

Pioneer Center for the Performing Arts

BROADWAY

COMES TO RENO

2016-2017 SEASON SPONSORSHIP



Once
Nov. 18-20, 2016

ONCE tells the enchanting tale of a Dublin street musician who's about to give up on his dream when a beautiful young woman takes a sudden interest in his haunting love songs. It's an unforgettable story about going for your dreams...not living in fear... and the power of music to connect all of us.



Elf the Musical
Dec. 16-18, 2016

ELF THE MUSICAL is the hilarious tale of Buddy, a young orphan child who mistakenly crawls into Santa's bag of gifts and is transported back to the North Pole. This modern day Christmas classic is sure to make everyone embrace their inner **ELF**.



Motown: The Musical
Jan. 24-29, 2017

MOTOWN THE MUSICAL is the true American dream story of Motown founder Berry Gordy's journey from featherweight boxer to the heavyweight music mogul who launched the careers of Diana Ross, Michael Jackson, Smokey Robinson, and many more.



Dirty Dancing
Feb. 24-26, 2017

DIRTY DANCING is a record-breaking live theatre sensation, exploding with heart-pounding music, passionate romance, and sensational dancing. Featuring the hit songs "Hungry Eyes," "Hey Baby," "Do You Love Me?," and the heart-stopping "(I've Had) The Time of My Life."



The Illusionists
Apr. 28-30, 2017

This mind-blowing spectacular showcases the jaw dropping talents of seven of the most incredible Illusionists on earth. **THE ILLUSIONISTS™ – LIVE FROM BROADWAY™** is packed with thrilling and sophisticated magic of unprecedented proportions.



Rodgers & Hammerstein's Cinderella
May 19-21, 2017

Rodgers + Hammerstein's **CINDERELLA** features an incredible orchestra, jaw-dropping transformations, and all the moments you love— the pumpkin, the glass slipper, the masked ball and more—plus some surprising new twists!

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Audience Profile

<u>Broadway Audiences are Well Educated!</u>	<u>Broadway Comes to Reno Reaches Far and Wide!</u>	<u>Broadway Audiences Have Expendable Income!</u>								
Of nation-wide theatre-goers over 25 years old, 76% have completed college and 34% have earned a graduate degree.	<table border="0"> <tr> <td>Reno/Sparks</td> <td>Rural Nevada</td> </tr> <tr> <td>Carson Valley</td> <td>Lake Tahoe</td> </tr> <tr> <td>Fallon</td> <td>Truckee</td> </tr> <tr> <td>Fernley</td> <td>Northern CA</td> </tr> </table>	Reno/Sparks	Rural Nevada	Carson Valley	Lake Tahoe	Fallon	Truckee	Fernley	Northern CA	49% of national theatre-goers reported an annual household income of more than \$100,000, compared to only 22% of Americans overall.
Reno/Sparks	Rural Nevada									
Carson Valley	Lake Tahoe									
Fallon	Truckee									
Fernley	Northern CA									

Source: The Broadway League report, "Demographics of the Broadway Audience."

Approximately 35,000 people attend Broadway Comes to Reno performances every season!

