

**PARKER  
ARTS**

**SPONSORSHIP OPPORTUNITIES**  
2023/2024

BOMONT  
VIKINGS

**PARKER  
ARTS**

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**PARKER  
ARTS**

**PACE**  
PARKER ARTS CULTURE & EVENTS

**The Schoolhouse**

**PARKER  
COLORADO**  
Cultural Department

**Support the Arts and  
Your Community  
While Helping Your  
Business Grow**



To us, sponsorship is a belief in shared goals and a genuine engagement in finding the best way to support your business.

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IN OUR FIRST 10 YEARS  
over  
**1 MILLION**  
guests

## OUR MISSION

Parker Arts will enhance local economic vitality and quality of life by offering unique gathering spaces and providing access to a wide variety of high-quality performances, exhibits, and educational programs in arts, culture, history, and science.



For additional sponsorship opportunities, contact Sara Crowe or Lindsay Bagby.



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parkerarts.org



parkerarts.org

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## ABOUT PARKER ARTS

**Parker Arts presents a diverse range of hundreds of events and arts education programs and classes to over 150,000 patrons and more than 20,000 students each year, providing a significant economic stimulus for the Town of Parker and the surrounding area.**

**Parker Arts encompasses the many facilities and events that the Town of Parker's Cultural Department oversees.**



### **Parker Arts, Culture and Events (PACE) Center**

A state-of-the-art facility located on Mainstreet in Downtown Parker, offering the best of touring acts as well as performances, exhibits and education programs. The PACE Center is home to a 534-seat mainstage theater, 3,000 square foot event room, art gallery, dance studio, educational culinary kitchen, four multi-use classrooms, and Harmony Park, a unique interactive musical outdoor playground.



### **The Schoolhouse**

Originally opened in 1915 as the Parker Consolidated Schoolhouse, The Schoolhouse is an important hub for community-based cultural performances, classes and exhibits. With a 200-seat theater, dance studio and classrooms, The Schoolhouse hosts plays, concerts, children's performances, recitals and classes. Space is also available for public rental. Fully renovated, The Schoolhouse combines the traditional feel of the original building with contemporary touches, creating a unique destination in Downtown Parker.

### **Discovery Park**

Located next to Parker's library, the park and plaza on Mainstreet and Pine Drive is a unique destination. With interactive fountains in the summer, a vibrant ice trail in the winter, and performances and events throughout the year, the 1.5 acre park is a four-season community gathering place. The free Discovery Park Concert Series is held in this location each summer.



### **Ruth Memorial Chapel**

Located next door to The Schoolhouse, this chapel was built in 1912 and is on the National Register of Historic Places. This charming and intimate venue has seating for 70 and is the perfect place for small weddings or casual meetings. At this time, there are no sponsorship opportunities at this location, but it is important to know that the chapel is a part of Parker Arts.



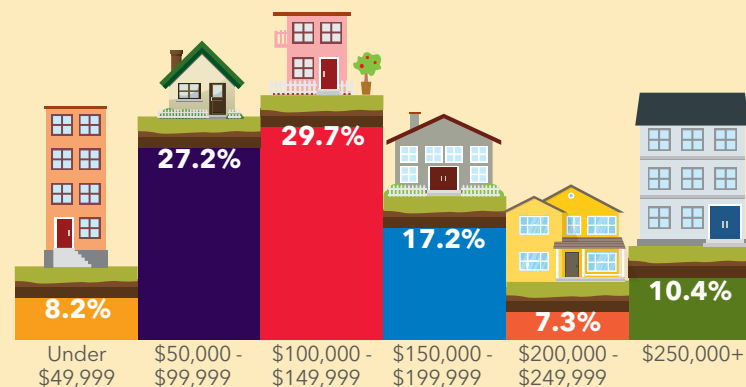
## WHO DOES PARKER ARTS SERVE?

### Patrons

Each season, Parker Arts welcomes more than 150,000 patrons who visit from every city in the Denver Metro Area, as well as Sedalia, Monument, Conifer, Bennet, Dillon, Greeley, Kiowa, Colorado Springs, Pueblo, Limon, Fort Collins, and Breckenridge. Our patrons are highly educated and have an average household income of \$111,000. Each show has a slightly varied audience. About half of our patrons have children living in their household. Age ranges for specific show types are listed throughout this guide.

