

UNIVERSITY OF MICHIGAN | ANN ARBOR



SPONSORSHIP
OPPORTUNITIES

WELCOME TO UMS.

One of the oldest performing arts presenters in the country, UMS is committed to connecting audiences with performing artists from around the world in uncommon and engaging experiences.

With a program steeped in music, dance, and theater, UMS contributes to a vibrant cultural community by presenting 60-75 performances and over 100 free or low-cost educational activities each season. UMS also commissions new work, sponsors artist residencies, and organizes collaborative projects with local, national, and international partners.

On the pages that follow, you'll find many opportunities for sponsorship that connect individuals to creativity, passion with performance, youth with possibility, and community members to each other and to the world around us.

If you believe, as we do, that the performing arts represent something fundamental and essential to our community, to individuals, and to an enriched life, please join the many individuals, businesses, foundations, and other organizations that currently support UMS by making a gift.



“ I don't know of any place in the world that offers the quality of music, dance, and theater so easily accessible as Ann Arbor. Within 10 minutes of my home, my wife and I can watch the great orchestras of the world perform, the greatest dance troupes dance, and the finest theater companies act -- all thanks to UMS. Where else can you do all that within 10 minutes, of where you live? ”

- Frank Legacki,
Fletcher Spaght Ventures

UMS MAINSTAGE PERFORMANCE SPONSORSHIPS



Whether hosting family or friends, cultivating clients or employees, celebrating an anniversary or milestone, or just wanting to help ensure that UMS can continue to bring the best performing arts to Ann Arbor and the University of Michigan, sponsoring a concert is a great way to demonstrate your commitment to the vibrant arts scene in our community.

UMS MAINSTAGE PERFORMANCE SPONSORSHIPS

CHORAL UNION SERIES

Now in its 135th season, the UMS Choral Union Series is one of the oldest and most distinguished music series in the country. Composed of classical music concerts performed in the beautiful 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.

Recent artists: cellist Yo-Yo Ma, the Vienna Philharmonic, pianist Murray Perahia, the New York Philharmonic, and trumpeter Alison Balsom

Sponsor a performance: \$20,000

Name the series: \$500,000

INTERNATIONAL THEATER SERIES

UMS presents three to six theater productions each year, judiciously selected to juxtapose traditional theater with original, contemporary work. Drawn from the world's major theaters, festivals, and companies, these productions often make Ann Arbor their only Midwest tour destination.

Recent artists: Complicite, Propeller, Royal Shakespeare Company, National Theatre of Scotland

Sponsor a performance: \$20,000

Name the series: \$500,000

CHAMBER ARTS SERIES

Every year, UMS presents an internationally distinguished Chamber Arts series with six to seven performances of string quartets, trios, and small ensembles of mixed instruments in Rackham Auditorium. UMS has showcased many chamber ensembles from their debut to their retirement, allowing our audiences to experience the growth and maturing of the ensemble over many years.

Recent artists: The Guarneri Quartet, The Berlin Philharmonic Woodwind Quintet, and guitarist John Williams

Sponsor a performance: \$10,000

Name the series: \$100,000

“As a leading investment adviser to the University and greater Ann Arbor community since 1982, 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

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



DANCE SERIES

The UMS Dance Series is composed of up to four companies whose work ranges from classical ballet to modern, hip-hop to Japanese butoh, and traditional to provocative, all taking place in the Power Center for the Performing Arts. The choreographers we present often combine music, technology, creative set and lighting design, and theatrical elements to enhance the impact of their productions. Like the International Theater Series, many of the dance ensembles in the Series make their sole Midwestern appearances under UMS auspices, adding an exclusive cachet to their presentations.

Recent artists: Martha Graham Dance Company, Ballet Preljocaj , Kidd Pivot, Hubbard Street Dance Chicago

Sponsor a performance: \$10,000

Name the series: \$100,000

JAZZ SERIES

Now in its 20th 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.

Recent artists: Dianne Reeves, Chick Corea, Jazz at Lincoln Center Orchestra with Wynton Marsalis

Sponsor a performance: \$10,000

Name the series: \$100,000

UMS MAINSTAGE PERFORMANCE SPONSORSHIPS

GLOBAL MUSIC SERIES

For the past several years, UMS has presented music 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 heritage, often with a particular focus on Asia, the Arab World, Africa, and the Americas.

