

# SPONSORSHIP OPPORTUNITIES



UNIVERSITY OF MICHIGAN | ANN ARBOR



# You have a part to play.

In presenting our 139th season, ensuring students and community members can experience the transformative power of the performing arts.

Moments of inspiration, clarity and reflection that unlock our creative curiosity and deepen our understanding,

Shared experiences that spark important conversations and contribute to the cultural vibrancy of our community.

Your sponsorship support means we can continue to bring the world to you—connecting audiences with artists in uncommon and engaging experiences.



Dorrance Dance, 2016/17 season



# WELCOME TO UMS.

Recipient of the 2014 National Medal of Arts, UMS is committed to connecting audiences of all ages with the world's best performing artists in uncommon and engaging experiences.

Founded in 1879, UMS presents 60-75 performances each season—classical and contemporary music, dance, and theater—all of which reflect the rich texture and breadth of artistic experiences UMS brings to the stage from around the world. Committed to balancing tradition with bold artistic leadership, UMS also commissions and presents new work from emerging artists—innovative performances that challenge our expectations and help us experience the world in new ways.

Through immersive artist and educational residencies, UMS hosts over 200 learning opportunities each season that engage thousands of students and educators, on campus and throughout Southeast Michigan, with an impact that reaches far beyond the stage.

On the pages that follow, you'll find many opportunities to sponsor extraordinary performing arts and educational experiences that inspire, nurture a passion for live performance, and empower young people with possibility. Shared experiences that connect community members to each other and to the world around us.

If you believe, as we do, in the power of the performing arts to unlock our creative capacity and enhance the cultural vibrancy of our community, please join the individuals, local businesses, foundations, and other organizations that support UMS.



“Retirement Income Solutions knows many of our clients are avid fans of UMS. Treating them to a UMS performance has been extremely well received, and having the performers mingle with our valued clients during an after-glow reception makes the whole experience even more special.”

— Todd Kephart, Managing Partner,  
*Retirement Income Solutions*



# UMS MAINSTAGE PERFORMANCE SPONSORSHIPS

Ukulele virtuoso Jake Shimbukuro, 2016-17 Season



Whether hosting family or friends, cultivating clients, engaging your colleagues outside the office, celebrating an anniversary or milestone, or wanting to help UMS bring the world's best performing artists to town, sponsoring a UMS performance or education initiative is a great way to invest in the creative and cultural vibrancy of our community and Southeast Michigan.

## UMS MAINSTAGE PERFORMANCE SPONSORSHIPS



### CHORAL UNION SERIES

One of the oldest and most distinguished music series in the country, the 139th UMS Choral Union Series has inspired Ann Arbor audiences for over 135 years. Up to eleven classical music concerts performed in historic Hill Auditorium, this series features some of the world's greatest orchestras and soloists, as well as local debuts of up-and-coming young stars.

**Featured 17/18 season:** New York Philharmonic, Joshua Bell, George Gershwin's *Porgy and Bess*

**Sponsor a performance:** \$20,000

### CHAMBER ARTS SERIES

UMS's internationally-distinguished Chamber Arts series features up to eight performances of string quartets, trios, and small ensembles of mixed instruments in Rackham Auditorium. Over the arc of 55 seasons, UMS has showcased many chamber ensembles from their debut to their retirement, allowing our audiences to experience an ensemble's artistic growth over many years.

**Featured in 17/18 season:** Emmanuel Pahud, Emerson String Quartet and Calidore Quartet, Sphinx Virtuosi

**Sponsor a performance:** \$10,000

### JAZZ SERIES

Now in its 24th season, the UMS Jazz Series features soloists and ensembles—from swinging big bands to the local roots of Motown, modern day R & B to bebop, iconic legends to cutting-edge experimenters—all performing in a variety of Ann Arbor venues.

**Featured in 17/18 season:** Jazz at Lincoln Center Orchestra with Chick Corea, Zakir Hussain & Dave Holland, John McClaughlin and Jimmy Herring, Sélébéyone

**Sponsor a performance:** \$10,000

### CHORAL MUSIC SERIES

The Choral Music Series honors the UMS choral music tradition and showcases the voice as its own instrument. Two to four concerts frequently take UMS off campus to present vocalists in non-traditional venues, such as St. Francis of Assisi Catholic Church, where the architecture, spiritual atmosphere and acoustics often mirror the space for which the music was originally composed.

