



CORPORATE SPONSORSHIP
ACADEMY CENTER OF THE ARTS

YOUR ORGANIZATION CAN SUPPORT HELPING, SHARING,
GATHERING, AND HEALING IN OUR COMMUNITY THROUGH THE ARTS





CORPORATE SPONSORSHIP ACADEMY CENTER OF THE ARTS

The Academy Center of the Arts is Region 2000's center for arts, culture, and community building.

The Academy provides a highly valuable corporate sponsorship program for businesses wishing to align their brand with our mission of serving the community through arts and culture, in addition to increasing the marketing reach and visibility of our sponsors with new and existing customers.

In spite of the challenges we faced as an organization in 2020 due to the pandemic, the Academy pivoted our operations to bring patrons safely into our spaces while extending our reach through virtual programming and education offerings. Through these adaptations and innovations, nearly 44,000 community members were impacted by engaging with us in a variety of ways. We saw

a 335% increase in the Academy's digital reach with live-streamed content connecting the community back to our venues when in-person participation was not possible. The innovation in our virtual classes allowed us an even farther reach with students joining us from as far away as California and Illinois.

Through our corporate sponsorship offerings, your business will be strategically placed in front of the eyes of all venue guests over the course of the 2022 year, reaching 25,000 weekly through eblasts, 80,000 quarterly through our mailed season catalogue, 180,000 annually through our website, and countless eyes through our social media, on-site, digital, and print advertising methods.

To learn more about our corporate sponsorship offerings, contact Dabney Treacy, Director of Development, using the information below.



Contact Dabney Treacy, Director of Development
dtreacy@academycenter.org | (434) 528-3256



WHEN YOU SUPPORT THE ACADEMY CENTER OF THE ARTS

At the Academy Center of the Arts, we believe that the arts can bring both healing and hope, which is why we work diligently to provide arts access and exposure to all members of our community. By supporting the Academy through corporate sponsorship, you are supporting the importance and aiding in the delivery of essential arts and cultural activities in the Greater Lynchburg area.

As we look forward while emerging from the impact of COVID-19, the upcoming year will be one in which the support of our organization is critical for our community's health and wellbeing.

As a community, we will need to gather when we are able. We will yearn to share space, time, and ideas, and to find places where we can connect, to laugh, to dance, and to sing. Together, we will want to celebrate hope for the future.

YOU SUPPORT OUR MISSION

The Academy Center of the Arts is Greater Lynchburg's center for arts, culture, and community building. Our mission is to serve our community through arts and culture, and we believe that our programming is essential for a thriving community, as it can lead to improved grades for students, increased memory retention rates for seniors, and a decreased poverty rate.

YOU SUPPORT OUR VALUES

We hold ourselves accountable to our mission with three core values: community, creativity, and equity. These values help ensure that our arts programming is accessible to everyone in the Greater Lynchburg area.

COMMUNITY

We are a community of people from different races, ethnicities, classes, gender identities, sexual orientations, belief systems, and physical/mental abilities. We value the diversity of our community members and strive to serve them through the arts.

CREATIVITY

We use the arts to empower others by encouraging self-expression, thought, and engagement within a safe space. In its many forms, art broadens our perspectives, provides us with numerous ways to communicate, and enriches our quality of life.

EQUITY

We aspire to be an inclusive organization for all by understanding our role in minimizing the barriers faced by many in our community. We will uplift marginalized individuals through intentional arts programming designed according to their needs.

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UNITING OUR BRANDS TOGETHER TO EXPAND ARTS ACCESS IN OUR COMMUNITY

The Academy Center of the Arts is a vibrant organization that offers arts engagement in a variety of ways to a diverse cross section of our community. Now, more than ever, the Academy is committed to extending our outreach, and in doing so, serve as an engine of revitalization and hope through the extension of the Academy Access Program.

By partnering with us as the Named Academy Access Program underwriter, your organization will make a significant difference in the lives, health, and mental wellbeing of those in our community.

TOP TIER UNDERWRITING OFFERING

The Named Academy Access Program Underwriter is the top tier sponsorship offering available in 2022, effectively branding your organization as the presenter of the Named Academy Access Program for one full year.

This includes title sponsorship and naming rights to the program, a designed, one-of-a-kind program logo with your corporate brand identity included, exclusive rights to will call and print at home ticket branding, and more. Additional benefits and recognition for this sponsorship level are listed on the following page.

