



PARTNER WITH US

Ignite change in our community through the arts



The Academy Center of the Arts is the region's center for arts, culture, and community-building. Our mission is to cultivate a healthier and more interconnected populace through cultural infrastructure and community-building arts programs. Through the Academy, community health and interconnectivity are cultivated through:

- Programs that inspire individuals of all ages, unlocking their inherent potential and nurturing social bonds.
- State-of-the-art facilities and dedicated support staff that elevate other local arts institutions and cultural activities.
- Activities that engage broad audiences, with special emphasis on addressing limited access to community networks by fostering collaboration and expanding opportunities for personal growth.

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.

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.



MARKETING REACH

Academy Presents Events performances: 32,174 attendees

Facebook reach: 947.1K accounts

Instagram reach: 80.2K accounts

People reached through access programs: 20,596

Galleries: 11,945 visitors

Artistica shop website: 23,271 visitors

Annual academy website visitors: 180,000

Printed playbills: 200,000

Annual visitors: 120,000

Weekly emails: 38,000

Social media followers: 30,000

Posters: Distributed to 40 locations locally and distributed regionally

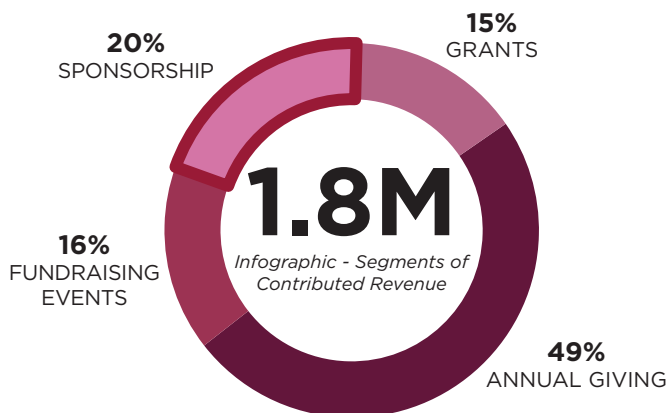
Print ads: Lynchburg Living Magazine, Lynchburg Business Magazine, Home Magazine, Cville Weekly, News & Advance

Digital ads: Ward Road digital billboards, Lynchburg Living it list email



WHY BECOME A SPONSOR?

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 arts & culture to the Greater Lynchburg area. It also empowers us to expand our community-centric initiatives.



THE ACADEMY CAMPUS AT A GLANCE

The Academy's campus includes the Historic Theatre & adjoining plaza, the Joy & Lynch Christian Warehouse Theatre and foyer, classrooms, art studio, The Music Hall, the Patricia Harrington Gallery Building, the May Carter Pottery Studio.



PERFORMANCE SPACES

HISTORIC ACADEMY THEATRE

- 835 seat historic theatre
- Newly restored venue designed to accommodate large-scale performances
- Bank of the James Ticketing Office
- Delta Star Concessions
- Member's Bar

WAREHOUSE THEATRE

- 372 seated capacity
- 600 standing room capacity
- Spacious black box theatre with flexible seating configurations
- Box Office
- Warehouse Bar

THE MUSIC HALL

- 100-person capacity
- L'Oppeleman stage
- Music Hall Bar

ARTS, EDUCATION & COMMUNITY ACCESS SPONSORSHIP OPPORTUNITIES

\$40,000

MOBILE & STUDENT GALLERY ACCESS: Empower the Academy in Motion mobile classroom to deliver free arts education to underserved communities, while supporting monthly student exhibitions in the Academy Arts & Education Gallery. The program includes Academy students of all ages and collaborates with local organizations and schools to display their artwork.

\$25,000

ARTISTICA.SHOP: Amplify Central Virginia artists' reach by sponsoring our online marketplace, making local artwork accessible to a broader audience.

COMMUNITY ACCESS: Foster community engagement through diverse on-campus and off-site programs, including Empty Bowls, Young Storytellers, Hill City Keys, and the Academy's Artist in Residence program. This initiative directly enables individuals from all backgrounds to engage with these impactful programs, breaking down barriers and building a more inclusive community.

FACILITIES ACCESS: Ensure the long-term sustainability of our community-focused programming by subsidizing venue access for non-profits, performance partners, and local initiatives, fostering a thriving arts ecosystem for years to come.

\$20,000

ENRICHMENT ACCESS: Empower diverse participation in arts education through scholarships and discounts, while supporting vital partnerships with YMCA Power Scholars, Lynchburg City Schools, and Jubilee Family Development Center to foster creativity and personal growth across our community.

