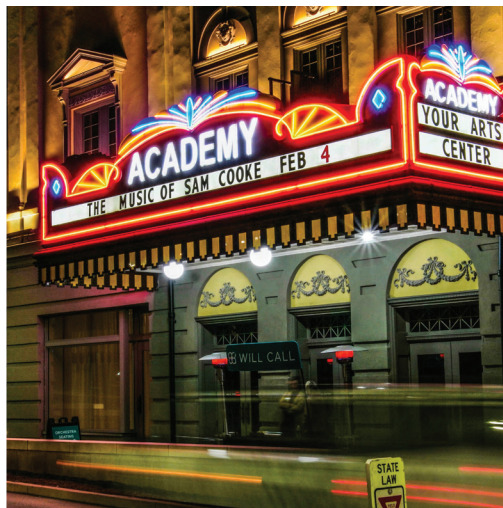




CORPORATE SPONSORSHIP 2024

ACADEMY CENTER OF THE ARTS





CORPORATE SPONSORSHIP

ALIGNING BRANDS WITH PURPOSE

The Academy Center of the Arts is Region 2000's center for creativity, community and connection. We are a non-profit that advocates for arts, culture, and community building. Our belief in the transformative power of the arts drives us to be a catalyst for healing, hope, and growth - ensuring that everyone in Central and Southwest Virginia has the opportunity to experience and engage with the arts.

Our Mission is to cultivate a healthier and more interconnected community through cultural infrastructure and community-building arts programs.

Businesses seeking to align their brand with our impactful mission will find exceptional value in our corporate sponsorship program. By joining forces with the Academy, you're not only supporting the arts but also investing in the growth and prosperity of our region.

IGNITE ECONOMIC VITALITY

The Academy stimulates our area by attracting tourists and visitors. As an anchor in Downtown Lynchburg, our infrastructure contributes to the area's vitality. With a financial influence of nearly \$3 million on our community, we persist in bolstering the Greater Lynchburg region's financial growth.

NURTURING EDUCATION, CULTURE & ACCESS

The Academy provides a space for individual expression, appreciation and celebration. We offer classes, workshops and events that cover a variety of artistic disciplines and cater to all ages and skill levels. Through various education and access programs, we aim to serve 150,000 people a year.

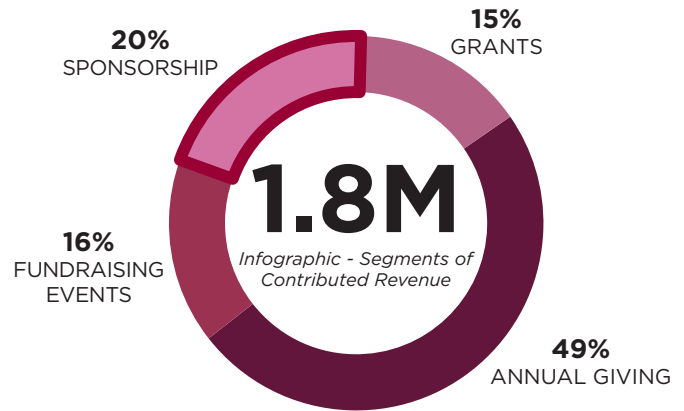
CELEBRATE DIVERSITY AND FOSTER INCLUSION

At the heart of our programs is the celebration of our community's diversity, nurturing cultural understanding and offering a space where every individual feels valued and embraced. We are committed to inclusivity, actively working to break down barriers that hinder engagement.

WHY BECOME A SPONSOR?

At the core of the Academy Center of the Arts lies our Sponsorship program—an indispensable cornerstone for nurturing our nonprofit's viability and growth. Sponsorship is a direct avenue to foster a thriving arts community. As a nonprofit organization, the Academy Center of the Arts relies on the backing of local and regional organizations to prosper.

