

THE 2013 ATLANTA OPERA BALL

Puccini's
PALAZZO



SATURDAY, OCTOBER 26, 2013

ST. REGIS – ATLANTA

CHRIS CASEY & DOUG WEISS
CHAIRS

THE 2013 ATLANTA OPERA BALL



Greetings!

As Chairs of the 2013 Atlanta Opera Ball, Doug and I are interested in identifying strong corporate partnerships to support the Opera Ball. We have prepared this Sponsorship Package to provide you information about the demographics of the Opera Ball patron community as well as breakdowns of the various sponsorship opportunities.

Involvement with The Atlanta Opera presents an opportunity for you to promote your brand before a select and attractive demographic market:

- High education levels
- High average household income
- Highly placed corporate leaders and “deciders” for their various companies

Additionally, by partnering with The Atlanta Opera, you will be supporting the Opera's extensive Community Engagement programs to bring cultural and performing arts education to schools in the metro-Atlanta area.

The black-tie Atlanta Opera Ball, hosted at the fabulous St. Regis Hotel in Buckhead, is the ball season's opening event. Corporate partners receive premium recognition and brand exposure both before and during the event.

You will note that in addition to the regular sponsorship opportunities, we also have three exclusive sponsorship opportunities. Each of these packages provide your company with recognition as the “Exclusive Sponsor” of one of three premium events:

- Presenting Sponsor of the 2013 Atlanta Opera Ball
- Exclusive Sponsor of the 2013 Atlanta Opera Ball Patron Party
- Exclusive Sponsor of the 2013 Atlanta Opera Ball Auction

Thank you for considering becoming a corporate sponsor of the 2013 Atlanta Opera Ball. If you have any questions about any of the sponsorship opportunities, don't hesitate to contact us.

Sincerely,

A handwritten signature in black ink that reads 'Chris Casey & Doug Weiss'. The signature is fluid and cursive, with the first names being more prominent.

Chris Casey & Doug Weiss
Chairs, 2013 Atlanta Opera Ball

Email: chriscasey1@me.com and doug@douglasweiss.com

THE 2013 ATLANTA OPERA BALL



Date:

Saturday, October, 26, 2013

Place:

St. Regis – Atlanta

Ticket Prices:

Individual Tickets - \$350

Tables of Ten - \$3,500

Patron Levels start at \$1,500

Approximate Schedule:*

6:00pm – Cocktails and Silent Auction

7:30pm – Call to Dinner

7:45pm – Program and Dinner

8:45pm – Live Auction

9:15pm – Dessert and Dancing

*subject to change

Staff Contacts:

Allison DeNiro, *Event Manager*

404.591.2928 Direct

adeniro@atlantaopera.org

Bert Huffman, *Director of Development*

404.881.9104 Direct

bhuffman@atlantaopera.org

Rae Weimer, *Associate Director of Development*

404.343.7125 Direct

rweimer@atlantaopera.org

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EXCLUSIVE CORPORATE SPONSORSHIP OPPORTUNITIES

These sponsorship packages have been created to provide Corporate Patrons an opportunity to have recognition as the *exclusive* sponsor of one of three unique events associated with The Atlanta Opera Ball. Each package includes corporate-level benefits, along with exclusive recognition associated with each event.

Presenting Sponsor: \$20,000

Exclusive Recognition as "Presenting Sponsor of the 2013 Atlanta Opera Ball":

- Recognition on advertising and event website
- Recognition on program, invitations and event signage
- Acknowledgment in event remarks
- Priority table for ten with VIP table placement
- Invitation for ten guests to the Patron Party

Exclusive Patron Party Sponsor: \$15,000

Exclusive Recognition as "Patron Party Sponsor of the 2013 Atlanta Opera Ball"

- Recognition on advertising and event website
- Recognition on program, invitations and event signage
- Acknowledgment in event remarks
- Preferred seating for eight
- Invitation for eight guests to the Patron Party

Exclusive Auction Sponsor: \$15,000

Exclusive Recognition as "Auction Sponsor of the 2013 Atlanta Opera Ball"

- Recognition on program, invitations and event signage
- Preferred seating for six
- Invitation for six guests to the Patron Party

Exclusive Valet Sponsor: \$5,000

Exclusive Recognition as "Valet Sponsor the 2013 Atlanta Opera Ball"

- Two cars at the entrance of The St. Regis-Atlanta on October 26th, 2013
- Recognition on advertising and event website
- Recognition on program, invitations and event signage
- Preferred seating for four at the ball
- Invitation for two guests to the Patron Party

THE 2013 ATLANTA OPERA BALL



Chris Casey & Doug Weiss
Chairs

PATRON LEVELS & BENEFITS

Diamond \$20,000

- Priority table for ten with VIP table placement
- Prominent logo recognition on advertising and event website
- Prominent recognition on program, invitations and event signage
- Acknowledgment in event remarks
- Invitation for ten guests to the Patron Party
- Option for featured performer at table

Platinum \$15,000

- Preferred seating table for ten
- Logo recognition on advertising and event website
- Recognition on program, invitations and event signage
- Acknowledgment in event remarks
- Invitation for ten guests to the Patron Party