OPENING MINDS THROUGH ART: Support a transformative intergenerational art program connecting people with dementia and trained volunteers.

POPCORN BUCKETS: Gain visibility through branded, eco-friendly popcorn buckets used at all major events.

TICKETING OFFICE: Achieve prominent recognition at every ticketing interaction, enhancing your brand's presence.

LOWER LOBBY CONCESSIONS AREA: Increase your brand's exposure through named recognition at all concessions points.

\$17,500

EDUCATION & CAMPUS EXPLORATION: Nurture creativity through diverse on-site classes, camps, and workshops in visual and performing arts, while enabling transformative school field trips that connect students with our campus and professional artists through interactive demonstrations and Q&A sessions.

\$10,000

PLAYBILL SPONSOR: Maximize your visibility with prime advertising space and branded recognition in our widely-distributed playbills.

MUSIC HALL PERFORMANCE ROOM NAMING RIGHTS: Associate your brand with artistic excellence by naming our premier performance space.

\$7,500

NATIONAL JURIED ART - VISUAL ARTS AWARD SUPPORTER: Champion emerging artists by funding and recognizing excellence in our national juried art competition.

NATIONAL PHOTOGRAPHY JURIED SHOW - VISUAL ARTS AWARD SUPPORTER: Elevate the art of photography by sponsoring awards in our prestigious national photography exhibition.

FIRST FRIDAY - VISUAL ARTS GENERAL OPERATIONS SUPPORTER: Support our popular First Friday events, fostering community engagement with visual arts.

CLAY FESTIVAL AWARDS SUPPORTER: Celebrate and encourage excellence in ceramics by funding prestigious awards for talented Clay Festival participants, elevating the profile of this

\$5,000

EDUCATION ACCESS SUPPORTER: Enable broader participation in arts education by supporting our Academy Access Program.

TICKET ACCESS SUPPORTER: Break down barriers to the arts by facilitating ticket accessibility for diverse audiences.

SMALL BUSINESS MEMBERSHIP PROGRAM- NETWORKING EVENTS SPONSOR: Connect local businesses with the arts community through our innovative membership program's networking events.

EDUCATION AFTER CARE SPONSOR: Extend the impact of arts education by supporting essential after-hours childcare for summer camps and classes, enabling broader participation and parent peace of mind.

ARTS, EDUCATION & COMMUNITY ACCESS SPONSORSHIP OPPORTUNITIES

SPONSOR RECOGNITION	\$5,000	\$7,500	\$10,000	\$17,500	\$20,000	\$25,000	\$40,000
AD IN QUARTERLY PLAYBILL*	QUARTER	QUARTER	BACK COVER	HALF	FULL	FULL	FULL
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC RELEASE			●	●	●	●	●
CONCESSIONS DISCOUNTS (ACADEMY PRESENTS EVENTS ONLY)	50%	50%	50%	50%	50%	50%	50%
FREE TICKETS TO ACADEMY PRESENTS EVENTS	10/YR	10/YR	10/YR	16/YR	24/YR	28/YR	30/YR
RENTAL DISCOUNT			15%	15%	20%	20%	25%
EDUCATION DISCOUNT	10%	10%	10%	10%	10%	10%	10%

*Additional ad space is available at the following rates: \$1,200 for a full-page and \$650 for a half-page.

IN ADDITION ALL LEVELS WILL RECEIVE:

ON-SITE PROMOTION

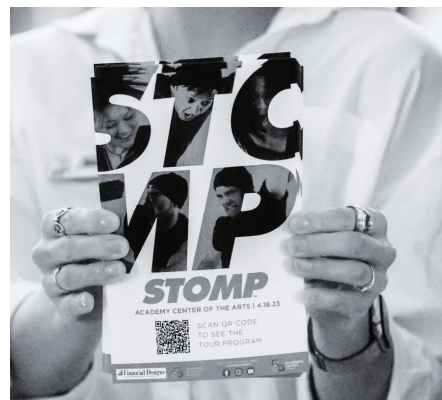
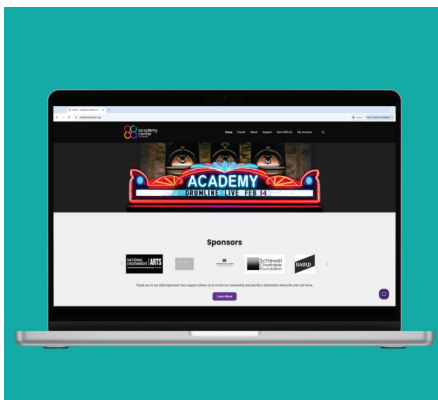
CAMPUS DIGITAL SIGNAGE
PRE-SHOW SPEECH/EVENT
SPECIAL MENTION, WHEN
APPLICABLE
NAME ON HISTORIC THEATRE
ANNUAL DONOR WALL
MEMBERS LINE ACCESS

