



SPONSORSHIP OPPORTUNITIES

SPOTLIGHT SERIES

curated and produced by
The Center for Arts at the Armory
Somerville, MA

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Greetings!

The Center for Arts at the Armory (CAA) is proud to invite companies to sponsor our signature Spotlight Series. Created in 2021 as our non-profit arts organization and performing arts venue emerged from the global pandemic, our Spotlight Series highlights well-known artists from diverse communities, and provide platforms that amplify these voices. The series includes music, theatre, dance, comedy and keynote performances that create immersive experiences sparking joy, inspiration, reflection, and intercultural learning. Past Spotlight Series artists have included Blind Boys of Alabama, 10,000 Maniacs, Rufus Wainwright, Sweet Honey in the Rock, Shawn Colvin, Meshell Ndegeocello, John Scofield, iLe, Bill Frisell, David Wax Museum, Fabiola Mendez and many more.

We have created the Spotlight Series to draw together crowds of our supporters, arts patrons, members of the local and regional arts communities, communities whose cultures will be represented, and the greater public spanning Somerville, Greater Boston and the region. Our Performance Hall allows a capacity of up to 495 audience members, and the recently opened MBTA green line extension, just minutes away from the Armory, makes our venue more accessible to a wider audience than ever before.

We invite companies and local institutions to play an important role by sponsoring the Spotlight Season with twelve not-to-be missed performances during the season running from September - June. In recognition of your generous support, we will create visibility for your company to our audiences

through the online and in-person strategies described herewith.

Spotlight Series sponsorship will provide your business with access to our diverse community spanning Somerville, Greater Boston, and beyond, including visibility on our website and ticketing platform, and via our mailing list of 10,000+ subscribers, 9,500+ followers on Facebook and 8,000+ followers on Instagram.

We hope you will join us in helping make the Spotlight Series a continued success in bringing the community together through performances by dynamic and diverse artists. We appreciate your consideration of this unique opportunity to sponsor the Spotlight Series and, in doing so, to connect our community with your company. We look forward to partnering with you and appreciate your support.

Sincerely,

Stephanie Scherpf, CAA Co-Director / CEO
Jess White CAA Co-Director / COO
Hathalee Higgs, Board President

SPONSORSHIP OPPORTUNITIES

Performance Hall Naming Rights Sponsor

\$100,000

Opportunity to name the Performance Hall for one year and underwrite a Spotlight Series season. Recognition in all branding and mentions of the Spotlight Series, sponsored by *your entity*. In addition, the underwriting sponsor would receive the following:

- Opportunity to design physical signage to be placed in prominent location in the Performance Hall
- The most prominent logo placement on Spotlight Series webpage and ticketing platform
- Option to submit a short, pre-recorded video or to address the audience in person at each of the twelve Spotlight Series shows
- A special shout by us out at each Spotlight Series show to say thank you
- Book your own party in the Armory Performance Hall with a complimentary 8 hour venue rental
- A minimum of two social media mentions for each of the twelve Spotlight Series shows throughout the season (24 mentions minimum)
- Prominent placement on Arts at the Armory's website with hyperlink to entity website
- Most prominent name / logo recognition at event on signage and projected slide
- 4 complimentary tickets to each Spotlight Series performance

SPONSORSHIP OPPORTUNITIES

Mezzanine VIP Lounge Sponsor

\$50,000

Opportunity to sponsor an exclusive VIP Lounge in the Mezzanine level overlooking the Performance Hall. Recognition as Mezzanine VIP Lounge Sponsor on Spotlight Series webpage and ticketing platform, and across all marketing materials promoting the Spotlight Series, including but not limited to:

- Logo branding opportunities in the Mezzanine VIP Lounge area
- Prominent logo placement on Spotlight Series webpage and ticketing - platform
- Option to submit a short, pre-recorded video or to address the audience in person at each of six Spotlight Series shows
- A special shout by us out at each Spotlight Series show to say thank you
- Book your own party in the Armory Performance Hall with a complimentary 8 hour venue rental
- A minimum of two social media mentions for each of the twelve Spotlight Series shows throughout the season (24 mentions minimum)
- Prominent placement on Arts at the Armory's website with hyperlink to entity website
- Prominent name / logo recognition at event on signage and projected slide
- 3 complimentary tickets to each Spotlight Series performance

