



# DAYTON LIVE

# SPONSORSHIP OPPORTUNITIES



2026-2027

## 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** Education & Engagement programs connect more than 100,000 people from across the Dayton region to meaningful and transformative arts-centered activities each year.

**Dayton Live** has an economic impact of \$38 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.)

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

## BY THE NUMBERS

### DEMOGRAPHICS

Most Dayton Live patrons attend three or more performances per year.

**60%** of Broadway patrons have attended college  
**47%** of Broadway patrons have a net worth over \$250k

### OVERALL ATTENDANCE ESTIMATES

Dayton Live welcomes more than **400,000** people into our facilities each year.

### WEBSITE TRAFFIC

More than **1.6 million** users view more than **4 million** pages annually on daytonlive.org.

### SOCIAL MEDIA

More than **28,000** Facebook followers  
More than **10,000** Instagram followers  
More than **800,000** Meta (Facebook + Instagram) accounts reached monthly

### EMAILS

More than **60,000** 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. Our email open rates range from 50% to 70%.

### DIGITAL BILLBOARDS & SCREENS THE ARTS GARAGE

More than **400,000** people see The Arts Garage digital billboard annually.

### WINSUPPLY THEATRE LOBBY

More than **150,000** patrons enter the Schuster Center’s Winsupply 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.

***72%** of business leaders say that creativity is the number one skill they are seeking when hiring.*

-Americans for the Arts

## TITANIUM \$50,000

- ▶ Category exclusivity
- ▶ 62 complimentary tickets to any Dayton Live performance
- ▶ 31 parking passes to The Arts Garage
- ▶ Premium full-page ad with premier placement in Broadway Series program books
- ▶ Premium logo listing in program books
- ▶ Premium recognition on campus digital screens with a :15 video
- ▶ Premium Arts Garage digital billboard recognition with a :15 video
- ▶ Enhanced recognition in Dayton Live Broadway emails
- ▶ Linked logo on Dayton Live website
- ▶ Link to recognition in Dayton Live emails
- ▶ 3 private backstage tours (up to 20 guests each)
- ▶ 3 reception room rentals
- ▶ CEO Program participation
- ▶ Intermission reception access for ticket holders during Broadway performances
- ▶ Invitation for 10 to special Broadway Series Season Preview event
- ▶ Invitation for 2 to annual executive briefing with Dayton Live CEO

## DIAMOND \$40,000

- ▶ 52 complimentary tickets to any Dayton Live performance
- ▶ 26 parking passes to The Arts Garage
- ▶ Full-page ad with premier placement in all 7 Broadway Series program books
- ▶ Priority logo listing in all 7 Broadway Series program books
- ▶ Priority recognition on campus digital screens
- ▶ Priority Arts Garage digital billboard recognition
- ▶ Linked logo on Dayton Live website
- ▶ Link to recognition in Dayton Live emails
- ▶ 3 private backstage tours (up to 20 guests each)
- ▶ 3 reception room rentals
- ▶ CEO Program participation
- ▶ Intermission reception access for ticket holders during Broadway performances
- ▶ Invitation for 8 to special Broadway Series Season Preview event

## PLATINUM \$30,000

- ▶ 32 complimentary tickets to any Dayton Live performance
- ▶ 16 parking passes to The Arts Garage
- ▶ Full-page ad in all 7 Broadway Series program books
- ▶ Priority logo listing in all 7 Broadway Series program books
- ▶ Priority recognition on campus digital screens
- ▶ Priority recognition on Arts Garage digital billboard
- ▶ Name listed on website
- ▶ Link to recognition in Dayton Live emails
- ▶ 2 private backstage tours (up to 20 guests each)
- ▶ 2 reception room rentals
- ▶ CEO Program participation
- ▶ Intermission reception access for ticket holders during Broadway performances
- ▶ Invitation for 6 to special Broadway Series Season Preview event

## GOLD \$20,000

- ▶ 22 complimentary tickets to any Dayton Live performance
- ▶ 11 parking passes to The Arts Garage
- ▶ Half-page ad in all 7 Broadway Series program books
- ▶ Enhanced logo listing in all 7 Broadway Series program books
- ▶ Enhanced logo listing on digital screen on campus
- ▶ Enhanced logo Arts Garage digital billboard recognition
- ▶ Name listed on website
- ▶ Link to recognition in Dayton Live emails
- ▶ 1 private backstage tour (up to 20 guests)
- ▶ 1 reception room rental
- ▶ CEO Program participation
- ▶ Intermission reception access for ticket holders during Broadway performances
- ▶ Invitation for 4 to special Broadway Series Season Preview event

## SILVER \$10,000

- ▶ 12 complimentary tickets to any Dayton Live performance
- ▶ 6 parking passes to The Arts Garage
- ▶ Quarter-page ad in all 7 Broadway Series program books
- ▶ Basic logo listing in all 7 Broadway Series program books
- ▶ Basic logo listing on campus digital screens
- ▶ Basic Arts Garage digital billboard recognition
- ▶ Name listed on website
- ▶ Link to recognition in Dayton Live emails
- ▶ 1 private backstage tour (up to 15 guests)
- ▶ CEO Program participation
- ▶ Intermission reception access for ticket holders during Broadway performances
- ▶ Invitation for 2 to special Broadway Series Season Preview event

## BRONZE \$5,000

- ▶ 6 complimentary tickets to any Dayton Live performance
- ▶ 3 parking passes to The Arts Garage
- ▶ Basic logo listing in all 7 Broadway Series program books
- ▶ Basic logo on campus digital screens
- ▶ Basic Arts Garage digital billboard recognition
- ▶ Name listed on website
- ▶ CEO Program participation
- ▶ Intermission reception access for ticket holders during Broadway performances
- ▶ Invitation for 2 to special Broadway Series Season Preview event

## CONTACT:

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# DAYTONLIVE.ORG