Gold \$10,000

- Preferred seating for eight
- Recognition on advertising and event website
- Recognition on program, invitations and event signage
- Acknowledgment in event remarks
- Invitation for eight guests to the Patron Party

Silver \$5,000

- Preferred seating for six
- Recognition on program, invitations and event signage
- Invitation for six guests to the Patron Party

Table Host \$3,500

- Seating for ten
- Listing on program and invitations
- Invitation for table hosts to attend the Patron Party

Patron \$1,500

- Seating for two
- Listing on program and invitations
- Invitation for two to the Patron Party

THE 2013 ATLANTA OPERA BALL



I / We will support The 2013 Atlanta Opera Ball as a Patron at the following level:

- _____ Diamond \$20,000
- _____ Platinum \$15,000
- _____ Gold \$10,000
- _____ Silver \$5,000
- _____ Table Host \$3,500
- _____ Patron \$1,500

EXCLUSIVE SPONSORSHIPS:

- _____ Exclusive Presenting Sponsor \$20,000
- _____ Exclusive Patron Party Sponsor \$15,000
- _____ Exclusive Auction Sponsor \$15,000
- _____ Exclusive Valet Sponsor \$5,000

_____ I / We would like to make a tax-deductible contribution of \$ _____

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Email _____

Name(s) as it should appear on all listings:

PAYMENT INFORMATION

_____ Enclosed is a check for \$ _____ payable to The Atlanta Opera

_____ Please charge \$ _____ to my credit card:

_____ Visa _____ MasterCard _____ American Express _____ Discover

Card Number _____ Expiration _____ CVV2 _____

Authorized Signature _____
(signature required for credit card purchases)

PLEASE RETURN TO:

The Atlanta Opera
Attn: Allison DeNiro
1575 Northside Dr. N.W.
Bldg. 300, Suite 350
Atlanta, GA 30318

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ABOUT THE ATLANTA OPERA COMMUNITY ENGAGEMENT

The Atlanta Opera has made a long-standing commitment to providing exciting and impactful community engagement programs for children and adults. Our goal is to promote an understanding of and appreciation for opera in the community through a wide variety of programs and performances on both the mainstage and in other venues throughout the Metro-Atlanta area. High-quality and entertaining educational experiences provide opportunities for the Atlanta community to explore and experience opera together.

WHAT'S HAPPENING IN YOUR COMMUNITY?

24-Hour Opera Project

What happens when composers, lyricists, directors and singers are all thrown together and tasked with creating a masterpiece in 24 hours? Find out at the Atlanta Opera's **24-Hour Opera Project**, January 25-26, 2013. Applications will be accepted from artists in each category and the public is invited to the **FREE 24-Hour Opera Project Showcase** on Saturday, January 26.

Stone Soup

AT&T presents The Atlanta Opera Studio Tour community performances of **Stone Soup** for individuals and families. Performances will be presented throughout Metro-Atlanta, and at The Atlanta Opera Center.

Girl Scout Day

Girl Scout Day at The Atlanta Opera gives girls a fun and interactive performing arts experience. Events include a performance of **Stone Soup**, stage makeup and costume demonstrations, and craft activities. Performance and activities meet requirements for Junior Girl Scout Badges/Brownie Try-It projects.

Opera 101

A multimedia presentation introducing each of the 2012-2013 main stage productions. Learn the history, background, and story line of each opera. **FREE** and open to the public at The Atlanta Opera Center. Reservations requested; call 404-881-8801.

Carmen - Nov. 5 at 7:00 P.M.; **La traviata** - Feb. 25 at 7:00 P.M.; **The Italian Girl in Algiers** - Apr. 22 at 7:00 P.M.

High School Opera Institute

Participants attend monthly workshops and coaching sessions held by leading professionals in the music field. The program runs October 2012 – June 2013 and is open by audition to high school voice students in grades 10-12.

Visit our website atlantaopera.org for updated community events and programs throughout the season!

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THE ATLANTA OPERA

Founded in 1979, The Atlanta Opera is one of the finest regional opera companies in the nation. By producing live, mainstage performances of the highest quality and impactful community engagement experiences, The Atlanta Opera enriches lives through the power of opera. The company also works to attract the finest international, national, and regional singers, conductors, stage directors and designers. Each season, The Atlanta Opera presents three productions at the Cobb Energy Centre.

OUR PATRONS

Based on history and a recent market survey, we know that our patrons are a highly desirable demographic.

- 90% hold college and post-graduate degrees
- 66% are married
- 35% of donors have an annual household income of \$150k or more
- 28% of subscribers have an annual household income of \$150k or more
- 65% of those surveyed believe that luxury cars are an appropriate fit for sponsorship of The Atlanta Opera.
- 68% of those surveyed believe watches and jewelry are an appropriate fit for sponsorship of The Atlanta Opera. One in four patrons will be in the market for a watch or jewelry in the next twelve months, with 13% spending over \$1,000 annually.
- 61% feel department stores would be an appropriate fit as a corporate sponsor of The Atlanta Opera.
- When asked if they are more likely to purchase products or services from a business partner of The Atlanta Opera, opera patrons unanimously responded yes!