Ticket sales alone cover less than half of the cost associated with operating our Historic Theatre, Warehouse Theatre, classrooms, galleries, and outreach programs. Contributed support makes up the difference. Your investment sustains our vibrant cultural space, allowing us to bring exceptional entertainment to the Greater Lynchburg area. It also empowers us to expand our community-centric initiatives. Your support plays a crucial role in strengthening programs like Academy In Motion and our wide range of Access Programming efforts. These subsidized initiatives receive critical support from our valued partner organizations.



Your contribution plays a key role in improving our programs and facilities, positively impacting many lives. Your sponsorship means more than just financial support; it ignites artistic growth and nurtures creativity.

MARKETING BENEFITS

Depending on your level of support, benefits serve to enhance your corporate brand through the Academy's network, including:

180,000: ANNUAL ACADEMY WEBSITE VISITORS

200,000: PRINTED PLAYBILLS

120,000: ANNUAL VISITORS

38,000: WEEKLY EMAILS

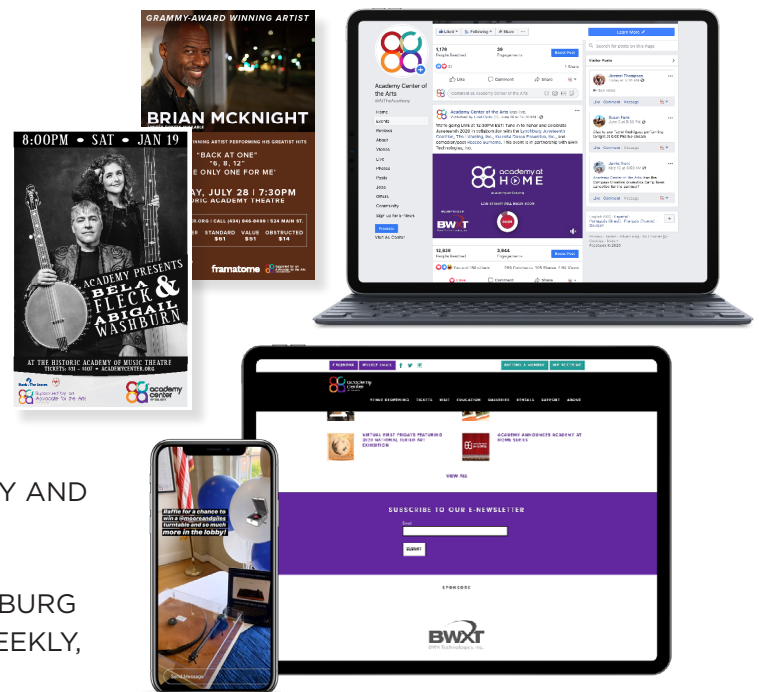
30,000: SOCIAL MEDIA FOLLOWERS

AND THERE'S MORE!:

POSTERS: DISTRIBUTED TO **40** LOCATIONS LOCALLY AND DISTRIBUTED REGIONALLY

PRINT ADS: LYNCHBURG LIVING MAGAZINE, LYNCHBURG BUSINESS MAGAZINE, HOME MAGAZINE, CVILLE WEEKLY, NEWS AND ADVANCE

DIGITAL ADS: WARD ROAD DIGITAL BILLBOARDS, LYNCHBURG LIVING IT LIST EMAIL



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ARTS, EDUCATION & COMMUNITY ACCESS

SPONSORSHIP OPPORTUNITIES

Through arts and education access programs and community building outreach initiatives, the Academy is committed to the following programs aimed at reaching as many individuals as possible in 2024.

\$40,000

MOBILE & YOUTH GALLERY ACCESS: Support the Academy in Motion mobile classroom that delivers the arts directly to rural and underserved communities free of charge, overcoming transportation barriers and fostering engagement tailored to specific demographics. Additionally, the named Academy Youth Gallery offers student-focused displays that rotate monthly.

\$25,000

ARTISTICA.SHOP: Support artists in Central Virginia and make their artwork accessible to everyone by sponsoring the Academy's art sales website.

