



CORPORATE SPONSORSHIP

Becoming a corporate sponsor of Purdue Convocations is a smart investment. While presenting your business to this area's most sought-after audience, you will also be demonstrating your commitment to the extraordinary quality of life we enjoy in the greater Lafayette area.

CONVOS
PURDUE CONVOCATIONS

SUPPORTING THE ARTS IS GOOD FOR YOUR BUSINESS

As a corporate sponsor of Purdue Convocations, you have the opportunity to engage with your most valuable assets – your customers and your team members – in exceptionally exciting, inspiring and creative ways. Our benefit levels are designed to work as an integrated part of your business development plan representing you to your customers, potential customers, and employees.

RAISE YOUR BUSINESS PROFILE AS A COMMUNITY SUPPORTER

Businesses who support life enriching programs achieve visibility as good community citizens to many audiences, including employees, business decision makers, government regulators, and consumers.

ATTRACT AND RETAIN TOP TALENT

Supporting local arts efforts gives employees reason to be proud and often leads to less turnover and greater loyalty. Communities with a vibrant arts scene find it easier to attract and retain top talent from the outside.

UNIQUE NETWORKING AND HOSPITALITY OPPORTUNITIES

We specialize in high impact experiences that will make a big impression on your clients and potential clients. Ticket discounts and company supported special events are great ways to attract and thank customers and energize staff.



CONVOS' AD DOLLARS AT WORK

The Purdue Convocations marketing team utilizes a full range of integrated marketing strategies to create a seamless, multi-dimensional brand experience. Digital and traditional media are used to reach our diverse audiences to tell the Convos story and represent our partners who support a culturally rich community.

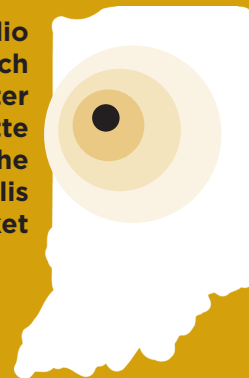
THE 2019-20 PURDUE CONVOCATIONS MARKETING PLAN WILL INCLUDE:

Print campaigns that include

50,000
brochures and
30,000
program books

Digital
campaigns
with
more than
3.7
million
impressions
per year

TV and radio
ads that reach
the Greater
Lafayette
area and the
Indianapolis
market



THE ARTS MEAN **BUSINESS**

Convos patrons invest beyond the cost of admission on things like meals, shopping, parking, and more. The world-class programs presented each season attract tourists who visit longer and spend more to seek out authentic cultural experiences. As one of the oldest collegiate performing arts presenters in the country, your company will benefit from our vast reach and high visibility.

70,000
audience members
each season

70,000
email
subscribers

19,000+
social media followers


950+
Friends of Convocations donors

500,000+
website views each year

LEARN MORE ABOUT OUR AUDIENCE

90%

OF FRIENDS ARE
HOMEOWNERS



80%

OF FRIENDS ARE MARRIED



40%

OF FRIENDS HAVE
GRADUATE DEGREES



AVERAGE HOME VALUE
\$250K



Data provided by Acxiom as of November 2017

Your sponsorship, in-kind contributions, or hospitality packages aligns your brand with world-class arts experiences, global diversity, and innovation.

**To discuss what we can achieve together, contact
Bryce Shaffer or Laura Cabamalan at 765.494.9712.**

CORPORATE SPONSORSHIP BENEFIT LEVELS

COMPANY RECOGNITION

(BASED ON CUMULATIVE SEASON INVESTMENT LEVEL)

	PLATINUM \$25,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	IVORY \$1,000+
Direct link to your website from convocations.org	✓	✓	✓	✓	✓
Your logo featured at designated performance	✓	✓	✓	✓	✓
Full season program book logo recognition (30,000 pieces)	✓	✓	✓	✓	✓
Your logo on designated performance posters and promotions	✓	✓	✓	✓	✓
Logo on program book Partner Highlight page (at designated performance)	✓	✓	✓	✓	
Social media campaign (w/company tag) during month of designated performance	✓	✓	✓	✓	
Executive photo in season program book (30,000 pieces)	✓	✓	✓		
Lobby recognition at all performances	✓	✓	✓		
Logo in Season Brochure (50,000 pieces)	✓	✓	✓		
Broadway show sponsorship opportunity	✓	✓	✓ \$7,500+		
One full-season full-page image ad in program book (30,000 pieces)	✓	✓			
Sponsorship exclusivity available if entire gift is designated for one performance	✓	✓			
Customized full season networking, marketing, artist interactions and advertising benefits	✓				

PERFORMANCE BENEFITS

(BASED ON EACH INDIVIDUAL SHOW-SPECIFIC SPONSORSHIP)

Access to ticket pre-sales, discounts for employees, preferred seating and keepsake for designated show	✓	✓	✓	✓	✓
Pre-show stage recognition, when possible	✓	✓	✓	✓	✓
Invitations to Friends of Convocations events	✓	✓	✓	✓	✓
Pre-show lobby display to promote your business	✓	✓	✓		
Artist meet and greet, when available	✓	✓	✓		
Complimentary tickets to designated performance	8+	8	6	4	2
Complimentary Intermission Club passes (Elliott Performances Only)	8+	8	6	4	
Complimentary Friends of Convos parking passes (Elliott Performances Only)	4+	4	3	2	