**Featured in 17/18 season:** Chanticleer, Tenebrae with U-M Chamber Choir, Bach Collegium Japan

**Sponsor a performance:** \$10,000



## UMS MAINSTAGE PERFORMANCE SPONSORSHIPS

Your gift makes possible powerful performances from around the world, as well as innovative new works from developing artists, attracting diverse and adventurous audiences from all backgrounds and communities.

### THEATER SERIES

UMS presents three to six theater productions each season, judiciously selected to juxtapose traditional theater with original, contemporary work. With Ann Arbor often the only midwest venue for these performances, UMS presents a unique opportunity for audiences to experience work drawn from the world's major theaters and festivals.

**Featured in 2017-18 season:** Paines Plough's *Every Brilliant Thing*, Theatre de la Ville's *State of Siege*, Theater Arts Nova's *Underground Railroad Game*

**Sponsor a performance:** \$20,000

### DANCE SERIES

Each season, UMS presents up to six dance companies whose work ranges from classical ballet to modern, hip-hop to Japanese butoh, and traditional to provocative. The choreographers often combine music, technology, creative set and lighting design, and theatrical elements to their productions for a unique experience. Like the International Theater Series, many of the dance ensembles make their sole Midwestern appearance under UMS auspices, adding an exclusive cachet to their presentations.

**Featured in 2017-18 season:** American Ballet Theater's *Romeo and Juliet*, Ragamala Dance Company, Urban Bush Women

**Sponsor a performance:** \$10,000

### UMS SONG REMIX: A BIENNIAL SONGFEST

One of the highlights of the 2015-16 UMS season was the opening of the inaugural UMS Biennial Songfest—a new UMS series focused on the art of the song. University of Michigan professor Martin Katz, who has collaborated with the world's most celebrated singers over his 45-year career helped curate the first series, and returns for the 2017-18 season.

**Featured in 2017-18 season:** Janai Brugger, Gabriel Kahane's *Book of Travelers*, Sondheim evening

**Sponsor a performance:** \$10,000



Mariachi Vargas de Tecalitlán, 2016

## UMS MAINSTAGE PERFORMANCE SPONSORSHIPS

### CROSSCURRENTS

Over the last decade, UMS has presented traditional music, dance, and theater from around the globe to reflect and celebrate the many diverse communities living in southeast Michigan. This series is composed of four to six performances showcasing both the traditional and contemporary arts of communities of shared cultural heritage.

**Featured in 2017-18 season:** Amir Elsaffar's Rivers of Sound, Piedmont Blues, Abdullah Ibrahim and Hugh Masekela

**Sponsor a performance:** \$10,000

### RENEGADE

Each season, UMS presents 4-6 performances that feature courageous, provocative, and even controversial work—performances that stretch and challenge our audiences with unexpected experiences, from performance artist Taylor Mac's sampling of American song across three decades to Igor & Moreno's playfully engaging UMS audiences through bouncing.

### RENEGADE VENTURES FUND CHALLENGE

This Fund supports Renegade performances and educational experiences by artists who, in their own time and context, draw outside the lines. The Fund was established to encourage UMS to present innovative work that takes creative risks, experiments, and pushes new boundaries—changing our expectations and encouraging us to experience and see the world in new ways.

Established as a challenge match, The Renegade Ventures Fund provides a \$250,000 annual gift with a required one-to-one match each season to encourage support for bold artistic leadership at UMS.

**Featured in 2017-18 season:** Nederlands Dans Theater, Bubble Schmeisis, Colin Stetson, Kiss and Cry

Gifts of any size qualify for the match



Igor & Moreno, 2016-17 season

## RENEGADE

WHERE CURIOUS AUDIENCES  
MEET UNEXPECTED IDEAS

“ Stuart and I established the Renegade Ventures Fund to ensure that UMS has the flexibility to consider the new, the different, the innovative, and the cutting edge. Some performances are beautiful and awe-inspiring; others are challenging, provocative, or even controversial. Yet all engage the mind and the imagination.”

— Maxine Frankel, *Founder,*  
*UMS Renegade Ventures Fund*



# UMS UNIVERSITY EXPERIENCES SPONSORSHIP



Conductor Simon Rattle with U-M Music Students, 2017



UMS offers a number of programs designed to engage University of Michigan students in the performing arts, integrating the arts into their academic experience. Master classes with visiting artists, class visits that provide academic context and background for live performances, free and discounted student tickets, or summer internships where students gain direct experience working with arts professionals all ensure the arts are an important and integral part of students' Michigan education. Sponsoring a U-M student experience ensures UMS and the performing arts are an integral part of the Michigan experience.