NAMED ACADEMY ACCESS PROGRAM

By joining our organization as the Named Academy Access Program Underwriter, your organization will help to provide arts access in our community for individuals, local organizations, non-profits, and partners in the arts.

VENUE ACCESS

The Named Academy Access Program directly underwrites discounted facility access for local organizations through the use of our venues as a space for gathering, performance, and outreach opportunities.

The Academy has historically provided discounted facility access for non-profit organizations. By partnering with the Academy in the expansion of this program, the Academy will be able to extend its reach in supporting local organizations in need by providing greater access to our venues, expertise, and services.

TICKET ACCESS

In addition to expanded facility access, the Named Academy Access Program will expand our existing ticket access program, allowing community organizations to apply for blocks of low cost tickets to Academy presented and Academy Access Program ticketed events and programs in our venues.

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NAMED ACADEMY ACCESS PROGRAM SPONSOR OPPORTUNITIES

NAMED ACADEMY ACCESS PROGRAM RECOGNITION AND BENEFITS	ACCESS PROGRAM SPONSOR \$75,000
PROGRAM TITLE SPONSOR RECOGNITION	
NAMED TITLE SPONSOR FOR ACCESS PROGRAM FOR 1 YEAR, I.E. 'NIKON ACCESS PROGRAM'	•
BRAND RECOGNITION ON ALL SUPPORTED PROGRAMS AND EVENTS	•
ON-SITE RECOGNITION	
LOGO RECOGNITION ON PERMANENT ENTRY WAY SIGNAGE	•
LOGO RECOGNITION ON CAMPUS DIGITAL SIGNAGE	•
NAME RECOGNITION IN PRE-SHOW CURTAIN SPEECHES	•
NAME RECOGNITION ON HISTORIC THEATRE ANNUAL DONOR WALL	•
PRINT MARKETING RECOGNITION	
FULL PAGE COLOR AD IN QUARTERLY PLAYBILL	•
LOGO INCLUSION ON ALL PRINT AT HOME AND WILL CALL TICKETS	•
LOGO INCLUSION ON SUPPORTED EVENTS IN QUARTERLY CATALOGUE AND PLAYBILL	•
LOGO INCLUSION ON SUPPORTED EVENT DIRECT PRINT MARKETING TO INCLUDE MAILERS, POSTERS, ETC	•
DIGITAL MARKETING RECOGNITION	
LOGO INCLUSION ON ACOA SPONSOR WEBPAGE	•
LOGO INCLUSION ON FACILITIES ACCESS PROGRAM WEBPAGE AND ASSOCIATED APPLICATIONS	•
LOGO FEATURED ON ACOA WEBSITE HOMEPAGE AND SUPPORTED PROGRAM AND EVENT WEBPAGES	•
BRAND RECOGNITION ON SUPPORTED PROGRAM AND EVENT SOCIAL MEDIA EVENTS	•
BRAND RECOGNITION ON SUPPORTED PROGRAM AND EVENT MARKETING E-BLASTS	•
BRAND RECOGNITION ON LIVE SOCIAL MEDIA COVERAGE, WHEN AVAILABLE	•
MEDIA RECOGNITION	
NAME RECOGNITION ON RADIO AND TV ADVERTISING, WHEN AVAILABLE	•
NAME RECOGNITION ON SUPPORTED PROGRAM AND EVENT PRESS RELEASES	•
DISCOUNTS AND SPONSOR OFFERS	
NEW! SPONSOR LOUNGE PRE-SHOW RECEPTION FOR UP TO 25 GUESTS	•
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC TICKET RELEASE	•
FREE TICKETS TO SUPPORTED EVENTS	38/YR
DISCOUNTS ON EDUCATION TUITION	10%
DISCOUNTS ON VENUE RENTAL RATES	25%

CONNECTING YOUR BRAND WITH DIRECT ARTS ENGAGEMENT

At the Academy Center of the Arts, we are dedicated to expanding arts access in our community through programmatic offerings, outreach, and engagement activities, both on and off-site. In the upcoming year, we are committed to the following initiatives aimed at more robust and intentional community engagement.

By partnering with us on these initiatives, your organization will directly benefit those in our community who are under served.