Recent artists: Gilberto Gil (Brazil), Angelique Kidjo (Benin), Kodo (Japan), Amjad Ali Kahn (India)

Sponsor a performance: \$10,000

Name the series: \$100,000

DIVINE VOICES SERIES

The Divine Voices series honors the UMS choral music tradition and showcases the voice as its own instrument. These two to four concerts frequently take UMS off campus to present in non-traditional venues, such as St. Francis of Assisi Catholic Church, where the atmosphere and acoustics often mirror the space for which the music was originally written.

Recent artists: Tallis Scholars, The King's Singers, Chanticleer

Sponsor a performance: \$10,000

Name the series: \$50,000

RENEGADE VENTURES FUND CHALLENGE

To encourage innovative and cutting-edge work, Maxine and Stuart Frankel established the Renegade Ventures Fund with a multi-year challenge grant of \$500,000. Each year, the Fund supports performances and educational events focused on game-changing artists and their work.

Recent artists: Philip Glass and Robert Wilson's *Einstein on the Beach*, The San Francisco Symphony and The American Mavericks Festival, Crystal Pite and her dance company Kidd Pivot with the *The Tempest Replica*

Sponsor a Renegade performance: \$10,000 - \$20,000

Gifts of any size qualify for the match

“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 controversial. Yet all engage the mind and the imagination.”

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

UNIVERSITY EXPERIENCES SPONSORSHIP

Chiara String Quartet master class, 2012



Since the 1980s, UMS has offered various programs designed to engage more University of Michigan students in the arts. These include programs that provide academic context and background for arts performances, or combine arts performances with social elements; initiatives to make ticket purchases more affordable and convenient; and opportunities for students to gain direct experience in arts administration. Sponsoring a piece of the U-M/UMS student experience is a great way to help ensure the arts are an important part of students' life on campus.

UNIVERSITY EXPERIENCES SPONSORSHIP

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 more about the talented artists UMS hosts each season. Prior Master Class Artists include jazz-legend Dave Brubeck, Broadway star Audra McDonald, musicians from the New York Philharmonic, and dancers from the José Limon Dance Company.

Master Class sponsor: \$5,000

Name the series: \$50,000

ARTIST RESIDENCIES

Each season, several artists take up residency in Ann Arbor for a week or more, spending time on campus engaged in workshops, open rehearsals, and events outside of their performances. UMS works to take advantage of these extended stays by making opportunities for deeper engagement with the artist available to students and faculty at the University, creating once-in-a-lifetime opportunities for students and others to learn directly from the artistic creators.

Recent residencies have included the New York Philharmonic, the Chiara Quartet, the creative team and artists of *Einstein on the Beach*, and the Martha Graham Dance Company.

Sponsorship fee: \$20,000

ARTS & EATS

Launched in the 2005/06 season, Arts & Eats events are an opportunity for U-M students to come together for a casual pizza dinner and performance. Each dinner is enhanced through either a related participatory experience, such as salsa lessons prior to an Afro-Cuban band, or a brief talk about the works on the program by a local expert. Last season, more than 1,000 students attended the eight Arts & Eats events hosted by UMS. Tickets to Arts & Eats and the evening's performance are sold as a package, with average savings of over 50% off the regular ticket price. UMS presents eight Arts & Eats events each season.

Series Sponsorship: \$10,000

“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



“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

U-M Musical Theatre
students meet with Audra McDonald, 2011



San Francisco Symphony master class
with U-M School of Music, Theatre & Dance, 2012

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

DISCOUNTED STUDENT TICKETS

UMS offers great discounted ticket options for students to every performance: Half-Priced tickets, sold in advance of the performance, and Rush Tickets, sold the day of the performance, account for nearly half of all tickets sold to students, with more than 12,000 discounted tickets purchased last season alone. By sponsoring this program, you are helping offset the substantial subsidy UMS provides, keep prices for students affordable.