Previous Partners & Advertisers

A Doggie's Dream	Greater Nevada Credit Union	Reno Irish Dance Company
Adlington Eye Care	Hanifin's Antiques	Reno Jazz Orchestra
Aland Family Dentistry	Harland Watch	Reno Little Theater
Arbors Memory Care Community	I, Me, Mine	Reno Oriental Rug Wash
Artown	IGT	Renown Health
A.V.A. Ballet Theatre	JNC Development	River City Plumbing
Barnard, Volger, & Co. CPAs	Kiley Ranch	Riverwalk Merchants Association
Beaujolais Bistro	KOLO Channel 8	Sage Ridge School
Bonneville Communications	KRNV Channel 4	Shoe
Brosy Family Dentistry	Legends at Sparks Marina	Siena Hotel Spa Casino
Bruka Theatre	Luna Law Firm	Sierra Car Care
BVW Jewelry	MariChuy's Mexican Kitchen	Sierra School of Performing Arts
Cavanaugh's Furniture	Mark N. Ashworth	Simonian Flooring
Credo Computer Repair	Meadowood Mall	Slippery Solutions
Dancin' Performing Arts Center	Mill Street Tire	SoDo Restaurant + Bar
Dangberg Home Ranch Historic Park	My Wedding Library	South Meadows Dental
Diamond Vault	Nevada Museum of Art	St Catherine of Siena Church
Digestive Health Associates	Nevada Repertory Company	Steinway Piano Gallery
Edwin Pereyra, CPA	Nevada State Bank	Summit Sierra
Ennis Fine Furniture	Note-Able Music Therapy Services	TCI Wealth Advisors
Fetch! Pet Care of Reno	Nothing Bundt Cakes	The Chocolate Bar
First Independent Bank	Old Granite Street Eatery	The Smokin' Bulldogs
Fuego	Peppermill Resort Spa Casino	TMCC Theatre Department
Gastroenterology Consultants, Ltd.	Performance Physical Therapy	Too Soul Tea Co.
Gemini Ballroom	Peter J. Smith, Esq.	Transaction Realty 500
Gina Lijoi, fine artist	Pfrommer & McCune	USA Fleet Solutions
Good Luck Macbeth Theatre Company	Pinkerton Ballet Theatre	Verizon Wireless
Great Basin Internet	Reno Chamber Orchestra	Village at Squaw Creek
	Reno Gazette Journal	Wild River Grille

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Sponsorship Package Options

	SILVER \$5,000	GOLD \$10,000
Program Advertising	Half Page	Back Cover
Complimentary Tickets - Friday Night performance of <i>"Once"</i>	6	12
Complimentary Tickets - Friday Night performance of <i>"Elf the Musical"</i>	6	12
Complimentary Tickets - Tuesday Night performance of <i>"Motown: The Musical"</i>	2	4
Complimentary Tickets - Friday Night performance of <i>"Dirty Dancing"</i>	6	12
Complimentary Tickets - Friday Night performance of <i>"The Illusionists"</i>	6	12
Complimentary Tickets - Friday Night performance of <i>"Rodgers & Hammerstein's Cinderella"</i>	6	12
Digital Ad Space - Pioneer Center Lobby Closed-Circuit Television Displays	10 seconds	20 seconds
Featured Mention - Curtain Speech <i>(to be approved on show-by-show basis)</i>		✓
Early Ticket Sales Access - Exclusive Pre-Sale Code for Your Clients & Customers	✓	✓
Logo Inclusion - Website	✓	✓
Logo Inclusion - E-Blasts	✓	✓
Logo Inclusion - Printed Advertising Materials	✓	✓
Designated Social Media-Shout Outs	✓	✓
Featured Mention - News Articles & Press Releases	✓	✓
Cast-Signed Programs	✓	✓

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Sponsorship Contract

Company:

Ad Agency (if applicable):

Contact Name:

Title:

Email:

Phone:

Mailing Address:

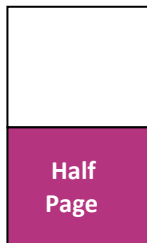
City, State, Zip:

Sponsorship Level (*select one*):

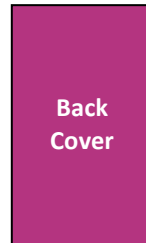
Silver: \$5,000

Gold: \$10,00

Program ad size:
4.75" x 3.75"



Program ad size:
4.75" x 7.5"



Billing Preference (*select one*):

Check Enclosed

Bill In Full

Bill In 2 Equal Installments

Note: Credit cards are not accepted. Make checks payable to Pioneer Center.

Signature:

Date:

Printed Name:

Title:

Submit your completed contract to:

MAIL: Pioneer Center, 100 S. Virginia Street, Reno, NV 89501

FAX: (775) 686-6624

EMAIL: dennyse@pioneercenter.com