




CORPORATE SPONSORSHIP
ACADEMY CENTER OF THE ARTS
YOUR ORGANIZATION CAN SUPPORT OUR MISSION OF SERVING
THE COMMUNITY THROUGH ARTS AND CULTURE





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 in 2021 due to the pandemic, the Academy successfully brought patrons safely into our spaces while extending our community outreach through new initiatives such as the Academy in Motion mobile arts program as well as the continuation of virtual programming. The Academy engaged close to 40,000 guests through stage events, arts education, facilities rentals, community outreach and gallery exhibits in 2021.

We additionally reached over 22,000 through virtual engagement. The organization itself had a total financial impact of close to \$3 million in our community and we continue to make a great financial impact on the Greater Lynchburg region as our annual budget returns to pre-pandemic levels.

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 2023 year, reaching 25,000 weekly through eblasts, 47,000 quarterly through our mailed playbill, 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 X118



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.

The Academy's 2022-2024 strategic plan emphasizes building for the future while nurturing the present. We are instituting deep investment in our facilities, developing new means of arts delivery for the future and bringing world class entertainment to our community. It is because of your commitment that we are able to share the values of **community, creativity, and access** with more neighbors in our region.

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 access**. 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.

ACCESS

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 2023, 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 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.

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 (VALUE: \$2,900)	•
LOGO INCLUSION ON ALL PRINT AT HOME TICKETS	•
LOGO INCLUSION ON SUPPORTED EVENTS IN QUARTERLY 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 ACOA WEBSITE HOMEPAGE	•
LOGO INCLUSION ON FACILITIES ACCESS PROGRAM WEBPAGE AND ASSOCIATED APPLICATIONS	•
LOGO FEATURED ON 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	
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC TICKET RELEASE	•
FREE TICKETS TO SUPPORTED EVENTS	30/YR
DISCOUNTS ON EDUCATION TUITION	10%

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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, Hill City Keys, Artist in Residence, as well as other community focused programs. By underwriting the Community 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, City Strings, 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 in 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		
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 (VALUE: \$1,890)	•	
LOGO INCLUSION ON SUPPORTED EVENTS IN QUARTERLY 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		
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%

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CONNECTING YOUR BRAND WITH A SERIES

In 2023, all Academy Center of the Arts' presented stage performances in the Historic Academy Theatre will be grouped into thematic series. In addition, we are introducing the Community Arts Engagement Series of community outreach programming. In doing so, our corporate underwriters will be able to align their sponsorship with the target audiences most important to their brand values, and create arts-related opportunities for clients and employees.

2023 PERFORMANCE SERIES OFFERINGS*

Each series will have a minimum of three performances. Performances are as follows:

NEW! BROADWAY

RESPECT
STOMP
MADAGASCAR THE MUSICAL

FAMILY-FRIENDLY 1

DRAGONS & MYTHICAL BEASTS
UKULELE ORCHESTRA OF GREAT BRITAIN
1 EVENT TBD

MUSIC

NATALIE MACMASTER & DONNELL LEAHY
THE MUSIC OF SAM COOKE
1 EVENT TBD

FAMILY-FRIENDLY 2

POTTED POTTER
DRUMLINE LIVE
1 EVENT TBD

FILM & TV

WHOSE LIVE ANYWAYS?
2 EVENTS TBD

*In the event a performance in a series is rescheduled or cancelled, every effort will be made to replace it with a similar type of programming.

2023 COMMUNITY ARTS ENGAGEMENT SERIES OFFERINGS

Free to the public, held in the Historic Academy Theatre

ANIMATION FILM FESTIVAL

An annual retrospective of animation that has become an Academy tradition beloved by families and animation enthusiasts

BLACK HISTORY MONTH CELEBRATION

A celebration of artistic and creative achievements in the Black community held during Black History month

JUNETEENTH

Hosted in partnership with the Juneteenth Coalition, this event commemorates the history and significance of the Juneteenth holiday, featuring local performances of live music, spoken word, dance, and more

CLAY FESTIVAL

A family friendly festival featuring clay artists from across our region free to the public, held in the Pacific Life parking lot

HOLIDAY MAKERS MARKET

A showcase of artisans and handmade goods from local craftspeople in time for the holiday shopping, held in the Academy's Warehouse Theatre

ARTIST IN RESIDENCY

The Artist in Residency program allows artists the opportunity to engage with our audiences, students, and the Greater Lynchburg community by providing enriching experiences and supporting the creation of new art