New York Philharmonic Master Class, 2015

### ORCHESTRAL RESIDENCIES

**In 2014, UMS made a commitment to host five years of orchestral residencies. The initiative includes a unique three-year partnership with the New York Philharmonic.**

The New York Philharmonic's first residency in Fall 2015 included three concerts in Hill Auditorium and over 38 related educational events that included master classes, side-by-side concerts with U-M music students, class visits, and public lectures that engaged thousands across campus and our community. The tour de force of the residency—a memorable half-time performance at the Michigan Stadium, where New York Philharmonic Conductor Alan Gilbert and 18 brass players joined the Michigan Marching Band to play Beethoven's Ninth for a crowd of 110,000.

In 2016 UMS presented the Berlin Philharmonic with Conductor Simon Rattle in his last U.S. tour—a unique residency that included a series of master classes, a public panel discussion, a reception to meet the world's best musicians, and a *60-Minutes* camera crew.

**The New York Philharmonic will return to Ann Arbor for a Fall 2017 residency that will include three concerts at Hill Auditorium featuring a special celebration of Leonard Bernstein, the iconic American composer and conductor who served as the orchestra's music director from 1958-1969. 2017 marks Bernstein's centennial.**

**Presenting Sponsor:** \$1,000,000

**Lead Sponsors:** \$100,000

### MASTER CLASSES

Offered free of charge to the University student community and/or the general public, UMS Master Classes have become an instrumental tool for learning from the talented artists UMS hosts each season. Prior Master Class Artists include jazz-legend Dave Brubeck, Broadway star Audra McDonald, Third Coast Percussion, Batsheva Dance Company, Igor and Moreno, New York Philharmonic musicians, Conductor Simon Rattle, and dancers from the José Limon Dance Company.

**Sponsor classes by a single artist:** \$5,000

**Sponsor all master classes for one year:** \$50,000

### ARTIST RESIDENCIES

Each season, several UMS visiting artists take up residency in Ann Arbor for a week or more, spending time on campus leading workshops, open rehearsals, and educational and community events outside of their performances. UMS collaborates with visiting artists to take advantage of their extended visits, ensuring U-M students and faculty have opportunities for deeper engagement, creating once-in-a-lifetime learning opportunities for students and others to learn directly from the artistic creators.

Recent residencies have included performance artist Taylor Mac, Meredith Monk, Dorrance Dance, Ping Chong + Company, and theater company Complicite.

**Sponsor an extended residency by a single artist:** \$20,000



“ It’s so amazing that I can walk out my door, and within five minutes I’m listening to Audra McDonald talk about her life on my college campus. No other school in the country can provide that, and we are lucky to have these opportunities. ”

— Olivia Hernandez, Musical Theatre Major  
University of Michigan

Students from Covenant House in Detroit meet with Audra McDonald in 2011





**Since 1990,  
over 250,000  
student tickets  
have been sold  
at a collective  
savings of over  
\$4.5 million.**

#### **DISCOUNTED STUDENT TICKETS**

UMS offers great discounted ticket options for area college students to every performance: \$10, \$12 and \$20 tickets, and one free ticket for first and second year U-M students. In the 2016-17 season alone, 14,168 tickets, reflecting 20% of the UMS audience, were sold at a collective savings of over \$439,000. By sponsoring this program, your support helps offset the substantial subsidy UMS provides to keep ticket prices for all area college students affordable.

**Minimum gift for recognition as co-sponsor program: \$5,000**

**“ UMS has given me an enriching exposure to events I would not have ever seen otherwise, bringing high-quality artists and their performances from all over the globe. Thank you and keep doing what you do. You make Michigan #1.”**

— U-M Student in recent UMS Student Ticket Survey

## UNIVERSITY EXPERIENCES SPONSORSHIP



U-M Theater Student and 21st Century Artist Intern Shennel McCrary, center front,  
with Ping Chong + Company

“ What I loved about this experience was working alongside artists of all ages from all over the world. . . . In documentary theater, the interviewee shares a part of his or her story, which is funneled into a script. The process takes trust and communication. It really opened my eyes to how everyone has a history and many stories. To be able to have someone share these stories, and to then be able to turn these words into something artful, is a great honor.

