

OPERA
GRAND
RAPIDS



2019-2020 SEASON

**CORPORATE
SPONSORSHIP
AND DONOR
OPPORTUNITIES**



On behalf of the Opera Grand Rapids' Board of Trustees, staff, and our enthusiastic audiences, we want to thank you for considering one of our many Sponsorship opportunities.

Grand Rapids is one of only 120 cities in the United States with a resident opera company. With the support of donors like you, Opera Grand Rapids has been able to offer the professionalism of internationally acclaimed vocal artists who perform alongside talented local artists who live and work right here in West Michigan.

By investing in Opera Grand Rapids, you strengthen the texture of Grand Rapids' cultural environment and at the same time, expose your neighbors to the thrilling and historic art form of opera. Opera is truly unique in combining symphonic music, vocal artistry, choreography and drama to provide a powerful and emotional audience experience.

Every sponsorship supports dozens of local residents – from singers, costumers, and musicians to backstage employees and other professionals – who contribute to the West Michigan economy and enrich our cultural life.

We invite you to explore the many partnership opportunities available and hope you will invest in the future of Opera Grand Rapids and our entire community.

Sincerely,

Opera Grand Rapids



“The timeless stories of the Opera speak to people of all generations and ethnicities. The music is iconic, familiar and moving, which is why we continue to perform masterpieces like those we’ve selected to bring to the Grand Rapids community this year.”

Maestro James Meena
Artistic Director and Conductor

SEASON SPONSORSHIPS

If you are searching for a commitment that will impact both Opera Grand Rapids and the community on a large scale or for a longer period of time, consider a Season Sponsorship.

SEASON SPONSOR \$150,000+

Provide support for every production, program, and event in the 2019-20 Season. Your Season Sponsorship will be utilized for artist fees, administration fees, operation expenses, production costs, travel and lodging, costume and prop materials, marketing and printing, and all other expenses incurred by a professional opera company.

ORCHESTRA SPONSOR \$25,000+

Provide support to hire Grand Rapids Symphony Orchestra musicians for each of Opera Grand Rapids Grand-Opera performances at DeVos Performance Hall and many other minor productions and programs throughout the season. Your support as an Orchestra Sponsor counts DOUBLE in the community, supporting both Opera Grand Rapids and the Grand Rapids Symphony.

OPERA IN THE COMMUNITY \$10,000+

Provide support for Community initiatives and events for the duration of the entire 2019-20 Season. Outreach experiences include Diversity programming opportunities, pop-up performances (such as Flash-Mobs), community celebrations/gatherings, minor concerts, complimentary ticket partnerships with local community involvement organizations, educational showcases, and other unique ways for families and individuals to experience opera here in West Michigan.

THIRD TIER \$10,000 (ANNUALLY PLEDGED FOR 3 SEASONS)

Provide support for Opera Grand Rapids general operations for the next three years. As the economy and arts scene changes, pledged on-going support is crucial to Opera Grand Rapids for planning and growth purposes. By pledging support for the next three years, your company can make a powerful impact on the Opera's financial health and the future of the art form.

SPONSOR BENEFITS

- Recognition on all printed and online materials associated with the full season
- Recognition in all 2019-20 Opera Grand Rapids Playbills
- Recognition displayed visually & from stage prior to all performances
- Recognition on operagr.org with a link to your company website
- Complimentary tickets for performances and/or the sponsored event
- Other benefits tailored to each program and your personal preferences
- Playbill Advertisement Space: Ad size varies based on Sponsorship Level, contact Angela Freier at afreier@operagr.org to learn more and take advantage of this benefit

PRODUCTION SPONSORSHIPS

Provide support for the core of the Opera season by becoming a Production Sponsor. Sponsorship opportunities include both Grand-opera productions and Alternative Stage productions for the 2019-20 Season.

THE MIKADO | GILBERT & SULLIVAN | NOVEMBER 1 & 2, 2019 ST. CECILIA MUSIC CENTER | 7:30PM

G&S's beloved satire on Imperial British politics and institutions comes to life on the intimate stage of St. Cecilia Music Center. The poor wandering minstrel Nanki-Poo is in love with the lovely Yum-Yum, the ward of the Lord High Executioner, who has designs on her himself. The town swirls with satirical chaos when the Emperor (The Mikado) reveals that if no one is executed in the town, it will be reduced in stature to a village. Heads will comically roll in this Topsy-Turvy world.

TURANDOT | GIACOMO PUCCINI | MAY 1 & 2, 2020 DEVOS PERFORMANCE HALL | 7:30PM

Puccini's final opera takes us to mythical China. The princess Turandot has renounced love. She will only marry a prince who can answer her three riddles. Hundreds have tried - all have failed. Until an unknown Prince solves the mystery of Turandot's riddles, and the secret to her heart. Featuring opera's most iconic aria "Nessun dorma," *Turandot* is a visual, dramatic and musical feast for the senses not to be missed.

OPERA UNLIMITED

Throughout the 2019-20 Season, Opera Grand Rapids will present a variety of minor concerts, recitals, and master classes as part of our new "Opera Unlimited" series. Opera Unlimited was created to offer more unique operatic experiences to the community to showcase diversity, support music education, and to expand the breadth of the Opera's reach here in West Michigan.