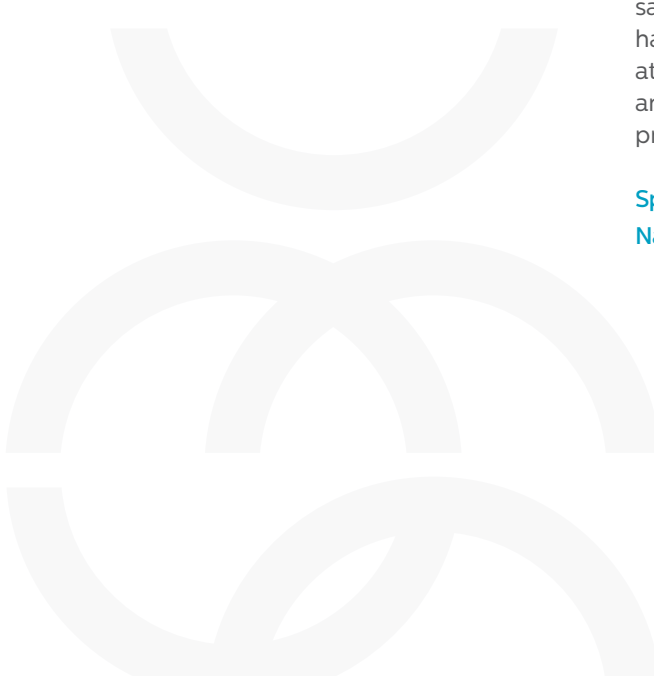
Sponsorship fee: \$10,000

UMS INTERNSHIP WORK-STUDY PROGRAM

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's ability to provide hands-on experience to future arts leaders.

Sponsorship fee: \$10,000

Name the program: \$40,000



EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS

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



Learning is core to UMS's mission, and it is our joy to provide creative learning experiences for our entire community. Each season, we offer a spectrum of Education and Community Engagement activities inspired by the artists on our mainstage series. We exist to create a spark in people, young and old alike, to expose them to things they haven't seen before, and leave them with an ongoing and lifelong passion for creativity and the performing arts.

EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS



Ragamala Dance school day performance, 2013

SCHOOL DAY PERFORMANCES

Each season, UMS puts together a series of performances for school children, presenting artists from its mainstage series that represent a variety of art forms from around the world. Sponsorship of UMS School Day Performances helps to defray the costs associated with these events, making it possible for UMS to charge just \$7 per ticket. For many children, attending a UMS School Day Performance is their first opportunity to experience a live concert, or their first time visiting a major university campus.

Sponsor a performance: \$5,000

Series sponsorship: \$25,000

UMS KIDS CLUB

UMS proudly launched the Classical Kids Club in the 2005/06 season to support our commitment to build audiences of the future and provide our youth audiences with 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.

Sponsorship fee: \$20,000



TEACHER WORKSHOPS

Providing just one teacher with knowledge, resources, and inspiration can impact dozens of children each year. UMS Teacher Workshops are hands-on experiences led by both local experts and teaching artists from the Kennedy Center, designed to help educators energize their teaching and to provide them with arts-based tools to enhance their students' achievement.

Sponsor a workshop: \$2,500

Series sponsorship: \$10,000

NIGHT SCHOOL

This series of 90-minute "classes" for the public combine conversation, interactive exercises, and lectures by University of Michigan faculty to draw participants into key themes in each UMS season. Sessions are designed to both deepen participants' knowledge of the performing arts and connect audience members with each other.

Series sponsorship: \$20,000

“More than half of the students at my school come from families who can't afford to feed their children lunch, so tickets discounted to \$7 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 at Carpenter Elementary School in Ann Arbor,
Recipient of the 2013 DTE Energy Foundation School
of the Year Award

EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS

“READING CULTURE” BOOK CLUBS

These facilitated sessions, hosted by the Ann Arbor District Library, expand and build upon ideas within the UMS season of events using relevant works of literature. Recent reads include *Free Play: Improvisation in Life and Art* by Stephen Nachmanovich and *India Calling: An Intimate Portrait of a Nation’s Rebuilding* by Anand Giridharadus. The first 30 registrants receive a free copy of the book.

Sponsor a book club: \$1,000

Series sponsorship: \$5,000

UMS LEARNING GUIDES

UMS teacher advisors have told us that online tools are becoming a vital resource for educating students in our increasingly digital world. To meet this new demand, we want to revamp our existing Teacher Resource Guides (text-based guides to our performances designed to help teachers integrate the arts into their classrooms) and move them to a multimedia, online format. Students and teachers alike will be able to explore our new Learning Guides at their own pace, with many opportunities embedded in the Guides to explore topics in depth, watch videos about performers or artistic ideas, and test their knowledge.