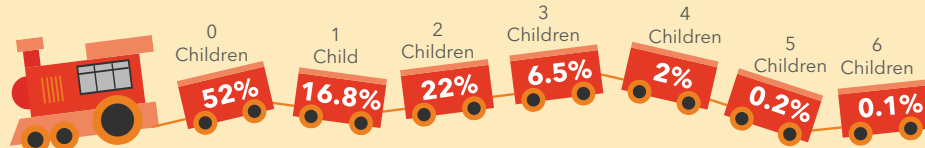
#### Annual Household Income

The average household income of our patrons is \$111,000.

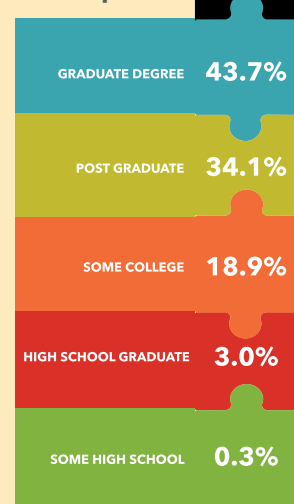


#### Number of Children Our Patrons Have Living at Home

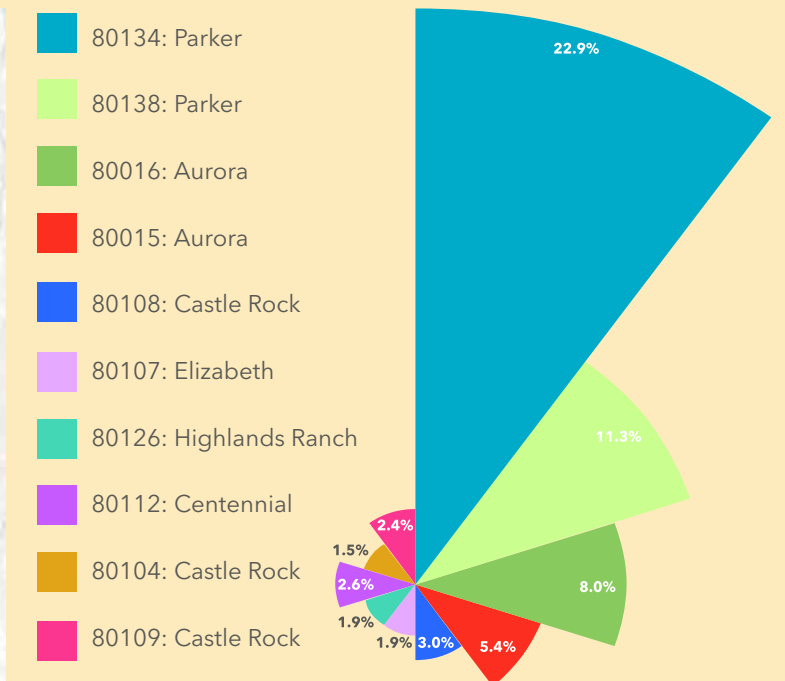
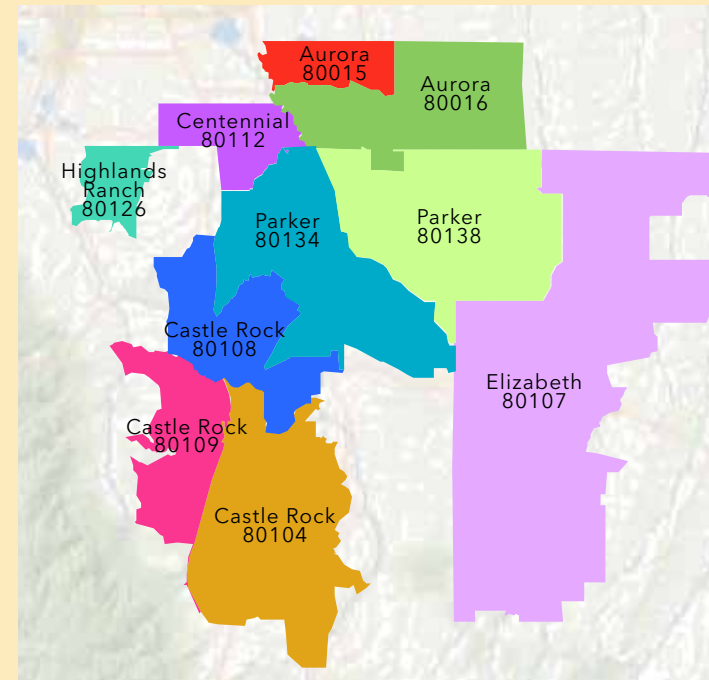
48% of our patrons currently have children living in their household.



