



**DAYTON
LIVE**

**SPONSORSHIP
OPPORTUNITIES**



COMMUNITY IMPACT

Dayton Live is a 501(c)(3) not-for-profit, mission driven arts organization relying on sponsorships, grants, and individual contributions to fulfill its mission. Donations to Dayton Live are tax-deductible to the extent allowable by law.

Dayton Live owns and operates the Victoria Theatre, the Benjamin & Marian Schuster Performing Arts Center, the Metropolitan Arts Center (home to The Loft Theatre), the PNC Arts Annex and The Arts Garage.

Dayton Live's Education and Engagement programs invite people from ages 0-100 to engage in art centered activities exposing more than 100,000 people from across the Miami Valley to meaningful arts experiences each year.

BY THE NUMBERS

DEMOGRAPHICS*

The majority of Dayton Live's patrons attend three or more performances per year.

83% possess a college degree
43% with a master's degree or better

**Demographic data from our 2022-2023 Season post-show surveys*

OVERALL ATTENDANCE ESTIMATES

Dayton Live welcomes over **400,000** guests into our facilities each year.

WEBSITE TRAFFIC

Over **2.6 million** page views and nearly **1 million** visitors to the DaytonLive.org website annually.

SOCIAL MEDIA

204,000 followers reached monthly on Facebook
49,000 engaged followers monthly on Facebook
32,000 followers reached monthly on Instagram
2,000 engaged followers monthly on Instagram

Photography Credit: Ron Valle & Andy Snow.

Dayton Live has an economic impact of \$25 million annually, according to the Arts & Economic Prosperity 5 Calculator from Americans for the Arts. (This represents the total dollars spent by Dayton Live and its patrons, including event-related spending by our patrons.)

Our Resident Companies – Dayton Live supports local artists through its resident company partnerships providing venue, ticketing, and other support to the Dayton Performing Art Alliance (Dayton Ballet, the Dayton Opera, the Dayton Philharmonic), the Human Race Theatre Company, the Dayton Contemporary Dance Company, Muse Machine, and Dayton Dance Initiative.

EMAILS

More than **50,000** individuals receive marketing emails from Dayton Live on a consistent basis. This includes up to six separate show-dedicated emails for each Dayton Live presentation (with six presentations on average per month), "Upcoming Events" emails that showcase all events happening in Dayton Live venues, and "Know Before You Go" emails sent to ticket holders prior to performances. Open rates range from **50** to **70%**.

DIGITAL BILLBOARDS & SCREENS THE ARTS GARAGE

Impressions/Traffic: Total traffic (street, parking garage, performance/event) is more than **400,000** annually.

MEAD THEATRE LOBBY

More than **178,000** patrons enter the Schuster Center's Mead Theatre, passing the digital billboard each year. Sponsors associated with programming are also recognized in advertising on the Wintergarden/Box Office screen, seen by an additional **8,000** Starbucks patrons and downtown business pass-through traffic monthly.

DIAMOND \$40,000+

- ▶ 60 complimentary tickets to Dayton Live performances
- ▶ 40 complimentary parking passes in The Arts Garage
- ▶ Inclusion in the CEO (Company Exclusives Online) program: Members receive an online promotional code to waive service fees and apply a variable discount to ticket purchases that can be shared with all company employees
- ▶ Logo and name listing in all 2023-2024 **Premier Health Broadway in Dayton Series** program books in the sponsor section
- ▶ 3 complimentary backstage tours for up to 20 guests
- ▶ Full page ad in all 2023-2024 **Premier Health Broadway in Dayton Series** program books
- ▶ Recognition as a sponsor on Dayton Live's website receiving nearly 1 million visitors annually
- ▶ The Arts Garage digital billboard recognition during the Broadway season, receiving more than 400,000 impressions annually, plus additional recognition in advertising on other screens throughout the campus
- ▶ Continuous recognition on the sponsor digital billboard in the Schuster Center's Mead Theatre lobby, including an approved company:15 second ad
- ▶ Recognition in Dayton Live emails
- ▶ 3 uses of one of Dayton Live's reception rooms to entertain guests
- ▶ 3 customized sponsored social media posts for your brand per year