Sponsor the creation of the new UMS Learning Guide platform: \$30,000

FILM SERIES

Presented in collaboration with the U-M Museum of Art and the U-M Institute for the Humanities, the UMS on Film series is designed to expand understanding of the artists and cultures represented on the UMS season and reveal some of the emotions and ideas behind the creative process. Screenings take place in the UMMA multipurpose room.

Series sponsor: \$5,000

“Masco recognizes and appreciates the value the performing arts bring to the region and to our young people. We applaud the efforts of UMS for its diverse learning opportunities and the impact its programs have on our communities and the cultural leaders of tomorrow.”

— Sharon Rothwell, Vice President for Corporate Affairs and Chair,
Masco Coporation Foundation

SPECIAL EVENTS SPONSORSHIPS



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

SPECIAL EVENTS SPONSORSHIPS

FORD HONORS GALA

Each season, UMS presents the UMS Distinguished Artist Award to an outstanding artist with whom it has had a longstanding relationship during the Ford Honors Program. Proceeds from this black-tie dinner and reception, held in conjunction with a concert by the honoree(s), benefit UMS's award-winning Education & Community Engagement Program.

Recent artists honored: cellist Yo-Yo Ma and the Silk Road Project, the San Francisco Symphony, Dave Brubeck

Table of eight: \$10,000

Half table of four: \$5,000

ON THE ROAD AUCTION

Each fall, the UMS Advisory Committee hosts a benefit auction to raise funds for UMS's award-winning Education & Community Engagement Program. This fun-filled evening includes live music, delectable food, and exciting auction items. A myriad of opportunities are available for supporting the event, from naming rights to tables of eight to in-kind contributions of auction items.

Super Star: \$7,500

Gold Star: \$1,000

Shining Star: \$5,000

Silver Star: \$600

Platinum Star: \$2,500

“Celebrating with UMS as they honor those who exemplify the inspiration and joy found in the performing arts at the Ford Honors Gala is not just the highlight of our social calendar, it’s also an important way to sustain the incredible array of education programs UMS provides to our children and the community.”

— Susan R. Fisher, Past Chair,
UMS Advisory Committee



2012 UMS Distinguished Artist Award winner
Joshua Bell greets fans after the concert

SPECIAL EVENTS SPONSORSHIPS



SEASON ANNOUNCEMENT PARTY

Each spring, UMS hosts an open-house to announce the following season's artists. Light refreshments are served, staff and volunteers are on hand to answer questions and share materials, and a short video showcasing the upcoming season's highlights.

Sponsorship fee: \$5,000

PRELUDE DINNERS

Prior to several major performances throughout the season, UMS hosts Prelude Dinners for 75-100 people at a location near the performance venue. These evenings give our patrons the opportunity to dine with friends, meet fellow enthusiasts and learn more about the evening's performance from a guest speaker.

Sponsor a dinner: \$2,500

Name the series: \$10,000

Performing arts education and community engagement begin here. Be a part of our On the Road with UMS auction or annual Season Announcement Party.

A photograph of a man in a dark suit and glasses smiling warmly, with a young child resting their head on his shoulder. They are at a formal event, with other people in suits visible in the background.

SPECIAL EVENTS SPONSORSHIP

By sponsoring special events like fundraisers, prelude dinners, educational events, and field trips, you are providing a vehicle through which our connections can flourish. We can continue to reach out to our community and bring them all of what UMS has to offer.

CORPORATE SPONSORSHIP BENEFITS

Yo-Yo Ma and U-M President Mary Sue Coleman
chat backstage before the Ford Honors Program, 2013



By making a donation to UMS on behalf of your company, you are given the opportunity to engage with your most valuable assets—your customers and team members—in exceptionally vibrant, inspiring, and creative ways.