\$25,000	Presenting Sponsor (Full Title Sponsorship)
\$15,000	Production Sponsor (Co-Sponsorship)
\$2,500+	Supporting Sponsor

SPONSOR BENEFITS

- Recognition on all printed and online materials associated with the sponsored performances
- Recognition in all 2019-20 Opera Grand Rapids Playbills under Sponsors and on the Program Page of the Performance Playbill
- Recognition displayed visually & from stage prior to sponsored performances
- Recognition on operagr.org with a link to your company website
- Complimentary tickets for performances and/or the sponsored event
- Playbill Advertisement Space: Ad size varies based on Sponsorship Level, contact Angela Freier at afreier@operagr.org to learn more and take advantage of this benefit

YOUTH AND EDUCATION PROGRAM SPONSORSHIPS

As an integral part of our mission to “foster demand for live opera in West Michigan,” Opera Grand Rapids provides a wide array of Youth and Education programs reaching students of all ages and impacting their lives through opera performance.

COLLEGIATE VOCAL COMPETITION—MAJOR EXPANSION!

Provide support for the only Vocal Competition offered in the state where collegiate level vocal students perform for the opportunity to receive professional feedback from a panel of college music professors and compete for cash prizes. The 2019-20 Collegiate Vocal Competition will take place on March 28, 2020.

\$25,000 Underwriter	\$10,000 First Prize Sponsor
\$5,000 Judges Sponsor	\$5,000 Second Prize Sponsor

CHILDREN'S OPERA

Provide support to give underserved students in the community the opportunity to physically participate in the art making process, a benefit not afforded them in regular school situations due to minimal accessibility. Each Season, Opera Grand Rapids works with the Grand Rapids Public Schools to determine a school in need of musical education support.

\$15,000 Underwriter	\$10,000 Major Supporter
	\$5,000 Minor Supporter

\$5 STUDENT PASSPORT PROGRAM (FULL SEASON)

Provide support to cover the cost of discounted tickets for students of any age. Children and adults with a valid Student ID have the option to purchase tickets to any of our Season performances for the low cost of \$5.00. This discount allows students the opportunity to purchase a ticket for a professional, live performance that may normally be priced outside their financial capacity and exposes them to an art that was unavailable to them previously.

COMMUNITY TICKET PROGRAM

Coming soon!

OPERA TOTS

This new program introduces “Tots” to the beautiful world of Opera. Opera Tots is a fun, family-oriented workshop where children and adults are introduced to opera through singing, dancing, and storytelling all set to the music of the great Opera composers. Children will experience live music as they experiment with movement and the feelings expressed through the text and melody of some of the greatest Opera ballads of history.

SPONSOR BENEFITS

- Recognition on all materials associated with the sponsored program
- Recognition in all 2019-20 Opera Grand Rapids Playbills under Sponsors
- Recognition on operagr.org with a link to your company website
- Complimentary tickets for performances and/or the sponsored event
- Playbill Advertisement Space: Ad size varies based on Sponsorship Level, contact Angela Freier at afreier@operagr.org to learn more and take advantage of this benefit

SPECIAL EVENTS SPONSORSHIPS

Throughout the season, Opera Grand Rapids works to connect with our generous Opera patrons to enjoy good music, delicious food, and the company of our wonderful opera family.

NIGHT WITH THE OPERA

The Night with the Opera gala is Opera Grand Rapids' signature fundraising event for the season. For the 2019-20 Season, the Night with the Opera gala will take place at the Van Andel Institute (VAI) and include a strolling dinner, drinks, and fabulous live entertainment. More details will be available soon for this annual spectacle. Contact Angela Freier, Development Director 616-451-2741, ext. 106 or afreier@operagr.org if you are interested.

\$25,000 Platinum Sponsor	\$5,000 Bronze Sponsor
\$15,000 Gold Sponsor	\$2,500 Supporting Sponsor
\$10,000 Silver Sponsor	

VIP RECEPTIONS

Following the Opening night performance of each of our Main-stage productions, Opera Grand Rapids' hosts a VIP Reception for our Major Donors. This private party includes the opportunity for patrons to mingle with the directors, cast, & crew of the evening's production while enjoying light food and a champagne toast.

\$5,000 Underwriter
\$2,500 Supporting Sponsor

NEW YEAR'S EVE PARTY—ROARING 2020

New for the 2019-20 Season, Opera Grand Rapids is excited to host “Roaring 2020,” the biggest and most chic New Year's Eve party to attend this year! Step back in time in this 1920's themed party while you bring in the year '20. Enjoy a delicious spread from local restaurants along with complimentary beer, wine, and signature 1920's themed cocktails! Costumes highly encouraged. Come celebrate the New Year with Opera Grand Rapids!

\$10,000 Underwriter
\$5,000 Major Sponsor
\$2,500 Supporting Sponsor

SPONSOR BENEFITS

- Recognition on all materials associated with the sponsored event
- Table/Reservations for the sponsored event (based on level)
- Recognition in all 2019-20 Opera Grand Rapids Playbills under sponsors
- Recognition on operagr.org with a link to your company website
- Complimentary tickets for 2019-20 season performances, number of tickets to be determined upon request
- Playbill Advertisement Space: Ad size varies based on Sponsorship Level, contact Angela Freier at afreier@operagr.org to learn more and take advantage of this benefit

OPERA GRAND RAPIDS LEADERSHIP & STAFF 2019-20 SEASON

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ABOUT OPERA GRAND RAPIDS

Located in the heart of West Michigan, Opera Grand Rapids is the state's longest-running professional opera production company, providing unique and powerful experiences that move people of all ages and backgrounds. Opera Grand Rapids' productions are produced and presented locally and engage a cast of internationally-acclaimed artists, stage directors, choreographers, set designers, costume designers, and others, in addition to the regional Grand Rapids Symphony and Opera Grand Rapids Chorus.

Contact Angela Freier, Development Director 616-451-2741 ext. 106 or afreier@operagr.org if you are interested in sponsoring Opera Grand Rapids for the exciting 2019-20 Season.



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