#### Highest Level of Education Completed



## TOP 10 POSTAL CODES of Ticket Buyers



### Artists

Parker Arts events serve not only our patrons and students, but the arts community at large by working with thousands of local and national artists and performers, local production partners, technicians, and artists' staff members.

### Arts Education Students

Each year, Parker Arts education programs serve over 20,000 school children, adults, and families through hundreds of cultural enrichment programs held on-site and throughout the region.

Parker Arts also serves low-income students by offering need-based financial aid for on-site courses and free outreach events and programs in Parker.

### Schools

Each year, thousands of local area students, teachers, and parents attend educational shows and events at Parker Arts.

Parker Arts also offers free educational opportunities for Douglas County youth including school group matinees, busing scholarships for qualified schools, student and teacher rush discounted tickets, and a variety of in-school workshops.

### Businesses and Companies

The arts mean business. Nowhere is this more evident than in Parker, where Parker Arts has fueled a love for local theater and culture since the PACE Center opened its doors in 2011.



# PACE CENTER SEASON SPONSOR

## PACE Center Season Sponsor: \$25,000 and Up (2 available)

Season sponsorships are our most exclusive and visible partnerships. As a season sponsor, your business name and logo will be placed throughout the community for a full year at varying events, reaching a variety of audiences.

In addition to marketing, season sponsorship comes with tickets and experience perks. Through your generous support, your business establishes itself as a leader in helping promote arts and culture in our community.

BENEFITS AT THIS LEVEL MAY INCLUDE BUT ARE NOT LIMITED TO:
Prominent billing on season mailer mailed to 75k residents in and around Parker
Prominent billing on all program covers
Full-page color advertisement and donor listing in each program for the duration of the season
Recognition in curtain speeches, live from stage, before each performance of the season at the PACE Center
Inclusion in weekly Parker Arts e-newsletters
Your company logo listed on our website with a direct link to your company's website
Exclusivity in your business category
Monthly company recognition on all Parker Arts social media platforms
20 Complimentary event tickets (10–local shows; 10–any show)
Your company name on Major Contributors wall in PACE Center lobby, directly outside mainstage theater entrance
Your company logo on the PACE Center outdoor electronic sign
One four-hour complimentary room rental at the PACE Center or Schoolhouse
Invitation to Season Announcement Party



“

What a great venue. No matter if you are in the worst seat in the house, it's better than any large venue.

–Bruce S.



# SCHOOLHOUSE THEATER SEASON SPONSOR

**Schoolhouse Theater Season Sponsor: \$12,500 (1 available)**

Sponsoring the season at The Schoolhouse brings immense exposure in our newly renovated Parker Arts facility. Get your brand in front of a variety of different audiences throughout the course of the year.

The newly renovated Schoolhouse Theater is home to theater and musical performances, dance classes, jazz nights, and much more. The theater's Friday Night Jazz and Comedy Zone series have both proven to be huge successes, capitalizing on the intimate setting of The Schoolhouse Theater. The small theater is also a perfect venue for straight plays and children's programming.

**BENEFITS AT THIS LEVEL MAY INCLUDE BUT ARE NOT LIMITED TO:**

- Prominent billing on season mailer mailed to 75k residents in and around Parker
- Prominent billing on all program covers
- Full-page color advertisement and donor listing in each program for the duration of the season
- Recognition in curtain speeches, live from stage before each performance of the season at The Schoolhouse
- Inclusion in weekly Parker Arts e-newsletters
- Your company logo listed on our website with a direct link to your company's website
- 12 Complimentary event tickets (8–Friday Night Jazz, Comedy & Cocktails; 4–any show)
- Your company name on a plaque in The Schoolhouse for the length of the sponsorship
- Your company name on Major Contributor wall in PACE Center lobby, directly outside mainstage theater entrance
- Four-hour event room rental in The Schoolhouse Event Room
- Invitation to Season Announcement party



“

A perfect venue for date night. We love the jazz and comedy performances.  
–The Millers





“  
We have attended various concerts over the years and this was one of the best! The Center is just a great place to see any performance. Clint Black was great but the PACE Center is quality; not a bad seat!  
-Ray W.

