p><small>GIACOMO PUCCINI</small> <b>madame BUTTERFLY</b></p>	<p><b>February 3, 5m, 9, 11, 2012</b> <b>Keller Auditorium</b></p>
<p><small>PHILIP GLASS</small> <b>GALILEO galilei</b></p>	<p><b>MARCH 30,</b> <b>APRIL 1m, 3, 5, 7, 2012</b> <b>Newmark Theatre</b></p>
<p><small>LEONARD BERNSTEIN</small> <b>CANDIDE</b></p>	<p><b>MAY 11, 13m, 17, 19, 2012</b> <b>Keller Auditorium</b></p>

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## PRODUCTION AND ARTIST SPONSORSHIPS 2011-12



### **Production & Artist Sponsorships starting at \$15,000**

Production and Artist Sponsorships offer your business the opportunity to underwrite a portion of the costs of bringing world-class opera to Portland. This level of sponsorship offers terrific market and branding opportunities at a very competitive dollar value, and also provides generous entertainment benefits both in front of and behind the scenes of Portland Opera.

### **Exclusive Production or Artist Sponsorship: \$25,000**

**(Exclusive Sponsorship of *Madame Butterfly* is \$30,000)**

- Exclusive Production Sponsors receive a full-page sponsorship ad in the program of your sponsored production (up to 12,000 targeted impressions / \$1,820 value).
- Exclusive Artist sponsors receive a half-page horizontal sponsorship ad in the program featuring your sponsored artist (up to 12,000 targeted impressions / \$1,385 value) and a special donor luncheon or dinner engagement with your sponsored artist and a member of Portland Opera's Artistic Staff.
- Your choice of four Premier Level subscriptions to the 2011-12 season, or 12 Premier Level tickets to a performance of your sponsored opera (up to \$1,272 value).
- Ability to work with Portland Opera to coordinate a pre-performance function at the Keller Auditorium for up to 24 guests (cost of catering and other event expenses to be paid for by the sponsor).

### **Co-Production or Artist Sponsorship: \$15,000**

**(Co-Production Sponsorship of *Madame Butterfly* is \$20,000)**

**Partner with one or more non-competitive businesses or individuals to sponsor a production or artist during the opera season and receive these benefits:**

- Co-Production Sponsors receive a half-page horizontal sponsorship ad in the program of your sponsored production (up to 12,000 targeted impressions / \$1,385 value).
- Co-Artist sponsors receive a third-page horizontal sponsorship ad in the program featuring your sponsored artist (up to 12,000 targeted impressions / \$1,385 value) and a special donor luncheon or dinner engagement with your sponsored artist, a member of Portland Opera's Artistic Staff, and your fellow Co-Sponsor.
- Your choice of two Premier Level subscriptions to the 2011-12 season, or eight Premier Level tickets to a performance of your sponsored opera (up to \$848 value).

### **Benefits available for all Production and Artist Sponsors:**

- Corporate logo in all media advertising for the show associated with your sponsorship: print, radio, web and electronic (up to 4 million impressions).
- Corporate logo in all printed sales pieces and publications for the show associated with your sponsorship: posters, programs, brochures and more (up to 28,000 targeted impressions).
- Corporate Banner in the lobby of the theatre for the show associated with your sponsorship.
- Up to 20 final dress rehearsal tickets to your sponsored opera.
- All other standard sponsors benefits (see page 4 for details)



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# PERFORMANCE SPONSORSHIPS 2011-12



## Performance Sponsorships Starting at \$7,500

Performance Sponsorships are perfect for businesses considering a first-time sponsorship with Portland Opera. Your business will receive recognition in programs, and complimentary tickets with generous VIP benefits. You can even have photos taken backstage with the cast!

### Exclusive Performance Sponsorship: \$12,500\*

- Six premier tickets to your sponsored performance (up to \$636 value).
- Third-page square sponsorship ad in your sponsored show's program (\$1,095 value).
- Private party for up to 24 of your guests and clients at the Keller Auditorium prior to your sponsored performance (sponsor responsible for catering fees; this benefit not available for Friday night performances).

### Performance Co-Sponsorship: \$7,500\*

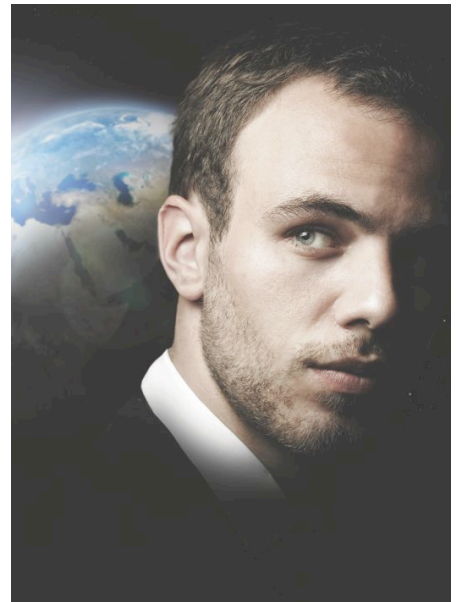
Co-sponsor a performance during the opera season and receive these benefits:

- Four premiere tickets to your sponsored performance (up to \$424 value).
- 1/6-page sponsorship ad in your sponsored show's program (\$580 value).