CORPORATE SPONSORSHIP BENEFITS — 2014-2015 UMS SEASON

	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
NAME A UMS SERIES FOR A YEAR	✓	✓	✓				
SPONSOR A UMS PERFORMANCE	✓	✓	✓	✓	✓	✓	
EXECUTIVE PROFILE WITH PHOTO AND QUOTE IN SEASON PROGRAM BOOKS	✓	✓	✓	✓	✓	✓	✓
FULL SEASON ADVERTISEMENT	✓	✓					
OPTION OF FULL SEASON ADVERTISEMENT IN LIEU OF PROFILE			✓	✓	✓	✓	
ADVERTISEMENT OPPOSITE CONCERT PROGRAM PAGE	✓	✓	✓	✓	✓	✓	
PRINT CREDIT WITH COMPANY LOGO IN BROCHURES AND ADS	✓	✓	✓	✓	✓	✓	
LOGO AND LINK TO WEBSITE ON UMS.ORG	✓	✓	✓	✓	✓	✓	✓
TEXT CREDIT IN UMS EMAILS	✓	✓	✓	✓	✓	✓	✓
PRE-CONCERT ANNOUNCEMENT AND SIGNAGE AT EVENTS	✓	✓	✓	✓	✓	✓	
BACKSTAGE MEET AND GREET WITH PERFORMERS	✓	✓	✓	✓	✓	✓	
CORPORATE ENTOURAGE DISCOUNTS	✓	✓	✓	✓	✓	✓	✓
COMPLIMENTARY PERFORMANCE TICKETS	40	30	20	10	8	6	4

PRESENTER: \$1,000,000 AND ABOVE

Opportunity to name UMS season for the year (Your Company 2014-2015 UMS Season)

UMS will work with you to design a custom package, including strategic marketing opportunities as well as client and employee engagement, tailored to your business objectives

Executive photo, logo and quote in leadership donor pages of the season program book (readership: 85,000)

Company name in complete donor listings

Full page color ad on the inside cover of season program book (\$10,000 value)

Company logo or text credit in season brochures (60,000 printed) and all other advanced advertisements and promotional materials

Company logo with link to your website on both ums.org and umslobby.org home pages and throughout the ums.org website (25,000 combined unique visitors per month)

Text credit in all e-mails throughout the season (6,500 subscribers)

Pre-concert announcement, subject to artists' discretion, and signage at all performances in season (average 60-75 per year)

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees or clients

Tickets for 8 and inclusion in Honorary Committee for both the annual On the Road Auction and Ford Honors Gala

40 complimentary tickets and 20 parking passes to U-M structures spread throughout entire season at your discretion

PRODUCER: \$500,000-\$999,999

Name the UMS Choral Union Series or Theater Series for the year (e.g. the Your Company Choral Union Series)

UMS will work with you to design a custom package, including strategic marketing opportunities as well as client and employee engagement, tailored to your business objectives

Executive photo, logo and quote in leadership donor pages of the season program book (readership: 85,000)

Company name in complete donor listings

Half page color ad in program books for entire season (\$3,950 value)

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for all performances in named series

Company logo with link to your website on all series performances pages and throughout ums.org website (20,000 unique visitors per month)

Text credit in all e-mail promotions for named series performances (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at all performances in named series (3-8 performances per year)

Company name included in donor thank-you ad and program credits page for sponsored performances

Special "Corporate Entourage" ticket discount offers for employees and/or clients

Tickets for four and inclusion in Honorary Committee for the annual On the Road Auction and Ford Honors Gala

30 complimentary tickets and 15 parking passes to U-M structures spread throughout entire season at your discretion

DIRECTOR: \$100,000-\$499,999

Name the UMS Chamber Arts, Jazz, Dance, Global or Divine Voices Series for the year, or create a customized performance sponsorship package, including up to 5 performances of your choice

Executive photo, logo and quote in leadership donor pages OR quarter page full-season advertisement in the season program book (readership: 85,000, advertisement value \$2,350)

Company name in complete donor listings

Half page color ad opposite sponsored concert page

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for all performances in named series

Company logo with link to your website on all series performances pages and throughout ums.org website (20,000 unique visitors per month)

Text credit in all e-mail promotions for sponsored performances (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at all performances in named series (3-8 performances per year)

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

Tickets for two and inclusion in Honorary Committee for either the annual On the Road Auction or Ford Honors Gala

20 complimentary tickets and 10 parking passes to U-M structures spread throughout entire season at your discretion

SOLOIST: \$50,000-\$99,999

Name a single property such as an award or event for a year, or sponsor any production with multiple performances of your choice