PLATINUM \$30,000-\$39,999

- ▶ 40 complimentary tickets to Dayton Live performances
- ▶ 30 complimentary parking passes in The Arts Garage
- ▶ Inclusion in the CEO (Company Exclusives Online) Program: Members receive an online promotional code to waive service fees and apply a variable discount to ticket purchases that can be shared with all company employees
- ▶ Logo and name listing in all 2023-2024 **Premier Health Broadway in Dayton Series** program books in the sponsor section
- ▶ 2 complimentary backstage tours for up to 20 guests
- ▶ 1/2 Page ad in all 2023-2024 **Premier Health Broadway in Dayton Series** program books
- ▶ Recognition as a sponsor on Dayton Live's website receiving nearly 1 million visitors annually
- ▶ The Arts Garage digital billboard recognition during the Broadway season, receiving more than 400,000 impressions annually, plus additional recognition in advertising on other screens throughout the campus
- ▶ Continuous recognition on the sponsor digital billboard in the Schuster Center's Mead Theatre lobby, including an approved company:15 second ad
- ▶ Recognition in Dayton Live emails
- ▶ 2 uses of one of Dayton Live's reception rooms to entertain guests
- ▶ 2 customized sponsored social media posts for your brand per year

GOLD \$20,000-\$29,999

- ▶ 26 complimentary tickets to Dayton Live performances
- ▶ 20 complimentary parking passes in The Arts Garage
- ▶ Inclusion in the CEO (Company Exclusives Online) program: Members receive an online promotional code to waive service fees and apply a variable discount to ticket purchases that can be shared with all company employees

- ▶ 2 complimentary backstage tours for up to 20 guests
- ▶ Logo and name listing in all 2023-2024 **Premier Health Broadway in Dayton Series** program books in the sponsor section
- ▶ 1/4 page ad in all 2023-2024 **Premier Health Broadway in Dayton Series** program books
- ▶ Recognition as a sponsor on Dayton Live's website receiving nearly 1 million visitors annually
- ▶ The Arts Garage digital billboard recognition during the Broadway season, receiving more than 400,000 impressions annually, plus additional recognition in advertising on other screens throughout the campus
- ▶ Continuous recognition on the sponsor digital billboard in the Schuster Center's Mead Theatre lobby
- ▶ Recognition in Dayton Live emails
- ▶ 1 use of one of Dayton Live's reception rooms to entertain guests
- ▶ 1 customized sponsored social media post for your brand per year

SILVER \$10,000-\$19,999

- ▶ 20 complimentary tickets to Dayton Live performances
- ▶ 10 complimentary parking passes in The Arts Garage
- ▶ Inclusion in the CEO (Company Exclusives Online) program: Members receive an online promotional code to waive service fees and apply a variable discount to ticket purchases that can be shared with all company employees
- ▶ 1 complimentary backstage tour for up to 20 guests
- ▶ Logo and name listing in all 2023-2024 **Premier Health Broadway in Dayton Series** program books in the sponsor section
- ▶ Recognition as a sponsor on Dayton Live's website receiving nearly 1 million visitors annually
- ▶ The Arts Garage digital billboard recognition during the Broadway season, receiving more than 400,000 impressions annually, plus additional recognition in advertising on other screens throughout the campus
- ▶ Continuous recognition on the sponsor digital billboard in the Schuster Center's Mead Theatre lobby
- ▶ Recognition in Dayton Live emails
- ▶ 1 use of one of Dayton Live's reception rooms to entertain guests

BRONZE \$5,000-\$9,999

- ▶ 12 complimentary tickets to Dayton Live performances
- ▶ 6 complimentary parking passes in The Arts Garage
- ▶ Inclusion in the CEO (Company Exclusives Online) program: Members receive an online promotional code to waive service fees and apply a variable discount to ticket purchases that can be shared with all company employees
- ▶ 1 complimentary backstage tour for up to 20 guests
- ▶ Logo and name listing in all 2023-2024 **Premier Health Broadway in Dayton Series** program books in the sponsor section
- ▶ Recognition as a sponsor on Dayton Live's website receiving nearly 1 million visitors annually
- ▶ The Arts Garage digital billboard recognition during the Broadway season, receiving more than 400,000 impressions annually, plus additional recognition in advertising on other screens throughout the campus
- ▶ Continuous recognition on the sponsor digital billboard in the Schuster Center's Mead Theatre lobby
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72% of business leaders say that creativity is the number one skill they are seeking when hiring.

-Americans for the Arts

VISION

Dayton Live elevates a thriving downtown experience as the primary host and presenter for performing arts in the region.

MISSION

The mission of Dayton Live is to strengthen community engagement in the arts through inspiring performances, educational opportunities and world-class venues.

VALUE STATEMENT

Dayton Live brings people together as the region's home for arts, culture and entertainment.



For more information, contact:

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