

# CORPORATE SPONSORSHIP BENEFITS

Yo-Yo Ma and U-M President Mary Sue Coleman  
chat backstage before the Ford Honors Program, 2013



By making a donation to UMS on behalf of your company, you are given the opportunity to engage with your most valuable assets—your customers and team members—in exceptionally vibrant, inspiring, and creative ways.

CORPORATE SPONSORSHIP BENEFITS

	PRESENTER \$1,000,000	PRODUCER \$500,000-\$999,999	DIRECTOR \$100,000-\$499,999	SOLOIST \$50,000-\$99,999	MAESTRO \$20,000-\$49,999	VIRTUOSO \$10,000-\$19,999	CONCERTMASTER \$5,000-\$9,999
NAME A UMS SERIES FOR A YEAR	✓	✓	✓				
SPONSOR A UMS PERFORMANCE	✓	✓	✓	✓	✓	✓	
EXECUTIVE PROFILE WITH PHOTO AND QUOTE IN SEASON PROGRAM BOOKS	✓	✓	✓	✓	✓	✓	✓
FULL SEASON ADVERTISEMENT	✓	✓					
OPTION OF FULL SEASON ADVERTISEMENT IN LIEU OF PROFILE			✓	✓	✓	✓	
ADVERTISEMENT OPPOSITE CONCERT PROGRAM PAGE	✓	✓	✓	✓	✓	✓	
PRINT CREDIT WITH COMPANY LOGO IN BROCHURES AND ADS	✓	✓	✓	✓	✓	✓	
LOGO AND LINK TO WEBSITE ON UMS.ORG	✓	✓	✓	✓	✓	✓	✓
TEXT CREDIT IN UMS EMAILS	✓	✓	✓	✓	✓	✓	✓
PRE-CONCERT ANNOUNCEMENT AND SIGNAGE AT EVENTS	✓	✓	✓	✓	✓	✓	
BACKSTAGE MEET AND GREET WITH PERFORMERS	✓	✓	✓	✓	✓	✓	
CORPORATE ENTOURAGE DISCOUNTS	✓	✓	✓	✓	✓	✓	✓
COMPLIMENTARY PERFORMANCE TICKETS	40	30	20	10	8	6	4

## PRESENTER: \$1,000,000 AND ABOVE

Opportunity to name UMS season for the year (Your Company 2014-2015 UMS Season)

UMS will work with you to design a custom package, including strategic marketing opportunities as well as client and employee engagement, tailored to your business objectives

Executive photo, logo and quote in leadership donor pages of the season program book (readership: 88,000)

Company name in complete donor listings

Full page color ad on the inside cover of season program book (\$10,000 value)

Company logo or text credit in season brochures (60,000 printed) and all other advanced advertisements and promotional materials

Company logo with link to your website on both ums.org and umslobby.org home pages and throughout the ums.org website (25,000 combined unique visitors per month)

Text credit in all e-mails throughout the season (6,500 subscribers)

Pre-concert announcement, subject to artists' discretion, and signage at all performances in season (average 60-75 per year)

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees or clients

Tickets for 8 and inclusion in Honorary Committee for both the annual On the Road Auction and Ford Honors Gala

40 complimentary tickets and 20 parking passes to U-M structures spread throughout entire season at your discretion

## PRODUCER: \$500,000-\$999,999

Name the UMS Choral Union Series or Theater Series for the year (e.g. the Your Company Choral Union Series)

UMS will work with you to design a custom package, including strategic marketing opportunities as well as client and employee engagement, tailored to your business objectives

Executive photo, logo and quote in leadership donor pages of the season program book (readership: 88,000)

Company name in complete donor listings

Half page color ad in program books for entire season (\$3,950 value)

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for all performances in named series

Company logo with link to your website on all series performances pages and throughout ums.org website (20,000 unique visitors per month)

Text credit in all e-mail promotions for named series performances (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at all performances in named series (3-8 performances per year)

Company name included in donor thank-you ad and program credits page for sponsored performances

Special "Corporate Entourage" ticket discount offers for employees and/or clients

Tickets for four and inclusion in Honorary Committee for the annual On the Road Auction and Ford Honors Gala