Executive photo, logo and quote in leadership donor pages OR quarter page full-season advertisement in the season program book (readership: 85,000, advertisement value \$2,350)

Company name in complete donor listings

Half page color ad opposite sponsored performance program

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for sponsored production

Company logo with link to your website on sponsored production page and throughout ums.org website (20,000 unique visitors per month)

Text credit in all e-mail promotions for sponsored production (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at sponsored production

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

10 complimentary tickets and 5 parking passes to U-M structures for evening of performance

VIRTUOSO: \$10,000-\$19,999

Sponsor a single Chamber Arts, Jazz, Dance, Global or Divine Series performance of your choice

Executive photo, logo and quote in corporate donor pages OR quarter page full-season advertisement in the season program book (readership: 85,000, advertisement value \$2,350)

Company name in complete donor listings

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for sponsored performance

Company logo with link to your website on sponsored performance page (20,000 unique visitors per month)

Logo or text credit in all e-mail promotions for sponsored performance (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at sponsored performance

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

6 complimentary tickets and 3 parking passes to U-M structures for evening of performance

CONCERTMASTER: \$5,000-\$9,999

Host a Prelude Dinner, Donor or Community Reception, School Day Performance or other special event during the season

Executive photo, logo and quote in corporate donor pages of the season program book (readership: 85,000)

Company name in complete donor listings

Logo or text credit in all advanced promotional materials such as invitations or posters (7,500 printed)

Company logo with link to your website on sponsored event page (20,000 unique visitors per month)

Company name in all e-mail promotions for special event (6,500 subscribers)

Verbal acknowledgement at the event

Special "Corporate Entourage" ticket discount offers for employees and/or clients

4 complimentary tickets and 2 parking passes to U-M structures for evening of associated performance

Note: Donors who make multi-year commitments of \$25,000 or more over a period not to exceed five years will also be recognized for their total gift commitment in an additional campaign contributions section of the UMS program book. All other benefits conferred will be at the above annual gift levels.

Exclusive corporate sponsor of any single performance of your choice, including Choral Union Series and Theater performances

Executive photo, logo and quote in corporate donor pages OR quarter page full-season advertisement in the season program book (readership: 85,000, advertisement value \$2,350)

Company name in complete donor listings

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for sponsored performance

Company logo with link to your website on all series performances page and throughout ums.org website (20,000 unique visitors per month)

Company name in all e-mail promotions for sponsored performance (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at sponsored performance

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

8 complimentary tickets and 4 parking passes to U-M structures for evening of performance



Audra McDonald, 2011

MAXIMIZE YOUR INVESTMENT

In addition to your listed benefits of media exposure, brand alignment, on-site visibility, and hospitality packages, you can use your UMS sponsorship as a springboard for an integrated business development program. UMS staff are eager to offer innovative ideas to help you put your investment to work. For example, you could use your UMS sponsorship to:

WELCOME NEW EMPLOYEES

Hiring new staff? Southeastern Michigan's abundant cultural scene 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 outside of the business 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 offers a wide variety of cultural programming from around the world, representing the communities of shared heritage found right here in Michigan. What better way to show your commitment to global citizenship and diversity than by offering employees an opportunity to learn about a different culture by experiencing it firsthand?

“I know of no institution that projects our commitment to diversity and connects to the wider community as compellingly as UMS. It is a jewel for the University.”

— Dr. Patricia Gurin, Nancy Cantor Distinguished University Professor Emerita
Psychology and Women's Studies
The University of Michigan

MAXIMIZE YOUR INVESTMENT



National Theatre of Scotland at Corner Brewery, 2013

“UMS always does such an outstanding job with the venue selections and post-performance hosting.”

— Karen Chapell,
Managing Partner
Retirement Income Solutions

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 to spend some time together outside of work. Add in dinner on a budget or something on a grander scale, and you've got a great mix for bonding.

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: 85,000

Sponsorship packages at \$10,000 and above include a season-long advertisement. For sponsors at lower levels, consider adding a small advertisement to your package for valuable season-long visibility of your targeted message. Other sponsors may wish to consider upgrading their ad to a larger size or purchase a premium placement.

MORE INFORMATION

Please contact Susie Craig at 734.647.1176 or sbozell@umich.edu to plan your partnership opportunities. For more information about UMS, please visit www.ums.org.