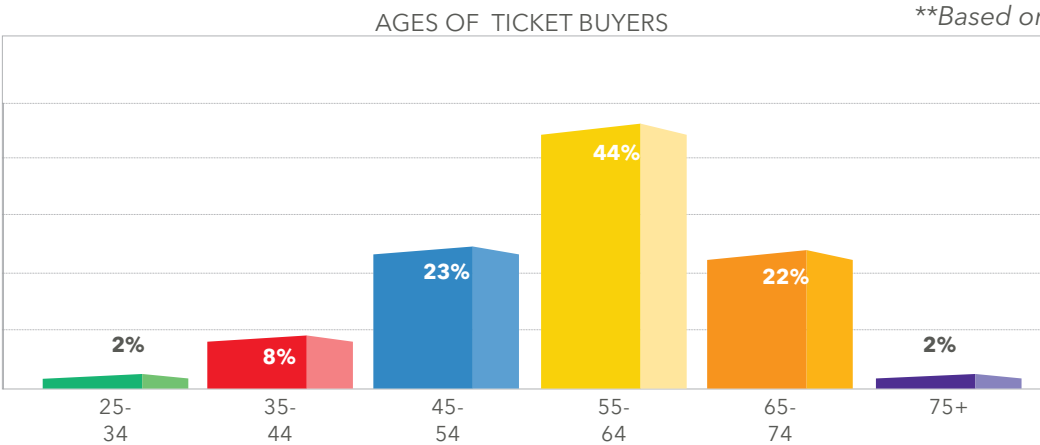
# NATIONAL TOURING ACTS

**Series Sponsor: \$15,000 (1 available)**  
**Individual Show Sponsor: \$2,000 (2 available per show)**

Typically selling out, our National Touring Series brings nationally and internationally acclaimed artists and performers to the PACE Center and features artists across all genres including country, rock, classical, comedy, and much more. These performances appeal to people outside the Town of Parker, drawing audiences from throughout the metro area and surrounding rural communities.

In 2022-2023 there will be 10-12 National Touring Acts. Sponsor one or sponsor all, this will not only get you in front of a packed crowd but will offer an opportunity to meet some really talented musicians.

RECOGNITION BENEFITS	Single Show Sponsor (2 available) \$2,000	Series Sponsor 10-12 Nat'l Acts (1 available) \$15,000
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo w/link	Logo w/link
Show ticketing page	Logo w/link	Logo w/link
Parker Arts sponsor recognition web page	Logo w/link	Logo w/link
Electronic lobby signs	Logo	Logo
Vocal recognition from stage	•	•
Program cover	Logo	Logo
Program book advertisement (full color)	-	Full-page (Season)
"Sponsor Spotlight" feature article in program book	-	•
Family Circle member monthly e-newsletter article	-	•
Facebook recognition announcing sponsorship	1 per show	1 per show
Listing on Major Contributors lobby wall	-	•
ADDITIONAL BENEFITS		
Artist meet-and-greet invitations (Subject to change at the last minute and subject to availability)	2 tickets	4 per show
Complimentary tickets **	2 tickets	4 per show (Total of 20 tickets, cab be in sets of 2 or 4 for the show.)