30 complimentary tickets and 15 parking passes to U-M structures spread throughout entire season at your discretion

## DIRECTOR: \$100,000-\$499,999

Name the UMS Chamber Arts, Jazz, Dance, Global or Divine Voices Series for the year, or create a customized performance sponsorship package, including up to 5 performances of your choice

Executive photo, logo and quote in leadership donor pages OR quarter page full-season advertisement in the season program book (readership: 88,000, advertisement value \$2,350)

Company name in complete donor listings

Half page color ad opposite sponsored concert page

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for all performances in named series

Company logo with link to your website on all series performances pages and throughout ums.org website (20,000 unique visitors per month)

Text credit in all e-mail promotions for sponsored performances (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at all performances in named series (3-8 performances per year)

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

Tickets for two and inclusion in Honorary Committee for either the annual On the Road Auction or Ford Honors Gala

20 complimentary tickets and 10 parking passes to U-M structures spread throughout entire season at your discretion

## CORPORATE SPONSORSHIP BENEFITS

### SOLOIST: \$50,000–\$99,999

Name a single property such as an award or event for a year, or sponsor any production with multiple performances of your choice

Executive photo, logo and quote in leadership donor pages OR quarter page full-season advertisement in the season program book (readership: 88,000, advertisement value \$2,350)

Company name in complete donor listings

Half page color ad opposite sponsored performance program

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for sponsored production

Company logo with link to your website on sponsored production page and throughout ums.org website (20,000 unique visitors per month)

Text credit in all e-mail promotions for sponsored production (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at sponsored production

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

10 complimentary tickets and 5 parking passes to U-M structures for evening of performance

### VIRTUOSO: \$10,000–\$19,999

Sponsor a single Chamber Arts, Jazz, Dance, Global or Divine Series performance of your choice

Executive photo, logo and quote in corporate donor pages OR quarter page full-season advertisement in the season program book (readership: 88,000, advertisement value \$2,350)

Company name in complete donor listings

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for sponsored performance

Company logo with link to your website on sponsored performance page (20,000 unique visitors per month)

Logo or text credit in all e-mail promotions for sponsored performance (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at sponsored performance

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

6 complimentary tickets and 3 parking passes to U-M structures for evening of performance

### MAESTRO: \$20,000–\$49,999

Exclusive corporate sponsor of any single performance of your choice, including Choral Union Series and Theater performances

Executive photo, logo and quote in corporate donor pages OR quarter page full-season advertisement in the season program book (readership: 88,000, advertisement value \$2,350)

Company name in complete donor listings

Company logo or text credit in all season brochures (60,000 printed), print advertising and other advance marketing materials for sponsored performance

Company logo with link to your website on all series performances page and throughout ums.org website (20,000 unique visitors per month)

Company name in all e-mail promotions for sponsored performance (6,500 subscribers)

Pre-concert announcement (subject to artists' discretion) and signage at sponsored performance

Company name included in donor thank-you ad and program credits page for sponsored performances

Backstage meet-and-greet for clients and/or staff, subject to artists' discretion

Special "Corporate Entourage" ticket discount offers for employees and/or clients

8 complimentary tickets and 4 parking passes to U-M structures for evening of performance

### CONCERTMASTER: \$5,000–\$9,999

Host a Prelude Dinner, Donor or Community Reception, School Day Performance or other special event during the season

Executive photo, logo and quote in corporate donor pages of the season program book (readership: 88,000)

Company name in complete donor listings

Logo or text credit in all advanced promotional materials such as invitations or posters (7,500 printed)

Company logo with link to your website on sponsored event page (20,000 unique visitors per month)

Company name in all e-mail promotions for special event (6,500 subscribers)

Verbal acknowledgement at the event

Special "Corporate Entourage" ticket discount offers for employees and/or clients

4 complimentary tickets and 2 parking passes to U-M structures for evening of associated performance

**Note:** Donors who make multi-year commitments of \$25,000 or more over a period not to exceed five years will also be recognized for their total gift commitment in an additional campaign contributions section of the UMS program book. All other benefits conferred will be at the above annual gift levels.