— Shennel McCrary, ”  
University of Michigan Theater Student  
2016 21st Century Artist Intern





UMS Student Interns with Ken Fischer, 2017

**Opening the door to professional arts experiences can transform students' learning and career trajectories in life-changing ways.**

### 21ST CENTURY ARTIST INTERNSHIPS

In 2013, UMS and the University of Michigan School of Music, Theatre & Dance (SMTD) launched a new summer internship program that offers SMTD students the opportunity to work with a professional performing artist or ensemble that UMS will bring to the stage the following season.

Through the six-week immersive summer internship, students earn a competitive stipend for their work, which is on par with similar internships in the sciences and other fields, but rare for the arts. When they return to campus, students serve as ambassadors and resident experts for the artistic ensemble with whom they worked.

As part of our continuing commitment to Engaged Learning through the Arts, UMS developed the 21st Century Internship program to extend hands-on learning opportunities that not only give students valuable professional experience, but also provide important connections for future employment.

**Sponsor One Summer Internship Opportunity:** \$12,500

**Sponsor All Four Internships:** \$50,000

### UMS WORK-STUDY INTERNSHIPS

Internships with UMS provide U-M students with valuable experiences in all areas of arts management, including: performing arts production, education, administration, ticket sales, programming, development, and marketing. UMS interns have gone on to successful careers at the Kennedy Center, Jazz at Lincoln Center, the University of Colorado School of Music, and more. Sponsoring this program helps ensure UMS can provide hands-on professional experiences that cultivate future arts leaders.

**Sponsor the internship program for one year:** \$10,000

**By supporting programs  
for U-M students,  
you can help transform  
today's talented students  
into tomorrow's  
global arts leaders.**



# EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS



Camille A. Brown & Dancers, 2015-16 Season



Some of the most joyful and meaningful moments in the UMS season come through the creative learning experiences UMS provides for our entire community. Each season, we host over 100 Education and Community Engagement activities inspired by the artists and performances on stage. We believe integrating the performing arts into students' learning can unlock their creative curiosity, help them make meaningful connections between art and life, and nurture a lifelong passion for live performance.



## EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS



Visiting teaching artists demonstrate how sound waves travel during a UMS Post-Performance Workshop at Holmes Elementary School in Ypsilanti

### SCHOOL DAY PERFORMANCES

Each season, up to 8,000 area K-12 students attend a series of daytime performances that feature UMS mainstage artists and a variety of art forms from around the world. Students streaming into Hill Auditorium or the Power Center have the opportunity to connect with visiting artists and cultivate a deeper understanding of the artists' work through pre-performance talks and Q & A after the performance. Some artists engage with their young audience throughout the performance, taking time to explain key aspects of their work.

For many children, especially those from underserved neighborhoods, attending a UMS School Day Performance is their first opportunity to experience a live concert or visit U-M's campus for the first time. Sponsorships help defray the costs associated with hosting these special performances, making it possible for UMS to charge just \$7 per ticket.

**Recent School Day Performances include:** Dorrance Dance, Ukulele artist Jake Shimabukuro, and Ping Chong + Company's *Beyond Sacred: Voices of Muslim Identity*.

**2017-18 Season School Day Performances:** Ragamala Dance, Sphinx Virtuosi, Chanticleer, Urban Bush Women, Piedmont Blues

**Sponsor a UMS School Day Performance:** \$5,000

### IN-SCHOOL WORKSHOPS

Many students from area schools who attend UMS School Day Performances have the opportunity to study an artist's work, try their own hand at similar creations, or even meet the artists at pre- and post-performance workshops UMS brings to area schools. UMS works closely with visiting artists and local teaching artists to design hands-on learning activities that bring students' creative and educational experience beyond the stage and directly into the classroom. UMS teaching guides also help teachers integrate students' artistic experience with what they're learning in the classroom. In the 2016-17 season alone, UMS taught over 200 pre- or post-performance workshops in classrooms throughout southeastern Michigan.

**Sponsor Pre- and Post-Performance Workshops:** \$10,000

“Thank you for...letting us stay after to meet Ms. Dorrance, letting us come out there for a field trip, having the teachers come to our school to teach us tap. I learned how when the dancers stepped on the board it sounded like a piano.”