\*Except Madame Butterfly

## All Sponsors Receive These Additional Benefits:

- Recognition as a sponsor in all 2011-12 Portland Opera programs (up to 40,000 targeted impressions).
- Up to 20 final dress rehearsal tickets to the opera of your choice during the 2011-12 season.
- Your company's logo and hyperlink to you business included on both the corporate sponsor page and the appropriate opera production page of Portland Opera's website.
- Special sponsor password available for your employees and VIP Clients to purchase discounted and early-bird tickets for Portland Opera and select Broadway Across America Portland performances using Portland Opera's *VIPAccess* ticketing system. In addition, Ticketmaster service charges will be waived on Portland Opera productions. Other fees may apply.
- Recognition on the supertext screen of your sponsored opera (up to 12,000 targeted impressions).
- Treat your employees and clients to photos backstage with the stars of Portland Opera.
- Attend special events throughout the season including an invitation for two to attend our annual Camerata Appreciation Dinner.
- Free parking for Keller Auditorium productions; free coat check, and intermission invitation to our exclusive Camerata VIP Lounge.
- Additional discounted Portland Opera and Broadway Across America Portland program advertising through Skies America Publishing.





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## **Sponsorships Provide Great Recognition for your Business**

### **About Portland Opera**

Entering our 47th season, Portland Opera is a vibrant and vital part of Portland's thriving cultural scene. Our mission is to inspire, challenge and uplift our audiences by creating productions of high artistic quality that celebrate the beauty and breadth of opera.

Portland Opera has earned a devoted and growing audience of more than 400,000 annually through our mainstage productions, Broadway Across America Portland series, and broadcasts of all of our operatic productions on All Classical 89.9 FM. **A 2009 National Endowment for the Arts study reported that 6.2% of Oregonians attend operatic productions, the highest attendance of any U.S. state and nearly two times the national average!**

### **Corporate Sponsors are Key to Portland Opera's Success**

Businesses that partner with Portland Opera enjoy great benefits including: affiliation with one of the most respected arts nonprofits in the region, access to a highly educated, high-net worth audience, influential brand recognition; and generous corporate entertainment opportunities. Sponsor investment supports acclaimed productions, a nationally recognized Studio Artist program, and outreach programming to students throughout our region.

### **Programming**

- 3 mainstage operas performing at Keller Auditorium
- 1 chamber opera production performing at the Newmark Theatre
- 4 recitals featuring Portland Opera's Studio Artists
- Portland Opera To Go education and outreach tours
- Nearly 100 free concerts, previews and lectures
- Portland Opera productions broadcast to every corner of the state

### **Portland Opera's Financial Snapshot**

- An operating budget for the 2011-12 season of \$6.9 million
- Operating surplus the past 12 out of 13 years (including FY10!)
- No long term debt
- Highest rating in our FY09 independent audit (available upon request)
- An endowment of \$8 million and growing



### **Promotional Platform**

- 6 FTE marketing staff providing coverage in print, internet, radio and social media
- \$190,000 Opera marketing media buys: programs, magazines, mailings, radio, newspapers with up to 16 million impressions and 250,000 targeted impressions each season
- Print and electronic recognition: programs, webpage, banners
- Sponsorship ads (performance sponsors and above)

### **Corporate Benefits** (commensurate with level of support)

- Brand and civic recognition
- Access to behind the scenes and special events including the annual appreciation dinner
- Access to our VIP Camerata Lounge for all Opera performances
- Camerata Circle benefits (tickets, free parking and coat check, opportunities for hosting)



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# The Sweet Spot of Your Target Market



## It Makes Good Business Sense to Partner with Portland Opera

If you want to put your business front and center among some of the most socially active and influential people in our region, look no further than Portland Opera. By sponsoring Portland Opera, you will reach a highly educated, high net-worth client who regularly patronizes businesses that support the arts.

## Compelling Statistics: Portland Opera Audience Demographics

Age (ticket buyers):		Household income:	
18-24:	2%	Less than \$50K:	17%
25-34:	9.5%	\$50K but less than \$75K:	16.4%
35-44:	14%	\$75K but less than \$100K:	14%
45-54:	14%	\$100K but less than \$150K:	16.9%
55-64:	29%	\$150K but less than \$200K:	5.8%
65-74:	22.5%	\$200K but less than 300K:	5.2%
75+:	9%	More than \$300K:	2.1%
		Prefer not to answer:	22.6%

- **52.6% earn more than \$100,000 per year**
- 19.5% of our audience are the primary decision makers for their businesses
- **84.5% of our audience are college graduates; 47% hold advanced degrees**
- Our optimum demographic is a woman between the ages of 40 and 65
- **40% of our audience owns a home currently valued at or above \$350,000**