SPONSORSHIP OPPORTUNITIES

Centerstage Sponsor

\$25,000

Recognition as a Centerstage Sponsor on the Spotlight Series webpage and ticketing platform, and across all marketing materials promoting the Spotlight Series, including but not limited to:

- Category exclusivity
- Prominent logo placement on Spotlight Series webpage and ticketing platform
- Option to submit a short, pre-recorded video or to address the audience in person at three of the Spotlight Series shows
- A special shout out from us during each of the twelve Spotlight Series shows to say thank you
- Book your own party in the Armory Performance Hall with a complimentary 8 hour venue rental
- A minimum of two social media mentions for each of the twelve Spotlight Series shows throughout the season (24 minimum mentions)
- Prominent placement on Arts at the Armory's website with hyperlink to business website
- Name / logo recognition at each of the twelve Spotlight Series shows on signage and projected slide
- 2 complimentary tickets for each of the twelve Spotlight Series shows

SPONSORSHIP OPPORTUNITIES

Front Row Sponsor

\$10,000

Recognition as a Front Row Sponsor on the Spotlight Series webpage and across all marketing materials promoting the series, including but not limited to:

- Logo placement on Spotlight Series webpage and ticketing platform
- A special shout by us out during each Spotlight Series show to say thank you
- A minimum of one social media mention for each of the twelve Spotlight Series show during the season (12 minimum mentions)
- Placement on Arts at the Armory's website with hyperlink to business website
- Name / logo recognition at event on signage and projected slide
- 2 complimentary tickets to six Spotlight Series shows during the season

SPONSORSHIP OPPORTUNITIES

Green Room Sponsor

\$5,000

Recognition as a Green Room Sponsor on the Spotlight Series webpage and across all marketing materials promoting the event, including but not limited to:

- Logo placement on Spotlight Series webpage and ticketing platform
- A special shout by us out during the twelve Spotlight Series shows to say thank you
- A minimum of one social media mention for each of the twelve Spotlight Series shows (12 minimum mentions)
- Placement on Arts at the Armory's website with hyperlink to business website
- Name / logo recognition at twelve Spotlight Series shows on signage and projected slide
- 2 complimentary tickets to three Spotlight Series shows during the season

SPONSORSHIP OPPORTUNITIES

Backstage Sponsor

\$2,500

Recognition as a Backstage Sponsor on the Spotlight Series webpage and across all marketing materials promoting the event, including but not limited to:

- Logo placement on Spotlight Series webpage and ticketing platform
- A special shout out by us during each of the twelve Spotlight Series shows to say thank you
- A minimum of one social media mention for each of the twelve Spotlight Series shows (12 minimum mentions)
- Placement on Arts at the Armory's website with hyperlink to business website
- Name / logo recognition at event on signage and projected slide
- 2 complimentary tickets to two Spotlight Series shows during the season

SPONSORSHIP OPPORTUNITIES

Friend of the Series Sponsor

\$1,000

Recognition as a Friend of the Series Sponsor on the Spotlight Series webpage and across all digital marketing materials promoting the event distributed to Arts at the Armory's audience, including but not limited to the following:

- Logo placement on our event website
- A minimum of one social media mention for each of the twelve Spotlight Series shows during the season (12 minimum mentions)
- Featured on Arts at the Armory's website with hyperlink to business website
- 2 complimentary tickets to one Spotlight Series show during the season

ABOUT ARTS AT THE ARMORY



The Center for Arts at the Armory is a non-profit arts organization based in Somerville, MA with a mission to provide an accessible and inclusive venue that creates opportunities for artists and cultural workers, brings diverse audiences together, enriches and transforms lives, and promotes the creative economy.



artsatthearmory.org
[@artsatthearmory](https://www.instagram.com/artsatthearmory)