MULTIPLE SPONSORSHIP OPPORTUNITIES TO SUPPORT ARTS ENGAGEMENT

Benefits of each sponsorship include naming rights to the program, a designed, one-of-a-kind program logo with your corporate brand identity included, and more. Additional benefits and recognition for the sponsorship levels are listed on the following page.

COMMUNITY ACCESS UNDERWRITER (1)

This underwriter will support high-impact community offerings such as Empty Bowls, Plates and Paints, Healthy Snacks, Hill City Keys, as well as other community focused programs. By underwriting the Community Engagement Access program, your organization is supporting community engagement events and programs on and off-site in our community.

ENRICHMENT ACCESS UNDERWRITER (1)

This underwriter will support student-focused community offerings such as YMCA power scholar outreach, Kids Out Loud, and other in-school and student outreach offerings, as well as directly supporting the expanded tuition discount program.

Please note that this level of sponsorship does not include the underwriting of online or on-site classes or camps at the ACOA.

MOBILE ARTS ACCESS (1)

This underwriter will support the Academy in Motion, a mobile arts program that seeks to impact the greater Lynchburg community by providing arts access to groups and individuals with barriers that would otherwise prevent exposure to the arts on our physical campus. This underwriter will also support online programmatic content created by the ACOA including online classes and camps offered through the education department.

EDUCATION UNDERWRITER (1)

This underwriter will support on-site education classes and camps at the ACOA, including all visual arts, performing arts, and other workshops and class/camp opportunities as they arise.

FINE ARTS ACCESS UNDERWRITER (1)

This underwriter will support on-site First Friday exhibitions, off-site gallery exhibitions, and the National Juried Art and Photography exhibitions, as well support the newly formed Artist Expansion Initiative, giving gallery access to emerging and under served artists from the community.

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ARTS ENGAGEMENT SPONSORSHIP OPPORTUNITIES

COMMUNITY ENGAGEMENT PROGRAM RECOGNITION AND BENEFITS	COMMUNITY/ ENRICHMENT/ MOBILE ARTS ACCESS SPONSOR \$25,000	FINE ARTS/ EDUCATION SPONSOR \$12,500
PROGRAM TITLE SPONSOR RECOGNITION		
NAMED TITLE UNDERWRITER FOR PROGRAM FOR 1 YEAR, I.E. 'APPLE EDUCATION ACCESS PROGRAM' OR 'PEPSI COMMUNITY ACCESS PROGRAM'	•	•
BRAND RECOGNITION ON ALL SUPPORTED PROGRAMS AND EVENTS FOR 1 YEAR	•	•
ON-SITE RECOGNITION		
LOGO RECOGNITION ON PERMANENT ENTRY WAY SIGNAGE	•	
NAME RECOGNITION IN CURTAIN OR ON-SITE SPEECHES, WHEN APPLICABLE	•	•
LOGO RECOGNITION ON CAMPUS DIGITAL SIGNAGE	•	•
NAME RECOGNITION ON HISTORIC THEATRE ANNUAL DONOR WALL	•	•
PRINT MARKETING RECOGNITION		
HALF PAGE COLOR AD IN QUARTERLY PLAYBILL	•	
LOGO INCLUSION ON PRINT AT HOME TICKETS FOR SUPPORTED EVENTS	•	
LOGO INCLUSION ON SUPPORTED EVENTS IN QUARTERLY CATALOGUE AND PLAYBILL	•	•
LOGO INCLUSION ON SUPPORTED EVENT DIRECT PRINT MARKETING	•	•
DIGITAL MARKETING RECOGNITION		
LOGO FEATURED ON ACOA WEBSITE HOMEPAGE	•	
LOGO INCLUSION ON ACOA SPONSOR WEBPAGE	•	•
LOGO INCLUSION ON SUPPORTED PROGRAM AND EVENT WEBPAGES	•	•
LOGO INCLUSION AND/OR NAME RECOGNITION IN EMAIL MARKETING	•	•
BRAND RECOGNITION ON SUPPORTED PROGRAM AND EVENT SOCIAL MEDIA EVENTS	•	•
BRAND RECOGNITION ON SUPPORTED PROGRAM AND EVENT MARKETING E-BLASTS	•	•
BRAND RECOGNITION ON LIVE SOCIAL MEDIA COVERAGE, WHEN AVAILABLE	•	•
MEDIA RECOGNITION		
NAME RECOGNITION ON RADIO AND TV ADVERTISING, WHEN AVAILABLE	•	
NAME RECOGNITION ON SUPPORTED PROGRAM AND EVENT PRESS RELEASES	•	•
DISCOUNTS AND SPONSOR OFFERS		
NEW! SPONSOR LOUNGE PRE-SHOW RECEPTION FOR UP TO 25 GUEST	•	
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC TICKET RELEASE	•	
FREE TICKETS TO NON SPONSORED ACADEMY-PRESENTED EVENTS	10/YR	
DISCOUNTS ON EDUCATION TUITION	10%	
DISCOUNTS ON VENUE RENTAL RATES	25%	15%