— Student at Holmes Elementary School in Ypsilanti



## EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS

“ More than half of the students at my school come from families who can't afford to feed their children lunch, so discounted tickets mean a lot. The changes that my students experience after they have attended a UMS concert are amazing. Their aspirations and ambitions rise. When they see their own culture and heritage lifted up on stage, their pride grows and the respect of their classmates rises. As a teacher, I implore you to support these programs. ”

— Laura Machida,  
Music Teacher, Carpenter Elementary School in Ann Arbor,  
Recipient of the 2013 DTE Energy Foundation School of the Year Award



## EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS



### UMS LEARNING GUIDES

UMS Learning Guides help teachers extend the impact of our School Day Performances beyond the stage and into the classroom. By providing educator-specific information about the performance, artist, genre, as well as resources and lesson plans, UMS strives to help teachers make meaningful connections between the performance and their curriculum. The guides' content and design are informed by the State of Michigan Education Standards and by our UMS Teacher Insight Group.

We know from UMS teacher advisors that online tools are becoming a vital resource for educating students in our increasingly digital world. To meet this new demand, UMS Learning Guides include embedded opportunities to explore topics in depth, watch videos about performers or artistic ideas, and test their knowledge.

**Recent Learning Guides include:** American Mavericks: The San Francisco Symphony with Michael Tilson Thomas, The Art of Puppetry, Mariachi Vargas de Tecalitlán, and Understanding Islam.

**Sponsor UMS Learning Guides:** \$5,000

### EDUCATOR WORKSHOPS

Providing just one teacher with knowledge, resources, and inspiration can impact dozens of children each year. UMS provides professional development opportunities for teachers to explore arts-based classroom strategies that nurture student learning and support student achievement goals across various areas of the curriculum. Led by both local experts and teaching artists from the Kennedy Center, UMS Educator Workshops offer hands-on experiences designed to help educators energize their teaching and to provide them with arts-based tools to enhance their students' achievement.

**Recent topics include:** Tiny Toy Tale Make and Take: Reading Activities for Young Learners, Turning Books into Plays: Building Literacy Skills in Young Readers, and Arts Integration for 21st Century Learning

**Sponsor a single workshop for one year:** \$2,500

**Sponsor all workshops for one year:** \$10,000

EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS



Students dance onstage during a youth performance of A Night in Treme, 2011



## EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS



Camille A. Brown with audience members, 2015-16 Season

### UMS 101

In partnership with Ann Arbor Rec & Ed, UMS is offering pre-performance classes created especially for first-time attendees before select performances. Classes are facilitated by a local expert, and feature conversation, interactive exercises, and mini lectures to help participants better understand the artform and have a more enjoyable performance experience.

**2017-18 Classes:** Ragamala Dance, Zakir Hussain & Dave Holland, New York Philharmonic,

**Sponsor the series:** \$5,000

### UMS KIDS CLUB

In the 2005/06 season, UMS proudly launched the Classical Kids Club to support our commitment to build future audiences and provide young people the opportunity to enjoy and learn from world-class performing artists. Available for any performance on the UMS season, this program gives parents the opportunity to purchase affordably-priced tickets for themselves and their children.

**Sponsor the program for one year:** \$25,000

“Without exception, each performance my students attend through UMS is far more than simply “seeing a show.” With the enhanced curricular components... remarkable learning takes place.”

— Michelle Peet, Teacher, Early College Alliance

# SPECIAL EVENTS SPONSORSHIPS



UMS 2016 Ovation, Chrisler Center



Whether looking for a great networking opportunity or a special night out for you or your colleagues, sponsoring a UMS special event is a meaningful way to connect to a particular artist or audience while providing invaluable support to UMS.



## SPECIAL EVENTS SPONSORSHIPS



Berlin Philharmonic Conductor Simon Rattle with guests at a 2016 post-performance reception

### VICTORS FOR THE ARTS

From their first concert in Hill Auditorium in 1916, the New York Philharmonic and UMS have had a special relationship. The ensemble returns for a residency that will include three public performances and a host of free educational opportunities for students and the greater community. Victors for the Arts raises funds for this extraordinary weekend through an elegant celebratory dinner in Hill Auditorium that will feature food by Forte Belanger and two private performances by musicians from the New York Philharmonic.

**2017 Victors For The Arts Gala:** Saturday, November 18

**Sponsorship Opportunities:** \$5,000-\$25,000

### AMERICAN BALLET THEATRE OPENING NIGHT GALA

For the third consecutive season, University Musical Society is partnering with the Michigan Opera Theatre to bring extraordinary dance productions of the highest professional caliber to our region, complete with a full complement of school and community programs.

