



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

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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: 88,000

Sponsorship packages at \$10,000 and above include your choice of an executive profile or 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.