COMMUNITY ACCESS: Support community engagement events and programs both on our campus and off-site, including such high-impact offerings as Empty Bowls, Plates and Paints, Hill City Keys, Artist in Residence, and Building Bridges.

ENRICHMENT ACCESS: Help facilitate inclusive participation in the Academy's Arts Education classes and camps by providing scholarships and discounts, empowering creativity, skill development, and personal growth as well as supporting other student-focused offerings like YMCA Power Scholars and enrichment activities for Lynchburg City schools and Jubilee Family Development Center.

\$17,500

EDUCATION & CAMPUS EXPLORATION: Support on-site education classes and camps including all visual arts, performing arts, and other workshops and class/camp opportunities as they arise. Additionally, support school field trips that offer local students engaging encounters with the Academy campus and professional artists, featuring Q&A sessions and lecture demonstrations.

FACILITIES ACCESS: Help ensure that our venues are available to non-profit organizations and other groups that may face financial constraints. By offering discounted rental rates, we empower groups such as our performance partners, resident companies and local nonprofits to utilize our facilities for their events, workshops, and initiatives.

\$12,500

VISUAL ARTS ACCESS: Support sustains monthly First Fridays and satellite art galleries exhibitions, which are free to the public, promoting public engagement and fostering a profound appreciation for the arts. Additionally, provides support of the Artist Expansion initiative, giving gallery access and other assistance to emerging artists in the community.

TICKET ACCESS: Support discounted tickets for underserved communities in collaboration with local non-profits, schools, churches, and assisted living facilities to help foster unity and a shared cultural experience, while removing financial barriers.

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ARTS, EDUCATION & COMMUNITY ACCESS SPONSORSHIP OPPORTUNITIES

	\$12,500	\$17,500	\$25,000	\$40,000
SPONSOR RECOGNITION	VISUAL ARTS ACCESS, TICKET ACCESS	EDUCATION ACCESS & CAMPUS EXPLORATION, FACILITIES ACCESS	ARTISTICA.COM, COMMUNITY ACCESS, ENRICHMENT ACCESS	MOBILE & YOUTH GALLERY ACCESS

ON-SITE PROMOTION

ON-SITE SIGNAGE, WHEN APPLICABLE	•	•	•	•
LOGO ON CAMPUS DIGITAL SIGNAGE	•	•	•	•
PRE-SHOW SPEECH/EVENT SPECIAL MENTION, WHEN APPLICABLE	•	•	•	•
NAME ON HISTORIC THEATRE ANNUAL DONOR WALL	•	•	•	•

YEAR-ROUND PROMOTION

AD IN QUARTERLY PLAYBILL			HALF	FULL
NAME RECOGNITION IN QUARTERLY PLAYBILL	•	•	•	•
LOGO FEATURED ON ACOA SPONSOR WEBPAGE	•	•	•	•
LOGO FEATURED ON ACOA WEBSITE HOMEPAGE			•	•

SPONSORED EVENT PROMOTION

RADIO & TV ADVERTISING RECOGNITION, WHEN AVAILABLE			•	•
LOGO ON SUPPORTED EVENT DIRECT PRINT MARKETING	•	•	•	•
LOGO ON EVENT WEBPAGE	•	•	•	•
MENTION ON EMAIL & SOCIAL MEDIA MARKETING/COVERAGE	•	•	•	•
MENTION IN EVENT PRESS RELEASE	•	•	•	•

DISCOUNTS & SPONSOR PERKS

ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC RELEASE			•	•
PRIVATE TOUR/EMPLOYEE APPRECIATION EVENT		•	•	•
FREE TICKETS TO ACADEMY PRESENTS EVENTS	8/YR	12/YR	16/YR	24/YR
RENTAL DISCOUNT	15%	15%	20%	25%
EDUCATION DICOUNT	10%	10%	10%	10%

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PRESENTED EVENTS SPONSORSHIP OPPORTUNITIES

In 2024, all Academy Presents stage performances will be grouped into thematic series allowing our corporate partners to align their sponsorship with the target audiences most important to their brand values. In addition, our Community Outreach Events bring cultural enrichment and arts accessibility to our community.