Following sold-out performances of *The Sleeping Beauty* two years ago, American Ballet Theatre (ABT) returns with one of their signature productions, *Romeo and Juliet*.

Sponsorship packages for this production include tickets to the celebratory dinner, opening night performance, and afterglow, along with prominent marketing benefits.

**2018 ABT Opening Night Gala:** Thursday, February 8

**Sponsorship Opportunities:** \$5,000-\$100,000

### OVATION SPRING GALA

From the very first May Festival in 1893, UMS has hosted a spring gala each season to celebrate the power of the performing arts and to raise valuable support for UMS programs. Ovation benefits our award-winning Education & Community Engagement Programs, which provide over 200 free or low-cost engaged learning opportunities to K-12 and University students each year.

**2018 Ovataion Gala:** Saturday, May 5

**Sponsorship Opportunities:** \$5,000-\$25,000

A photograph of a large, ornate orchestra hall with a high, arched ceiling featuring decorative lighting. An orchestra is visible on the stage in the distance, and a large audience is seated in the foreground, facing the stage.

# CORPORATE SPONSORSHIP BENEFITS

Supporting UMS on behalf of your company, gives you the opportunity to connect with the UMS audience and engage with your most valuable assets—your customers and team members—in exceptionally vibrant, inspiring, and creative ways.



## CORPORATE SPONSORSHIP BENEFITS



UMS offers a number of marketing opportunities that can expand your company's visibility and special events that offer unique avenues in which to engage your target audiences. We will work with you to design a custom package, including strategic marketing opportunities as well as prospect, client and employee engagement, tailored to your business objectives.

### MARKETING AND ENGAGEMENT OPPORTUNITIES:

#### SEASON BROCHURE

Each season, UMS publishes two full color brochures that showcase the entire UMS Season. The Series Subscription Brochure, with 15,000 printed, is sent to series subscribers in the spring. The Single Ticket Brochure, with 60,000 printed, is sent to UMS ticket-buying households in the summer. Both brochures are available throughout the year.

#### SEASON MARKETING AND PROMOTIONS

Whether sponsoring the UMS Season, a series, or a specific performance, your company's logo will be included in a number of promotional opportunities:

- Print Advertisements,
- Performance postcards,
- UMS emails,
- UMS bi-monthly calendars,
- UMS direct mail pieces

#### PROGRAM BOOK

The UMS season program book is distributed at all 60-75 UMS performances each season, with a readership of 88,000. Opportunities for visibility include:

- Custom color advertisements,
- Executive profile and quote,
- Company name in donor listings

#### PERFORMANCES

At each UMS performance, UMS recognizes our sponsor support in a number of ways:

- Lobby Signage
- Pre-performance announcement,
- Thank you ad and text credits in the performance program notes,
- Complimentary tickets and parking, and
- Back-stage "meet & greet" (subject to artists discretion)

#### UMS WEBSITE & EMAILS

When sponsoring the UMS Season, a series, a performance, or special event, your company's logo with a link to your website, which has 48,000 unique visitors per month, and in UMS emails, which are sent to 6,500 subscribers.

#### UMS SPECIAL EVENTS

UMS hosts a number of special events throughout the season, including donor and community receptions and signature fundraising galas. A number of sponsorship opportunities offer unique visibility with a very targeted audience and include complimentary tickets. UMS can also work with you to host a unique event for your company.