\*\*Based on availability



# THEATER & MUSICALS

**Series Sponsor: \$10,000 (1 available)**  
**Single Production: \$5,000 (2 available per title)**

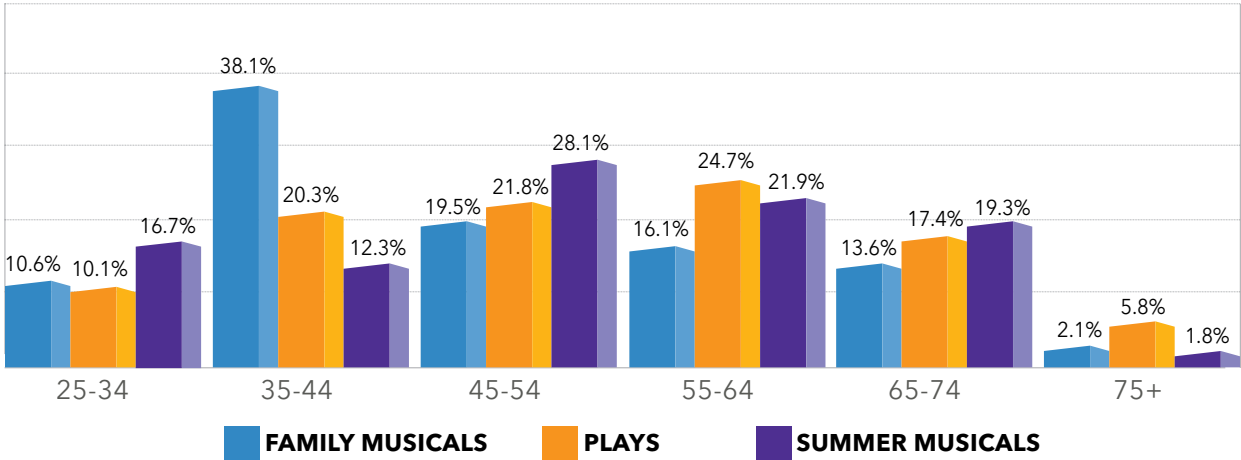
Parker Arts works with a number of theater companies to co-present two musical productions and one play or musical each season. Each individual production typically runs 9 – 22 performances over a 2-4 week run.

These musicals have been very successful in previous years, allowing your brand to reach a large amount of people over an extended duration of time. Programs are handed out to patrons as they arrive to performances, providing a direct path for your business to engage with potential consumers.

RECOGNITION BENEFITS	Single Production Sponsor (2 available) \$5,000	Series Sponsor (1 available) \$10,000
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo w/link	Logo w/link
Production ticketing page	Logo w/link	Logo w/link
Parker Arts sponsor recognition web page	Logo w/link	Logo w/link
Electronic lobby signs	Logo	Logo
Vocal recognition from stage	•	•
Program cover	Logo	Logo
Program book advertisement (full color)	1/4-page (Season)	Full-page (Season)
“Sponsor Spotlight” feature article in program book	-	•
Sponsor representative to make pre-show announcement	-	•
Family Circle member monthly e-newsletter article	-	•
Facebook recognition announcing sponsorship	1	2 per production
Listing on Major Contributors Lobby Wall	•	•
ADDITIONAL BENEFITS		
Cast meet-and-greet invitations (subject to change at the last minute)	4 tickets	4 per production
Dress rehearsal/backstage tour invitations	4 tickets	8 per production
Complimentary tickets**	4 tickets	4 per production

\*\*Based on availability

AGES OF TICKET BUYERS



“  
The casting was sensational! My friend saw this downtown and thought this production was sooooo much better! Kudos to the director and all the cast members. They outdid themselves. Thank you for allowing me to watch this terrific performance.  
-Gloria K.





“

I could NOT imagine paying MORE \$ for a performance elsewhere and seeing it done more professionally or better. The PACE Nutcracker is OUTSTANDING!  
-Catie U.

# HOLIDAY SHOWS

**Series Sponsor: \$7500 (1 Available) - Full Benefits Upon Request**  
**A Classic Parker Holiday: Presenting \$2,500 (2 Available)**  
**Touring Holiday Shows: Presenting \$2,500 (2 Available)**  
**Nutcracker: Presenting \$3,500 (2 Available)**

These shows have become a holiday tradition for families. So much so, that it has also become best practice for patrons to buy their tickets early, as these shows never leave an empty seat in the house.

Sponsoring holiday shows is a great way to root your business in community traditions as well as grant your products or services exposure as the gift-giving season draws nearer.

**A Classic Parker Holiday** The Parker Chorale and the Parker Symphony Orchestra come together for an evening of traditional carols, familiar songs and a few surprises in their annual celebration of the season. (2 shows)

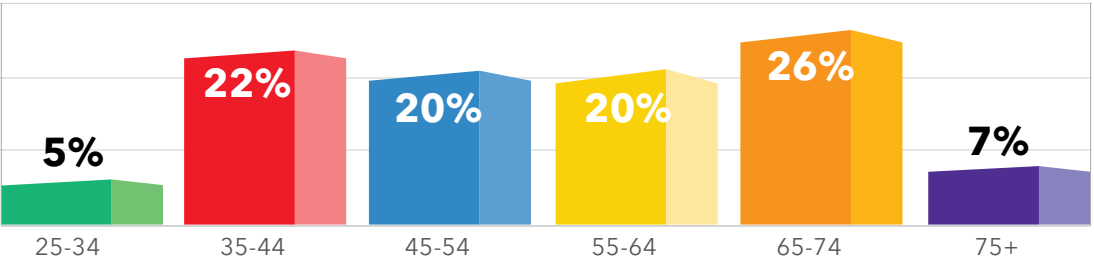
**Touring Holiday Shows** Each year we have fun new acts to help couples, families, and friends enjoy the holiday season. (Two touring shows with 2 shows each)