Event sponsorship not only ensures that the Academy is able to bring high caliber performing artists to our community, but also provides arts-related entertainment for your clients and employees.

2024 ACADEMY PRESENTS SERIES OFFERINGS

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

LAUGH OUT LOUD

COLIN MOCHRIE & BRAD SHERWOOD
MENOPAUSE THE MUSICAL 2
1 EVENT TBD

MUSIC 2

DIANE REEVES
LADYSMITH BLACK MAMBAZO
1 EVENT TBD

MUSIC 1

RUBEN STUDDARD & CLAY AIKEN
RICKY SKAGGS
POSTMODERN JUKEBOX

FAMILY-FRIENDLY 2

360 ALLSTARS
2 EVENTS TBD

FAMILY-FRIENDLY 1

PEKING ACROBATS
2 EVENTS TBD

MUSIC NOSTALGIA

BEST OF THE EAGLES
2 EVENTS TBD

MARQUEE

3 EVENTS TBD

2024 COMMUNITY OUTREACH EVENTS

Note that these programs can be grouped together for purposes of sponsoring as title series underwriter or series sponsor.

ANIMATION FILM FESTIVAL*

Annual retrospective of animation, beloved by families and animation enthusiasts.

CULTURAL CELEBRATIONS

- Black History Month
- Juneteenth
- Asian Pacific Islander Heritage
- Hispanic Heritage

CLAY FESTIVAL*

Family friendly festival featuring clay artists, held in the Pacific Life parking lot in the fall

**Free to the public*

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ACADEMY PRESENTS SPONSORSHIP OPPORTUNITIES

SPONSOR RECOGNITION	\$5,000	\$12,500	\$20,000	\$25,000
	SINGLE EVENT	SERIES SPONSOR	SERIES TITLE UNDERWRITER, REUSABLE POPCORN CUPS	TICKETING OFFICE (all events)

ON-SITE PROMOTION

LOGO ON ENTRYWAY SIGNAGE			•	•
LOGO ON CAMPUS DIGITAL SIGNAGE		•	•	•
PRE-SHOW CURTAIN SPEECH SPECIAL MENTION	•	•	•	•
NAME ON HISTORIC THEATRE ANNUAL DONOR WALL	•	•	•	•

YEAR-ROUND PROMOTION

AD IN QUARTERLY PLAYBILL		QUARTER	HALF	HALF
NAME RECOGNITION IN QUARTERLY PLAYBILL	•	•	•	•
LOGO FEATURED ON ACOA SPONSOR WEBPAGE	•	•	•	•
LOGO FEATURED ON ACOA WEBSITE HOMEPAGE			•	•

SPONSORED EVENT PROMOTION

RADIO & TV ADVERTISING RECOGNITION, WHEN AVAILABLE			•	•
LOGO ON SUPPORTED EVENT DIRECT PRINT MARKETING	•	•	•	•
LOGO ON EVENT WEBPAGE	•	•	•	•
MENTION ON EMAIL & SOCIAL MEDIA MARKETING/COVERAGE	•	•	•	•
MENTION IN EVENT PRESS RELEASE	•	•	•	•

DISCOUNTS & SPONSOR PERKS

ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC RELEASE		•	•	•
FREE TICKETS TO SPONSORED ACADEMY PRESENTS EVENTS	6/YR	10/YR	14/YR	N/A
FREE TICKETS TO NON-SPONSORED ACADEMY PRESENTS EVENTS	4/YR	8/YR	10/YR	25/YR
INVITATIONS TO MEMBERS LOUNGE EVENTS, WHEN AVAILABLE	•	•	•	•
RENTAL DISCOUNT	10%	15%	20%	25%
EDUCATION DICOUNT	10%	10%	10%	10%
PRIVATE TOUR/EMPLOYEE APPRECIATION EVENT			•	•

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