# CORPORATE SPONSORSHIP BENEFITS



Wynton Marsalis visiting with guests  
at the 2014 UMS Ford Honors



## UMS CORPORATE SPONSORSHIP BENEFITS

	PRESENTER \$1,000,000 +	PRODUCER \$500,000-\$999,999	DIRECTOR \$100,000-\$499,999	SOLOIST \$50,000-\$99,999	MAESTRO \$20,000-\$49,999	VIRTUOSO \$10,000-\$19,999	CONCERTMASTER \$5,000-\$9,999
SPONSORSHIP LEVELS AND OPPORTUNITIES:	UMS SEASON ORCHESTRAL RESIDENCY	CHORAL UNION OR THEATER SERIES	CHAMBER ARTS JAZZ OR DANCE SERIES	CROSSCURRENTS SERIES OR UMS EVENT	EXCLUSIVE SPONSORSHIP OF SINGLE PERFORMANCE	CO-SPONSOR OF SINGLE PERFORMANCE	CO-SPONSOR OF SINGLE PERFORMANCE WITH UP TO FOUR OTHERS
<b>SERIES SUBSCRIPTION BROCHURE</b> 15,000 printed and mailed in spring	✓	✓	✓				
<b>SINGLE TICKET BROCHURE</b> 60,000 printed and mailed in summer	✓	✓	✓	✓	✓	✓	✓
<b>LOGO IN DIRECT MAIL AND PRINT ADS</b>	✓ Season	✓ [All Series Performances]	✓	✓	✓ [Specific Performance]	✓	
<b>SEASON PROGRAM BOOK:</b> 80,000 Readership							
Exec profile, photo, and quote	✓	✓	✓	✓	✓	✓	✓
Full Season Advertisement	Full Page	Half Page					
Ad in Program Notes Insert for Series or Specific Performance		Full Page	Full Page	Half Page	Half Page	Half Page	Half Page
<b>COMPANY LOGO WITH LINK TO YOUR WEBSITE ON UMS.ORG</b> 30,000 Unique Visitors	✓	[All Series Performance Web Pages]			[Specific Performance Web Pages]		
<b>LOGO WITH LINK OR TEXT CREDIT IN UMS EMAILS</b> 6,500 Subscribers	✓	[All Series Performance Emails]			[Specific Performance Emails]		
<b>LOBBY SIGNAGE AND PRE-CONCERT ANNOUNCEMENTS</b>	✓	✓	✓	✓	✓	✓	✓
<b>USE OF UMS VENUE WITH UMS STAFF ASSISTANCE FOR PRIVATE COMPANY EVENT</b>	✓	✓	✓	✓	✓	✓	
<b>ARTIST BACKSTAGE MEET &amp; GREET</b>	✓	✓	✓	✓	✓	✓	✓
<b>MONTHLY EMPLOYEE EMAIL WITH SPECIAL OFFERS</b>	✓	✓	✓	✓	✓	✓	
<b>COMPLIMENTARY PERFORMANCE TICKETS</b>	40	30	20	10	8	6	4

# MAXIMIZE YOUR INVESTMENT AND ITS IMPACT



Yo-Yo Ma Back Stage, 2017

UMS staff can offer innovative ideas to help you put your investment to work.

In addition to the benefits of media exposure, brand alignment, on-site visibility with the UMS audience, and hospitality packages, UMS can work with you to customize and design a package that leverages your sponsorship and supports an integrated business development program, including strategic marketing opportunities as well as client and employee engagement.

## WELCOME NEW EMPLOYEES

Hiring new staff? Southeast Michigan's abundant cultural scene, including the breadth of Ann Arbor's culinary offerings, is a big part of what makes this area such a great place to live and work. Welcome new hires to your company, and to the community, by treating them to one of the area's best attractions. Group sales discounts for ten or more tickets are available for most of our performances.

## CULTIVATE CLIENTS

Your clients and repeat customers are important, so why not develop these relationships in a creative and welcoming environment? Invite a small group to one of UMS's Prelude Dinners, or host a pre- or post-concert reception right in the performance venue.

## SUPPORT GLOBAL CITIZENSHIP AND DIVERSITY

Businesses today operate in a global environment. UMS presents a wide variety of performing artists from around the world — cultural programming that represents the communities of shared heritage found right here in Southeast Michigan. What better way to show your commitment to global citizenship and diversity than by offering your employees an opportunity to learn about a different culture through the performing arts and unique UMS performances?



## MAXIMIZE YOUR INVESTMENT



UMS 2015-16 SEASON OPENER AT DOWNTOWN HOME & GARDEN

### BUILD YOUR TEAM

Your employees work hard for you, so reward their great performance with another. Sometimes the best way to really get to know your co-workers is through shared experiences beyond the office. Add in dinner on a budget or something on a grander scale, and you've got a great mix for bonding and creating meaningful connections that enhance your organization's culture.

### PROMOTE YOUR SERVICES

Advertising in the UMS program book puts your business in the hands of southeastern Michigan's most sought-after audience. Distributed free-of-charge at every performance from September through April, this high-quality piece includes lively photos, compelling program notes, and interesting historical sidebars. Readership: 80,000

### MORE INFORMATION

Please contact Susie Craig at (734) 647-1176 or email [sbozell@umich.edu](mailto:sbozell@umich.edu) to plan your partnership opportunities. For more information please visit [ums.org](http://ums.org).

