OPERA CAROLINA

Engaging. Exceptional. Enduring.

Corporate Sponsorships

The 2013-14 Season is underwritten by a generous sponsorship from

WELLS FARGO

THE PRIVATE BANK

Opera Carolina
James Meena, General Director & Principal Conductor
301 South Tryon Street, suite 1550 Charlotte, North Carolina 28282
704.332.7177 704.332.6448 fax
www.operacarolina.org

Denyce Graves as Carmen

Why become an Opera Carolina Sponsor?

Sponsors play a leading role in the cultural life of the region by providing vital support for Opera Carolina's excellent main stage productions and acclaimed **Education & Outreach** programs through the Spark Campaign.

Opera Carolina's main stage performances and nationally syndicated ***NPR World of Opera*** broadcasts have earned an international reputation for artistic excellence.

Participation with the Opera provides distinctive opportunities for client cultivation, executive networking, and offers valuable employee benefits.

About Opera Carolina

- Largest professional opera company in the Carolinas.
- *Opera Express* **serves more than 25,000 young people** each year in 20+ counties in North Carolina, South Carolina, and Georgia, and more than ½ of CMS elementary schools through the **Spark Campaign**.
- Average main stage audience of 25,000+ annually.
- Nationally syndicated radio audience of more than 200,000.
- Opera Carolina is the only Charlotte arts organization featured on ***National Public Radio*** alongside the opera houses of Milan, Vienna and London!

From Our Sponsors

"Time Warner Cable continues to support Opera Carolina because of the far-reaching impact opera programming on and off the stage has throughout the region, and the importance of arts to the equity of a community. The combination of music and words is a powerful experience for all ages, so it is with great pride we support Opera Carolina."

- Steve Hershfield, Vice President, Financial Shared Services

About Our Audience

- 75% of Opera subscribers have an annual household income of $75,000+.
- 50% of Opera Carolina's audience has post-graduate degrees.
- Opera Carolina's average annual attendance:
  - Main stage: 25,000+
  - Education programs: 30,000+
- More than 25% of the Opera Carolina audience travels from outside Mecklenburg County, including Charleston, Raleigh, and Atlanta.

Main Stage Season Sponsorship Levels & Benefits

Opera Carolina provides significant benefits for our sponsors. Receive **Three Million** advertising impressions, and directly reach more than **25,000** Opera patrons (not including broadcasts).

Season Sponsor – $50,000

Performance Presenting Sponsors – $35,000

Full Title Sponsorship of a main stage opera production.

Our team is ready to work with you to maximize these benefits, and to create a special sponsorship package that fits your philanthropic and business goals.

Name or Corporate Logo recognition

- Print ads, newsletter, e-blasts and website for the sponsored production;
- Season Brochure (30,000 distribution);
- Single Ticket Flyer for the sponsored production (30,000 distribution);
- Posters and other public displays;
- TV spots (when applicable);
- Logo hotlink on operacarolina.org.

In the Theater

- Name or Corporate Logo recognition on Projected English Titles;
- Sponsor signage in the lobby;
- Season-long recognition in the Opera Playbill at the Platinum Level.

Tickets

- Eight (8) Season Tickets and admission to the Vbar in the Bank of America lobby at intermission;
- Corporate Discount Program — 20% discount on single tickets for your employees to all Opera Carolina performances;
- Backstage passes to meet the Artists after performances.

Special Event

- Opera Carolina will create a special event for you to host a client dinner for up to 20 guests onstage at the Belk Theater. In addition to your clients, special guests will include Opera performing artists, hosted by General Director & Principal Conductor, James Meena.

Join these confirmed Performance Presenting Sponsors:

Levine Cancer Institute – Carolinas HealthCare System
The Hearst Corporation
Time Warner Cable

Opera Carolina's 2008 production of AIDA won the Best of the Best Award – Charlotte Magazine

Underwriting Sponsors – $15,000

Co-Sponsorship of a main stage opera production or an Education & Outreach program. Our team is ready to work with you to maximize these benefits, and to create a special sponsorship package that fits your philanthropic and business goals.

Name or Corporate Logo placement

- Print ads, newsletter, e-blasts and website for the sponsored production;
- Season Brochure (30,000 distribution);
- Single Ticket Flyer for the sponsored production (30,000 distribution);
- Posters and other public displays.

In the Theater

- Name or Corporate Logo recognition on Projected English Titles;
- Sponsor signage in the lobby;
- Season-long recognition in the Opera Playbill.

Tickets

- Four (4) Season Tickets and admission to the Vbar in the Bank of America lobby at intermission;
- Corporate Discount Program — 20% discount on single tickets for your employees to all Opera Carolina performances;
- Backstage passes to meet the Artists after performances.

