



# Supporting the Performing Arts



## Organization Overview

- Non-profit 501(c)3
- Established in 1976
- A substantial effort is made in the Arts In Education area: Enriching the lives of area students through unique opportunities to interact with visiting artists.

## Contact Information

- General office phone: 715-421-4552
- Ticket office phone: 715-424-ARTS (2787)
- Arts Council Office:  
1040 – 8<sup>th</sup> Street South, Suite 101  
Wisconsin Rapids, WI 54494
- Web Site: [www.SavorTheArts.org](http://www.SavorTheArts.org)
- Email: [director@savorthearts.org](mailto:director@savorthearts.org)

# Statistics



- **Funding Sources:**
  - Corporate Sponsorship (20%)
  - Individual Donations (20%)
  - Tickets sales revenue (60%)
  - Ticket prices are roughly 45% lower than similar programming in other markets.
- **Audience:**
  - Age range 45+
  - Annual attendance 4,000
  - Per show attendance 500
  - Last season's patron profile consisted of visitors from 3 states and 68 communities outside of Wisconsin Rapids.
- **Marketing:**
  - Print media
    - Newspaper (Wis. Rapids, Stevens Point, Marshfield, Wausau)
    - Placemat advertising (360,000 units in over a dozen local restaurants)
    - Hoopla
    - Direct Mail 3,500 units
    - Program booklets 3,000 units
    - Program inserts 500+ per show
  - Radio
    - WFHR
    - WLJY
    - WSPT
    - WKQH
    - WHRM
    - Others as determined by show
  - Online
    - Newspapers (4 markets)
    - Facebook
    - Patron Mail email marketing (1000 exposures)

## Mission Statement

To promote enjoyment and appreciation of a variety of performing art forms among area residents of all ages.

## How Accomplished

Through individual contributions, corporate sponsors, and grants, the Arts Council is able to increase our community's exposure to culturally diverse, professional presentations. A big part of our mission is providing and funding Artist-in-Education programs, which allow professional artists to enrich the lives of area students through performances, workshops and master classes. These programs provide opportunities for students to learn new skills and experience personal contact with professional performers.

The Arts Council is fueled by passionate members of our community who volunteer their time and talents. Board members serve a three-year term. Many other volunteers comprise the various committees which work to achieve our goals: Arts Education, Volunteer, Programming, Marketing, Fundraising, Membership and Technology. Many volunteer opportunities are available, and we would love to include you. Call us (424-ARTS) for information about volunteer opportunities.

# Business Sponsor

## Sponsor Exposure

- Public service announcements on the radio.
- Posters distributed throughout the community.
- Patron email announcements to area businesses and The Arts Council membership.
- Business name and/or logo included in all *Performance Season Program Guides*.
- Business listed as a sponsor in media press releases.

## Platinum Sponsor (\$4,000 and above)

- Choice of performance sponsorship if contribution is more than 50% of the performance fee. Choice of performance co-sponsorship if contribution is less than 50% of the performance fee.
- Full page color advertisement in all *Performance Season Program Guides*.
- Recognition at the night of sponsorship to include company logo projection.
- 10 complimentary tickets to the sponsored performance.
- Recognition on all media advertisements and website for sponsored performance.

# Program Advertising

## Advertising Rates (Black Ink Only)

- Full page (5" wide X 8" high) - \$375
- Half page (5" wide X 4" high) - \$245
- One-quarter page (2.5" wide X 4" high) - \$175

## Deadlines

Please note that advertising that requires design assistance must be arranged with Quality Plus Printing. Ad design fees will be arranged between the customer and Quality Plus Printing. We would appreciate it if you can get your advertising in early. For those who require design assistance, proofs will be sent prior to the program being printed if requested and time permits.

We can accept advertisements as camera ready reflective art, with a logo and supplied copy, or as an electronic JPEG, TIFF, EPS or Photoshop file. Please contact us if you have other needs and we will do our best to accommodate your needs.

# Performance Season

## General Information

The program size will be 8.5 inches tall by 5.5 inches wide. The advertising portion of the program will be printed using 4-color process ink for full color reproduction. Advertising can run in full color or black ink only.

## Advertising Rates (Color)

- Full page back cover (5"wide X 8" high) - \$525
- Inside front cover or inside back cover (5"wide X 8" high) - \$475
- Full page inside (5"wide X 8" high) - \$425
- Half page (5" wide X 4" high) - \$295
- One-quarter page (2.5" wide X 4" high) - \$225

## Levels & Benefits

### Diamond Sponsor (\$3,000)

- Choice of performance co-sponsorship as available.
- One-half page color advertisement in all *Performance Season Program Guides*.
- Recognition at the night of sponsorship to include company logo projection.
- 4 complimentary tickets to the co-sponsored performance.
- Recognition on all media advertisements and website for sponsored performance.

### Emerald Sponsor (\$1,000)

- Co-sponsorship of a performance.
- One-quarter page color advertisement in all *Performance Season Program Guides*.
- 2 complimentary tickets to the co-sponsored performance.
- Recognition on all media advertisements and website for sponsored performance.

# Community Support

## General

Community Supporters will be recognized with advertising space in the program guide inserts at each of the performances throughout the season.

The program insert size will be 8.5 inches tall by 5.5 inches wide. The program guide insert will be printed in black ink only. Advertisers will have the opportunity to change their advertising for each of the performances as long as they comply with the deadline guidelines. The initial advertising must be received no later than **September 1**.

Please note that advertising that requires design assistance must be arranged with Quality Plus Printing. Ad design fees will be arranged between the customer and Quality Plus Printing. We would appreciate it if you can get your advertising in early. For those who require design assistance, proofs will be sent prior to the program being printed if requested and time permits.

We can accept advertisements as camera ready reflective art, with a logo and supplied copy, or as an electronic JPEG, TIFF, EPS or Photoshop file. Please contact us if you have other needs and we will do our best to accommodate your needs.

## Community Presenter (\$500)

- Recognition in program inserts throughout the season.
- Half page advertisement in black ink (5" wide X 4" high).
- Recognition of support on The Arts Council website.

## Community Partner (\$250)

- Recognition in program inserts throughout the season.
- Quarter page advertisement in black ink (2.5" wide X 4" high).
- Recognition of support on The Arts Council website.

## Tax-deductible Donation (Any amount)

Any monetary support of The Arts Council (Non-profit 501(c)3) which is not in exchange for goods or services rendered is tax deductible.

- Grand Patron (\$500+).
- Patron (\$300 - \$499).
- Benefactor (\$100 - \$299).
- Donor (\$1 - \$99).

Recognition of the donation will be placed in the *Performance Season Program Guide*.