“I can think of no better way to deliver on the UM Credit Union's mission of serving our members – whether students, faculty, or alumni – than by supporting UMS. By ensuring UMS programs are available to all University of Michigan students, we are playing an important role in developing tomorrow's 'Leaders and Best'.”

— Tiffany Ford, President  
University of Michigan Credit Union



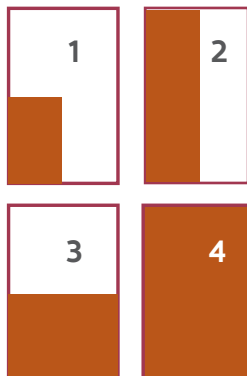
BE PRESENT

## PROGRAM BOOK- ADVERTISING 2018 Winter Season

Give your business a voice and visibility in the official guide to UMS performances! Advertising in the UMS program book puts your business in the hands of a highly educated, affluent audience.

### Space is limited.

Reserve your spot by November 10. Pre-pay your advertisement by December 1, and save 5%!



### SIZES & RATES

1. **Quarter Page \$1,175**  
2.437" wide x 3.937" tall
2. **Half Page Vertical \$1,975**  
2.437" wide x 8" tall
3. **Half Page Horizontal \$1,975**  
5" wide x 3.937" tall
4. **Full Page \$3,675**  
5" wide x 8" tall

All rates include full color.  
Pre-pay by December 1, 2017 to save 5%!



### QUICK FACTS

**Annual Readership:**  
80,000

**Winter 2018 Distribution:**  
43 performances January-April

**Audience Demographics:**  
70% reside in Washtenaw County, with an additional 16% traveling from Oakland, Wayne, or Livingston Counties

80% report having attained at least a bachelor's degree

47% report household incomes of greater than \$100,000

65% report one or more University of Michigan affiliations



## PROGRAM BOOK ADVERTISING



### MECHANICAL SPECIFICATIONS

All program book ads are full-color with no bleeds. Preferred format is a high resolution PDF file.

### ACCEPTABLE FORMATS

Adobe InDesign, provided all images and fonts are included in package;

Adobe Photoshop and Illustrator (CS3 or earlier), provided: all fonts are embedded or outlined, all images are 300 dpi and files are CMYK; or

High-resolution (300 dpi or greater) EPS, TIFF or JPEG files (CMYK).

### UNACCEPTABLE FORMATS

We cannot accept ads created in the following programs: Microsoft Word, PowerPoint, Pagemaker, Corel Draw, etc. Nor can we use PDF files created from those programs. See above for acceptable file formats.

### SUBMISSION

Please submit digital files via e-mail to [ralesko@umich.edu](mailto:ralesko@umich.edu) by November 10, 2017.

### FAX, E-MAIL OR MAIL TO:

UMS  
Attn: Program Book Advertising  
881 N. University Ave.  
Ann Arbor, MI 48109-1011

Phone: 734-647-1175  
Fax: 734-936-0430  
E-mail: [ralesko@umich.edu](mailto:ralesko@umich.edu)

### CONTACT INFORMATION

Name of Business: \_\_\_\_\_

Phone: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

### OFFICE USE ONLY

Tessy ID: \_\_\_\_\_

Total: \_\_\_\_\_ Date Processed: \_\_\_\_\_ Initials: \_\_\_\_\_

### PAYMENT OPTIONS

- ☐ Check Enclosed
- ☐ Visa
- ☐ American Express
- ☐ MasterCard
- ☐ Discover

### SELECT YOUR SIZE

- ☐ Full Page \$3,675
- ☐ Half Page Horizontal \$1,975
- ☐ Half Page Vertical \$1,975
- ☐ Quarter Page \$1,175
- ☐ Pre-payment discount of 5%  
Funds must be received by 12/1/17.

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Number: \_\_\_\_\_

### QUESTIONS?

Contact Rachelle Lesko, Annual Fund Manager, at 734-647-1175  
or [ralesko@umich.edu](mailto:ralesko@umich.edu).

Whether supporting the entire UMS season, a series, a performance, an educational initiative or a special event, your generous sponsorship support ensures we can continue to bring the world's best in the performing arts to Michigan, providing uncommon and engaging experiences that contribute to the creative, cultural, and economic vibrancy of our community.



UNIVERSITY MUSICAL SOCIETY

881 NORTH UNIVERSITY AVENUE, ANN ARBOR, MI 48109-1011

UMS.ORG | 734.764-8489