**Nutcracker** A Town of Parker tradition, the Nutcracker wraps up the holiday season. Colorado School of Dance, Douglas County's premier dance school, welcomes the entire family to their production of Tchaikovsky's holiday classic. The ballet includes local casting, combined with professional dancers and professional backdrops and sets. (8 shows)

RECOGNITION BENEFITS	A Classic Parker Holiday (2 available) \$2,500	Touring Holiday Shows (2 available) \$2,500	Nutcracker (2 available) \$3,500
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo w/link	Logo w/link	Logo w/link
Show ticketing page	Logo w/link	Logo w/link	Logo w/link
Parker Arts sponsor recognition web page	Logo w/link	Logo w/link	Logo w/link
Electronic lobby signs	Logo	Logo	Logo
Vocal recognition from stage	•	•	•
Program cover	Logo	Logo	Logo
Facebook recognition announcing sponsorship	1	1	2
ADDITIONAL BENEFITS			
Complimentary tickets **	4 tickets	4 tickets	6 tickets

\*\*Based on availability

AGES OF TICKET BUYERS





# DISCOVERY PARK SUMMER CONCERT SERIES

**Series Sponsor: \$7,500 (1 available)**  
**Individual Show Sponsor: \$1,250 (2 available per show)**

Parker Arts is proud to present the Discovery Park Summer Concert Series, with four free outdoor concerts hosted in Parker's new amphitheater. These shows feature the hottest local bands and are guaranteed to be fun for the whole family. Last year each concert had between 500 and 3,000 attendees, attracting audiences of all ages. The Summer Concert Series is a fun and impactful way to spend marketing dollars.

RECOGNITION BENEFITS	Band Sponsor (1/week) \$1,250	Presenting Sponsor (1 avail.) \$7,500
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo w/link	Logo w/link
Sign/banner displayed at concerts (banners provided by sponsor)	On Grounds	Stage (1)
Option to distribute promotional items at concerts	•	•
Vocal recognition at concerts (pre-recorded)	•	•
Facebook promotion	1	1 per show
Option for sponsor to introduce the band (script written for sponsor)	-	•
"Sponsor Spotlight" article in Parker Arts program	-	•
Reserved seating section (in front of audio booth)	4 guests	10 guests
YEAR-ROUND SPONSOR BENEFITS		
Program advertisement	-	1/2 page (Season)
Program printed donor listing	•	•
Invitation to season announcement party	-	2 guests
Listing on Major Contributors lobby wall	-	•



“

These free concerts are such a nice way for us to enjoy the Colorado weather while listening to some great entertainment. Thank you for bringing this to our community!





“

Intimate, friendly venue. Loved it and will not hesitate to see another show there.  
-Diedre

# FRIDAY NIGHT JAZZ

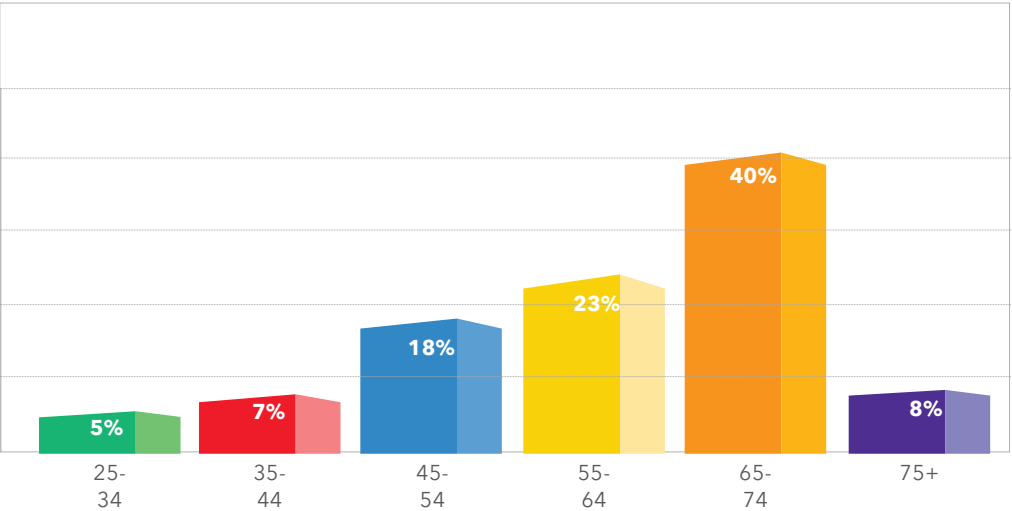
**Series Sponsor: \$2,500 (2 available)**