Artistic Sponsors & Star Sponsors – $10,000

Sponsor one of the Stars and Opera Carolina.
Our team is ready to work with you to maximize these benefits, or to tailor a special sponsorship package that fits your philanthropic and business goals.

Name or Corporate Logo placement

- Single Ticket Flyer for the sponsored production (30,000 distribution);
- Posters and other public displays;

In the Theater

- Name or Corporate Logo recognition on Projected English Titles;
- Sponsor signage in the lobby;
- Season-long recognition in the Opera Playbill.

Tickets

- Two (2) Season Tickets and admission to the Vbar in the Bank of America lobby at intermission;
- Corporate Discount Program — 20% discount on single tickets for your employees to all Opera Carolina performances;
- Backstage passes to meet the Artists after performances.

Metropolitan Opera star tenor James Valenti and basso Chester Patton in Opera Carolina's ***NPR World of Opera*** *production of FAUST.*

Cultivating Sponsors – $5,000 to $10,000

Direct your support to one of the many sponsorship opportunities at the Opera:

- Projected English Titles
- Season Ticket sponsorship
- Opera Carolina Newsletter
- ***The V Bar*** exclusive intermission lounge for *The Verdi Society* major donors
- Bravo! Young Professionals sponsorship
- Intermezzo Lounge
- Postludes with the Cast

Or direct your support as an **Education Sponsor**:

- *Student Night at the Opera*;
- The *Opera Carolina Academy* – training and enriching young talent;
- spark *Campaign (see next page)*

Students at the Opera Carolina Academy.

Name or Corporate Logo placement

- Posters and other public displays;

In the Theater

- Sponsor signage in the lobby;
- Season-long recognition in the Opera Playbill.

Tickets

- Corporate Discount Program — 20% discount on single tickets for your employees to all Opera Carolina performances.

Enriching Sponsors – $2,500 to $5,000

A great place to start client cultivation and ***wow*** your clients with an elegant evening at the opera.

See Opera Carolina's Education page for information on becoming a SPARK Campaign sponsor.

Our team

*W*orking with you to add value to your sponsorship investment:

To become an Opera Carolina sponsor, please contact

- James Meena — General Director & Principal Conductor
  704.332.7177 ext. 201 — James@operacarolina.org
- Janet Dalton Dickinson — Director of Major Gifts & External Affairs
  704.332.7177 ext. 205 — Janet@operacarolina.org

To reserve your table for *Bella Notte*, please contact

- Janet Dalton Dickinson — Director of Major Gifts & External Affairs
  704.332.7177 ext. 205 — Janet@operacarolina.org

To schedule *Opera Express*, please contact

- Ashley Lam — Assistant Director for Education
  704.332.7177 ext. 202 — Ashley@operacarolina.org

To create a *Night at the Opera*, please contact

- Brandon Stanley — Director of Marketing
  704.332.7177 ext. 209 — Brandon@operacarolina.org

To confirm *Benefits and Patron Service* questions, please contact

- Nate Powell — Associate Director for Development
  704.332.7177 ext. 217 — Nate@operacarolina.org

For questions about your *Opera Tickets*, please contact

- Natalija Martijan — Associate Director for Customer Service
  704.332.7177 ext. 210 — Natalija@operacarolina.org

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Investing in Opera Carolina – A Community Educational & Artistic Resource

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Opera Carolina is a member of Opera America

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2013-14 Opera Season

Celebrating the 200th Anniversary of the birth of Giuseppe Verdi and Richard Wagner

Art to Poetry to Music

Knight Theater
Benefit Gala Concert
Thursday, September 12, 2013
In collaboration with the Confucius Institute

Giuseppe Verdi

AIDA

New Production
Belk Theater
October 19, 20 *(added performance for Audience Building Initiative)*, **24, 27, 2013**

Giacomo Puccini

IL TRITTICO

Il Tabarro Suor Angelica Gianni Schicchi
(Opera Carolina's Puccini Cycle)
Three one-act operas by the beloved composer of *La Boheme, Tosca, Madama Butterfly*
Belk Theater
January 18, 23, 26, 2014

Richard Wagner

DER FLIEGENDE HOLLANDER

New Production
Belk Theater
March 22, 27 & 30, 2014

Major Events
Bella Notte, October 26, 2013
Printemps, April 12, 2014
Benefit Golf Tournament, June 2, 2014

Opera Carolina Board of Directors

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The Opera Carolina Way

At Opera Carolina,

- We treat everyone with courtesy and respect, especially when difficulties arise;
- We begin every decision by asking, "What's best for the customer?"
- We are loyal to the company and each other;
- We are proud of our work, without being arrogant;
- We balance Artistry with Fiscal Responsibility;
- We view the Opera art form as a vehicle through which we serve the community.