CONNECTING YOUR BRAND WITH A SERIES

In 2022, all Academy Center of the Arts' presented stage performances in the Historic Academy Theatre will be grouped into thematic series. In doing so, our corporate underwriters will be able to more effectively align their sponsorship with the target audiences most important to their brand values, and create arts-related opportunities for clients and employees.

2022 PERFORMANCE SERIES OFFERINGS

Each series will have a minimum of four performances. Certified performances are as follows:

MARQUEE*

BLACK VIOLIN
GLENN MILLER ORCHESTRA
ALVIN AILEY

FAMILY-FRIENDLY 1 & 2*

DAIVOLO
DRUM TAO
MASTERS OF ILLUSION
THE PRICE IS RIGHT LIVE

MUSIC*

OLD CROW MEDICINE SHOW
MAT KEARNEY
HANSON CHRISTMAS

COMEDY*

PREACHER LAWSON
THE SECOND CITY

**EVENTS IN THIS SERIES MAY FACE RESCHEDULING OR
CANCELLATIONS DUE TO COVID-19*

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PERFORMANCE SPONSORSHIP OPPORTUNITIES

SPONSOR RECOGNITION	SERIES TITLE UNDERWRITER \$20,000	SERIES UNDERWRITER \$12,500	SINGLE EVENT UNDERWRITER \$5,000
EVENT RECOGNITION			
CORPORATE BRAND ASSOCIATED AS SERIES TITLE UNDERWRITER FOR 1 YEAR	1 SERIES		
CORPORATE BRAND ASSOCIATED AS SERIES UNDERWRITER FOR 1 YEAR		1 SERIES	
CORPORATE BRAND ASSOCIATED WITH SINGLE EVENT			1 EVENT
ON-SITE RECOGNITION			
LOGO RECOGNITION ON ENTRY WAY SIGNAGE	•		
LOGO RECOGNITION ON CAMPUS DIGITAL SIGNAGE	•	•	
NAME RECOGNITION IN PRE-SHOW CURTAIN SPEECHES	•	•	•
NAME RECOGNITION ON HISTORIC THEATRE ANNUAL DONOR WALL	•	•	•
PRINT MARKETING RECOGNITION			
HALF PAGE COLOR AD IN QUARTERLY PLAYBILL	•		
QUARTER PAGE COLOR AD IN QUARTERLY PLAYBILL		•	
LOGO INCLUSION ON PRINT AT HOME PDF TICKETS	•		
LOGO INCLUSION IN QUARTERLY SEASON CATALOGUE AND PLAYBILL	•	•	•
LOGO INCLUSION ON SUPPORTED EVENT DIRECT PRINT MARKETING PIECES	•	•	•
DIGITAL MARKETING RECOGNITION			
LOGO FEATURED ON ACOA WEBSITE HOMEPAGE	•		
LOGO INCLUSION ON ACOA SPONSOR WEBPAGE	•	•	•
LOGO INCLUSION ON EVENT WEBPAGES	•	•	•
BRAND RECOGNITION ON EMAIL MARKETING AND SOCIAL MEDIA MARKETING AND COVERAGE	•	•	•
MEDIA RECOGNITION			
NAME RECOGNITION ON RADIO AND TV ADVERTISING, WHEN AVAILABLE	•		
NAME RECOGNITION IN EVENT PRESS RELEASE	•	•	•
DISCOUNTS AND SPONSOR OFFERS			
NEW! SPONSOR LOUNGE PRE-SHOW RECEPTION FOR UP TO 25 GUEST	•	•	
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC TICKET RELEASE	•	•	
DISCOUNTS ON EDUCATION TUITION	10%	10%	
FREE TICKETS TO NON SPONSORED ACADEMY PRESENTED EVENTS	10/YR	8/YR	
FREE TICKETS TO SPONSORED EVENTS	14/YR	10/YR	6/YR
DISCOUNTS ON VENUE RENTAL RATES	25%	20%	10%