## Audience Consumer Habits

- 88% responded that sponsorships positively influence their opinions
- 71% of our audience has dined in a sit-down, full service restaurant in the past two weeks
- 13.5% plan to buy a home in the next 12 months
- 24% plan a major home remodel and 14% plan a major landscaping project in the next 12 months
- Past 4 weeks shopped at:
  - Luxury stores such as Brooks Brothers or Mario's.....37%
  - Jewelry stores.....14%
  - Drug stores.....75%
  - Sporting goods stores.....33%
  - Trader Joes.....58%
  - Whole Foods.....27%
  - Discount stores such as Wal-Mart, Target, or K-Mart...56%
  - Electronics stores.....41%
  - Lumber or hardware store.....54%
  - New Seasons .....42%
  - Fred Meyer.....80%
  - Safeway .....61%

**About Our Demographics:** In December 2009, Portland Opera partnered with Rojo Research, an independent survey company. A statistically significant number of 640 opera-goers responded to a 48-question survey. Margin of error is +/- 3%. To learn more, please visit rojoresearch.com.



# 2011-12 SPONSORSHIP PLEDGE AGREEMENT



Business/Corporate Name: \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Contact Address \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Fax \_\_\_\_\_

Contact e-mail \_\_\_\_\_

**I/We would like to sponsor a production or artist in the following opera:**

- Mozart's *The Marriage of Figaro* (November 4, 6, 10 & 12, 2011)
- Puccini's *Madame Butterfly* (February 3, 5, 9 & 11, 2012) \*
- Philip Glass' *Galileo Galilei* (Mar. 30 & April 1, 3, 5 & 7, 2012) \*
- Leonard Bernstein's *Candide* (May 11, 13, 17 & 19, 2012)\*\*

*\*Only Artist Sponsorships Available; Production Sponsorships Sold Out.*

*\*\* Artist Sponsorships and Co-Performance Sponsorship Available*

<input type="checkbox"/> <b>PRODUCTION</b> or <input type="checkbox"/> <b>ARTIST:</b>	<input type="checkbox"/> \$25,000 Exclusive	<input type="checkbox"/> \$15,000 Co-Sponsor
<b>MADAME BUTTERFLY:</b>	<input type="checkbox"/> <b>\$30,000 Exclusive</b>	<input type="checkbox"/> <b>\$20,000 Co-Sponsor</b>

\*\*\*\*\*

**I/We would like to sponsor a single Portland Opera performance:**

<b>FIGARO, GALILEO or CANDIDE</b>	<input type="checkbox"/> \$12,500 Exclusive	<input type="checkbox"/> \$7,500 Co-Sponsor
<b>MADAME BUTTERFLY:</b>	<input type="checkbox"/> <b>\$13,500 Exclusive</b>	<input type="checkbox"/> <b>\$8,500 Co-Sponsor</b>

Please put a check by the performance you would like to sponsor. As of 4/28/11, performance dates in *italics* are only available at the co-performance sponsorship level. All performances 7:30 PM curtain except Sunday Matinees at 2:00 PM.

**FIGARO**

- Fri. Nov. 4, 2011*
- Sun. Nov. 6 2011 matinee
- Thurs. Nov. 10, 2011
- ~~Sat. Nov. 12, 2011~~

**BUTTERFLY**

- Fri. Feb. 3, 2012
- Sun. Feb 5, 2012
- Thurs. Feb 9, 2012*
- Sat. Feb 11, 2012*

**GALILEO**

- ~~Fri. Mar. 30, 2012~~
- Sun. April 1, 2012 matinee
- Tue. April 3, 2012
- Thurs. April 5, 2012
- Sat., April 7, 2012

**CANDIDE**

- Fri. May 11, 2012*
- Sun. May 13, 2012
- Thurs. May 17, 2012
- Sat, May 19, 2012

Payment is due the first of the month of your sponsorship date and you will be invoiced one month in advance. You may select an alternate payment date no later than June 30, 2012.) **Alternate payment date:** \_\_\_\_\_.

Should any of the provisions of this Agreement be prevented or interfered with, including Portland Opera's ability to present or the audience's ability to access a scheduled production/performance(s), neither Portland Opera or the Sponsor shall be under any obligation to present at a different time or place, and neither party shall have any claim against the other in connection with losses resulting from such prevented or interfered with performance(s).

**PLEASE PRINT SPONSOR NAME EXACTLY AS YOU WOULD LIKE IT TO APPEAR:**

Gifts are tax deductible to the full extent allowed by law. Included with this agreement is a document outlining the benefits provided with sponsorship. A full statement of tax-deductibility will follow receipt of your gift. The Portland Opera Association is a non-profit organization with section 501(c)(3) status for tax purposes and is governed by a Board of Directors. Tax ID number is 93-6034321.

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

**PLEASE COMPLETE THIS SPONSORSHIP PLEDGE FORM AND FAX, MAIL OR EMAIL TO:**

Jim Cox  
Senior Giving Manager  
The Hampton Opera Center  
211 SE Caruthers Street  
Portland, OR 97214

Direct Phone: 503-295-3507  
FAX: 503-241-4212  
Email: jcox@portlandopera.org