In this series, The Schoolhouse Theater features four jazz performances co-presented by The Colorado Jazz Repertory Orchestra. Reminiscent of a jazz club, the night is filled with amazing sounds in a beautiful, new location. It's a great opportunity to showcase your business in this intimate setting.

RECOGNITION BENEFITS	Jazz Series (2 available) \$2,500
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo
Show ticketing page	Logo w/link
Parker Arts sponsor recognition web page	Logo w/link
Program cover	Logo
Vocal recognition from stage	•
Facebook recognition announcing sponsorship	1 per show
ADDITIONAL BENEFITS	
Complimentary tickets **	4 per date

*\*\*Based on availability*

AGES OF TICKET BUYERS





# FAMILY DISCOVERY SERIES

## Series Sponsor: \$2,500 (3 available)

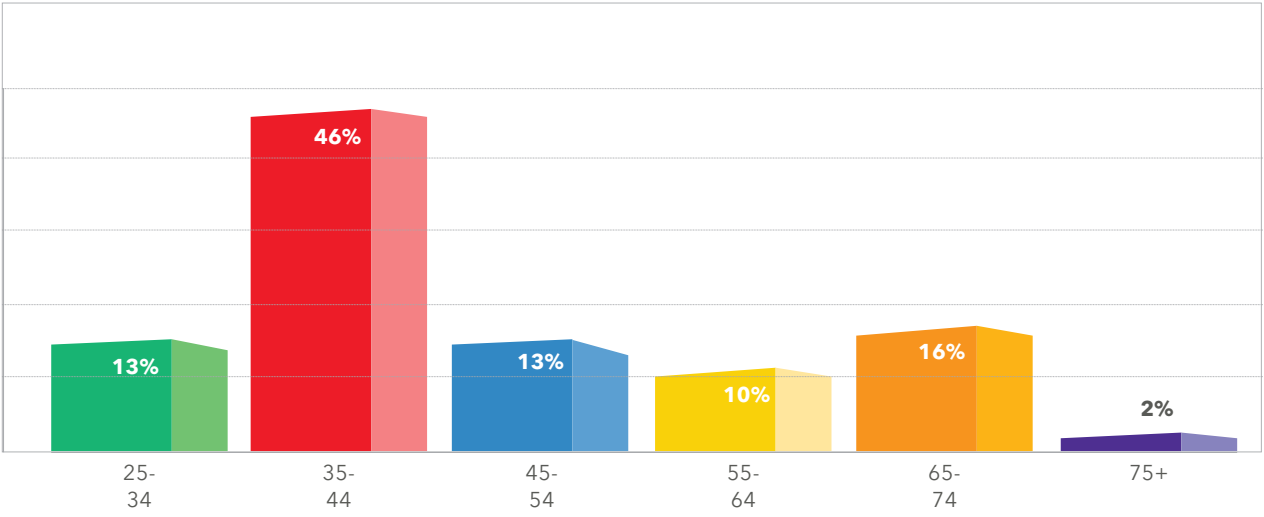
Our Family Discovery Series was created to introduce young patrons to arts and culture. Each show is affordably priced and under 60 minutes, to give kids a taste of all that is great about the arts. A lifetime of enjoying the arts starts one discovery at a time!

Family-friendly and kid-oriented, the Family Discovery Series is a great way to get your brand in front of families that are curious to explore what’s out there!

RECOGNITION BENEFITS	Series Show Sponsor (3 available) \$2,500
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo
Ticketing page	Logo
Parker Arts sponsor recognition web page	Logo w/link
Program Cover	Logo
Electronic lobby signs	Name
Vocal recognition from stage	•
Facebook recognition announcing sponsorship	1 per show
ADDITIONAL BENEFITS	
Complimentary tickets**	2 per show

\*\*Based on availability

AGES OF TICKET BUYERS



“Excellent performance for young children. I love that we can introduce them to this kind of live performance here in Parker!”  
-Taylor D.