SPONSORED EVENT PROMOTION

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

YEAR-ROUND PROMOTION

NAME RECOGNITION IN
QUARTERLY PLAYBILL
LOGO FEATURED ON ACOA
HOMEPAGE & SPONSOR WEBPAGE
INVITATION TO MEMBER LOUNGE
EVENTS WHEN AVAILABLE



PRESENTED EVENTS

SPONSORSHIP OPPORTUNITIES

In 2025, 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.

2025 HISTORIC ACADEMY OF MUSIC THEATRE

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

MUSIC SERIES:

POST MODERN JUKEBOX,
KINGDOM CHOIR, TEMPTATIONS

FAMILY FRIENDLY SERIES:

WHEEL OF FORTUNE, CHRIS FUNK,
CIRQUE DU CANINES

CENTER STAGE SERIES:

RICKY SKAGGS, BEST OF THE EAGLES,
MASTERS OF SOUL

LIVE IN LYNCHBURG SERIES:

SHAKEY GRAVES,
TEDESCHI TRUCKS

MARQUEE SERIES:

BIG BAD VODOO DADDY,
BELA FLECK AND ABIGAIL WASHBURN,
LESLIE ODOM JR.

CULTURAL CELEBRATIONS & COMMUNITY EVENTS:

BLACK HISTORY MONTH, JUNETEENTH,
HISPANIC HERITAGE MONTH, CLAY FESTIVAL
AND ANIMATION FESTIVAL.

2025 ALTERNATIVE VENUE SERIES OFFERINGS

Example performances are as follows:

WAREHOUSE CONCERT SERIES:

SISTER HAZEL, GANGSTAGRASS,
DAN TYMINSKI BAND

*MINIMUM OF 3 PERFORMANCES

MUSIC HALL CONCERT SERIES:

LOCAL CALL, FLAT FIVE JAZZ,
CHAMOMILE & WHISKEY

*MINIMUM OF 45 PERFORMANCES

ACADEMY PRESENTS SPONSORSHIP OPPORTUNITIES

	\$5,000	\$12,500	\$20,000
SPONSOR RECOGNITION	SINGLE EVENT OR WAREHOUSE / MUSIC HALL SUPPORTER	SERIES SUPPORTER	SERIES TITLE SPONSOR
AD IN QUARTERLY PLAYBILL*	QUARTER	HALF	FULL
LOGO ON ENTRYWAY SIGNAGE		●	●
LOGO ON CAMPUS DIGITAL SIGNAGE		●	●
LOGO FEATURED ON ACOA WEBSITE HOMEPAGE			●
RADIO & TV ADVERTISING RECOGNITION, WHEN AVAILABLE	● HT ONLY		●
ABILITY TO PURCHASE BLOCK TICKETS PRIOR TO PUBLIC RELEASE		●	●
LOGO ON SUPPORTED EVENT DIRECT PRINT MARKETING	● HT ONLY	●	●
FREE TICKETS TO SPONSORED ACADEMY PRESENTS EVENTS	6/YR	10/YR	14/YR
FREE TICKETS TO NON-SPONSORED ACADEMY PRESENTS EVENTS	4/YR	8/YR	10/YR
RENTAL DISCOUNT	10%	15%	20%
EDUCATION DISCOUNT	10%	10%	10%
PRIVATE TOUR/EMPLOYEE APPRECIATION EVENT			●

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IN ADDITION ALL LEVELS WILL RECIEVE:

ON-SITE PROMOTION

PRE-SHOW CURTAIN SPEECH SPECIAL
MENTION

NAME ON HISTORIC THEATRE
ANNUAL DONOR WALL

MEMBERS LINE ACCESS

SPONSORED EVENT PROMOTION

LOGO ON EVENT WEBPAGE

MENTION IN EVENT PRESS RELEASE

YEAR-ROUND PROMOTION

MENTION ON EMAIL & SOCIAL
MEDIA MARKETING/COVERAGE

INVITATIONS TO MEMBERS
LOUNGE EVENTS, WHEN
AVAILABLE

NAME RECOGNITION IN
QUARTERLY PLAYBILL

LOGO FEATURED ON ACOA
SPONSOR WEBPAGE