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SPONSOR RECOGNITION	SERIES TITLE UNDERWRITER \$20,000	POPCORN CUP & SERIES 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	1 SERIES	
CORPORATE BRAND ASSOCIATED WITH SINGLE EVENT				1 EVENT
ON-SITE RECOGNITION				
NEW! LOGO RECOGNITION ON CONCESSION POPCORN CUPS FOR 1 YEAR		•		
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 (VALUE: \$1,890)	•			
QUARTER PAGE COLOR AD IN QUARTERLY PLAYBILL (VALUE: \$1,230)		•	•	
LOGO INCLUSION IN QUARTERLY 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				
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC TICKET RELEASE	•	•	•	
DISCOUNTS ON EDUCATION TUITION	10%	10%	10%	10%
FREE TICKETS TO NON SPONSORED ACADEMY PRESENTED EVENTS	10/YR	8/YR	8/YR	
FREE TICKETS TO SPONSORED EVENTS	14/YR	10/YR	10/YR	6/YR
DISCOUNTS ON VENUE RENTAL RATES	25%	20%	20%	10%



ACADEMY SPONSORS ARE PROUDLY ANNOUNCED

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

SEASON PLAYBILL

PRINTED QUARTERLY
50,000 PRINTED
47,000 MAILED
5,000 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

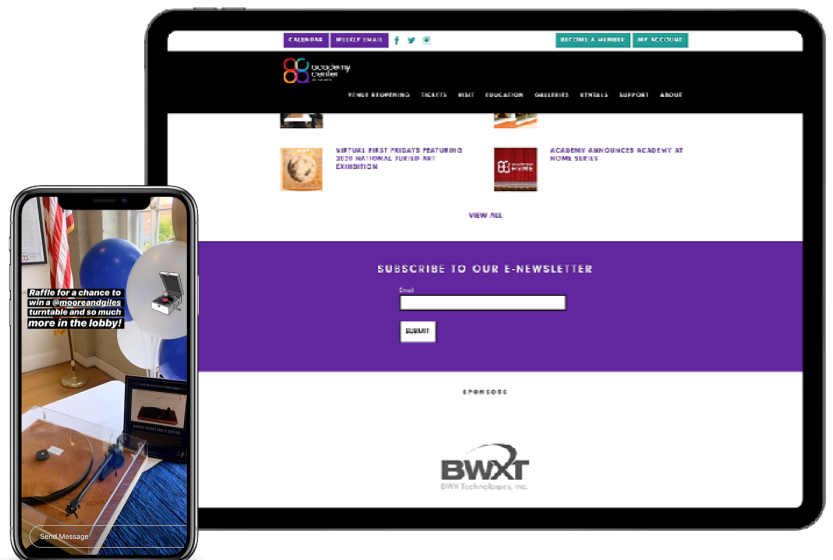
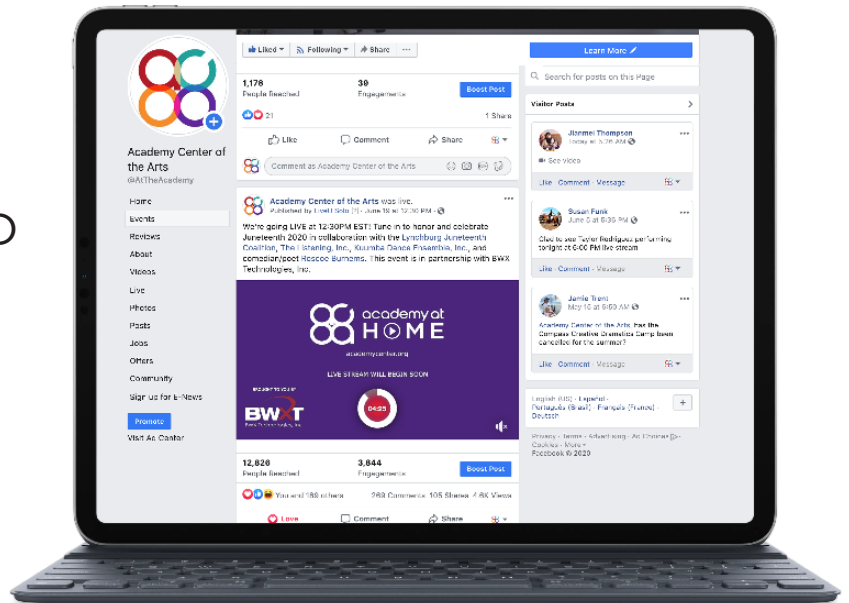
15,000 MONTHLY VISITS
180,000 ANNUAL VISITS

ACADEMY SOCIAL MEDIA

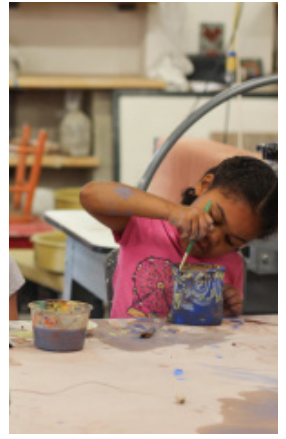
20,000 FOLLOWERS

ON-SITE RECOGNITION

80,000+ VISITORS ANNUALLY



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