ACADEMY SPONSORS ARE PROUDLY ANNOUNCED

When you're an Academy sponsor, your business gains exposure to an active and engaged audience

SEASON CATALOGUE

- PRINTED QUARTERLY
- 90,000 PRINTED
- 80,000 MAILED
- 10,000 DISTRIBUTED ON-SITE

SEASON PLAYBILL

- PRINTED QUARTERLY
- 10,000 DISTRIBUTED ON-SITE

ACADEMY EBLAST

SENT TO 25,000 WEEKLY

POSTERS

- DISTRIBUTED TO 30 LOCATIONS LOCALLY
- DISTRIBUTED REGIONALLY

PRINT ADS

- LYNCHBURG LIVING MAGAZINE
- LYNCHBURG BUSINESS MAGAZINE
- HOME MAGAZINE
- CVILLE WEEKLY
- NEWS & ADVANCE

DIGITAL ADS

- WARDS ROAD DIGITAL BILLBOARDS
- LYNCHBURG LIVING IT LIST EMAIL

ACADEMY WEBSITE

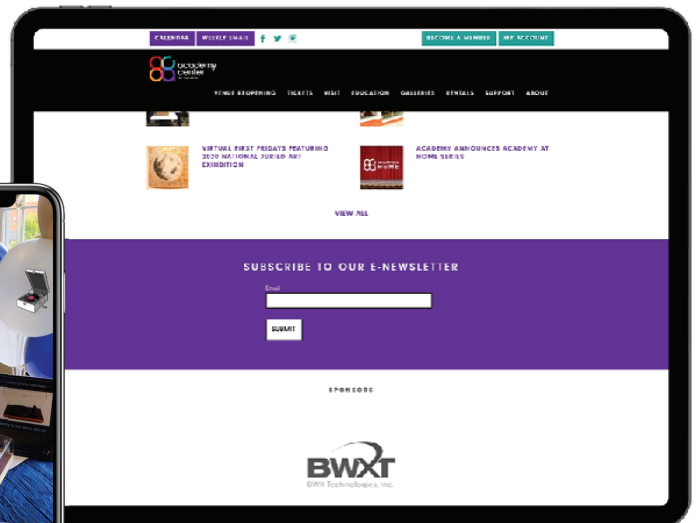
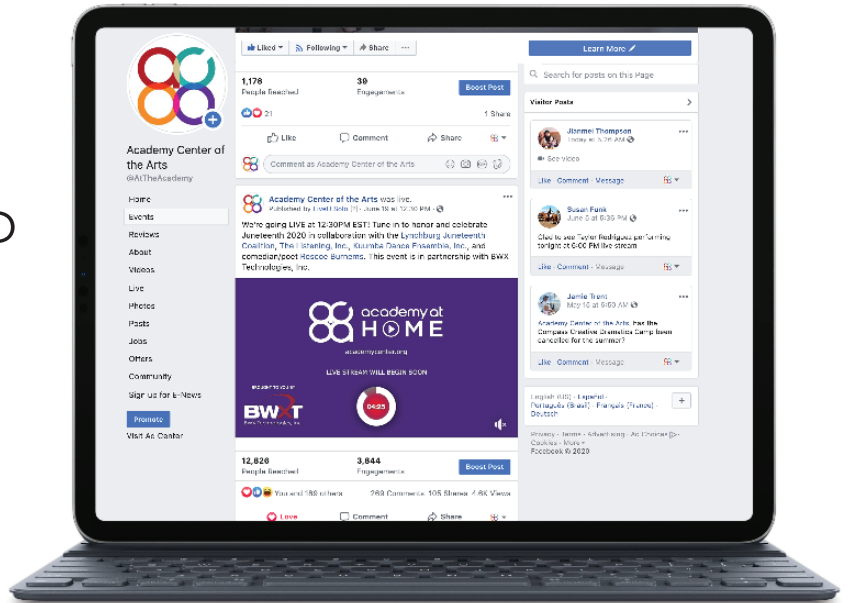
- 15,000 MONTHLY VISITS
- 180,000 ANNUAL VISITS

ACADEMY SOCIAL MEDIA

20,000 FOLLOWERS

ON-SITE RECOGNITION

80,000+ VISITORS ANNUALLY



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