# STUDENT MATINEES

## Series Sponsor: \$2,000 (2 available)

Student Matinéés began in 2014 to introduce students to the PACE Center and the performing arts. For many students, this may be the first time they visit a theater and experience the performing arts. The matinéés include study guides, workshops and in-school residencies to support classroom learning. Access to the arts is made available for students and teachers from public and private schools, preschools, homeschool groups, people with disabilities, as well as stay-at-home caregivers.

Student Matinéés offer your business the opportunity to connect with schools, teachers, students, and other educational professionals in an environment dedicated to enrichment.

RECOGNITION BENEFITS Includes daytime school shows and evening family shows	Series Sponsor 8 Student Shows (2 available) \$2,000
Parker Arts weekly e-newsletters (for 1 month leading up to show)	Logo w/link
Show ticketing page	Logo w/link
Parker Arts sponsor recognition web page	Logo w/link
Vocal recognition from stage	•
Family Circle member monthly e-newsletter article	•
Facebook recognition announcing sponsorship	1 per show
Your business flyers handed out to students*	•

*\*Printing costs covered by sponsor*

“

SO MUCH FUN! Kids had a wonderful time! Great for kids and entertaining for teachers and parents.  
-Marie J.





# OTHER SPONSORSHIP OPPORTUNITIES

- Membership Program
- Art Show or Art Gallery
- Shakespeare Festival
- Portfolio Day
- Honey Stop
- Parker Arts Lecture Series
- Plays at The Schoolhouse
- Junior Musical at The Schoolhouse
- Ticket Sponsor
- Bar Sponsor–Both PACE Center and The Schoolhouse
- Summer Camp Class Sponsor
- STEAM Discovery Series
- Science Day
- Artival



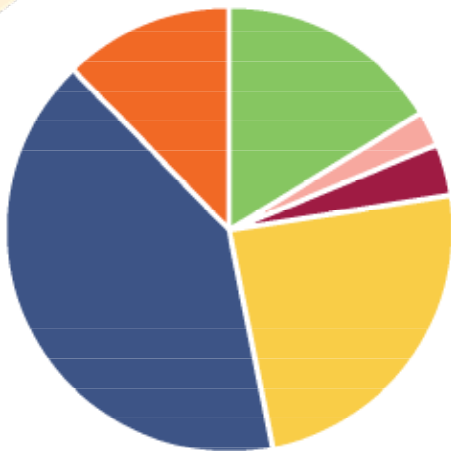
## SPONSORSHIP NOT THE RIGHT OPTION? CONSIDER DONATING INSTEAD!

While valuable businesses like yours are most certainly the backbone of our remarkable community, we believe you'll find Parker Arts is the heart.

Not only does Parker Arts contribute to our town's economic vitality\* by providing access to high quality entertainment and enrichment programs; it also provides the opportunity to engage with our community, a spot to connect with friends and family, and a place to reflect and relax.

The profound generosity of individuals, foundations, small businesses and corporations like yours is what makes our work possible. We need your help to operate in the current environment and plan for the future so that we can protect and sustain the arts in Parker and continue our cultural and economic growth.

With your support, we can continue to build upon a long and successful history of making ours a destination community by keeping the arts alive and thriving in Parker.



### Here's What Your Donation Will Fund:

- Free Community Events
- Senior Programming
- Art Gallery Support
- School Matinees
- Scholarship Programs
- High School Programs

To make your fully tax-deductible donation, please contact Sara Crowe, Development Manager, at 303-805-3377 or [scrowe@parkeronline.org](mailto:scrowe@parkeronline.org) with the information below. **Thank You!**

**Donate** ☐ \$1,000 ☐ \$5,000 ☐ \$10,000 ☐ \$25,000 ☐ \$ \_\_\_\_\_  
(Other Amount)

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State: \_\_\_\_\_ Zip \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## OUR FOLLOWERS ARE YOURS

Increase your company's exposure!



**+1 MILLION**  
patrons in the first 10 years



**50,000**  
weekly newsletter contacts



**10K**  
followers



**1.7K**  
followers



**1.5K**  
followers



**4.7 STAR GOOGLE RATING**

\*Using a national economic impact study conducted by the research organization, Americans for the Arts, more than \$10M in estimated economic activities stem from the arts in Parker.