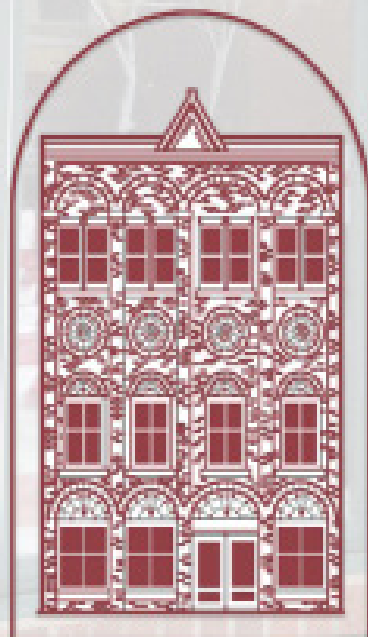


2016-17  
SPONSORSHIP  
PACKET



THE PELLA  
OPERA HOUSE





## WHAT IS THE *Pella Opera House?*

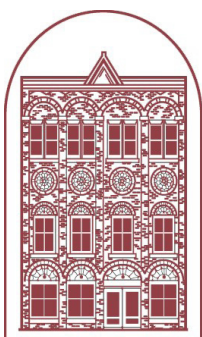
**Now is *your* chance to be a part of the historic Pella Opera House!**

**Differentiate yourself from the competition by supporting this historic, action-packed, talent-filled, highly sought after venue that offers the community a taste of talent only seen in larger cities that has a diverse and fast growing fan base.**

The Pella Opera House, Pella's first 4-story structure, was completed in 1900 by Herman Rietveld and architect, Stanley De Groyer. A local newspaper account of the time described the beautiful and elegantly appointed interior, complete with such modern marvels as furnace heating, hundreds of incandescent lights and carpeting.

The Pella Opera House opened its doors with the performance of the play 'What Happened to Jones?' on November 16, 1900. In the not too distant past, virtually every town in Iowa has such a place. We are one of 1,500 that were built in Iowa, though only 300 remain.

Today, the Pella Opera House hosts many different activities and events from wedding receptions, to company Christmas parties, classic dramatic productions to the Missoula Children's Theatre and nationally known musical acts. It's a vibrant, vital piece of Pella's history and continues to be part of the tapestry that creates a community where there is something for everyone!



THE PELLA  
OPERA HOUSE

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## FACTS ABOUT THE *Pella Opera House*



The Pella Opera House was built in 1900 and was bought by a car dealership, a hardware store and a Farmer's Market.



In 1986, a group of concerned citizens studied the feasibility of restoring the Pella Opera House. This study led to a \$2 million fund drive for renovation that began in 1989. In July 1990, the Pella Opera House once again opened its doors for a season of events.



The Pella Opera House is one of 11 properties in Pella listed on the National Registry of Historic Places and houses a 1928 Barton Theatre Organ. Only one of 350 ever built by the Bartola Musical Instrument Co. in Oshkosh, WI.



Over 3500 people attend our six performances annually. Over 10,000 visitors tour the Pella Opera House annually, with Tulip Time attracting over half of those.

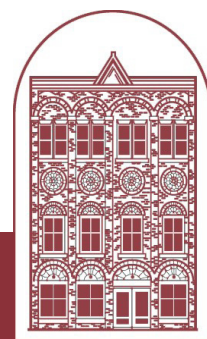


2016 marked the completion of a \$1 million capital campaign that was earmarked for renovations to the Pella Opera House that included new HVAC system, new theatre curtains and lighting instruments as well as a complete renovation and upgrade to the Great Hall.



Wedding receptions, conferences, Christmas parties, reunions and luncheons can all be held at the Pella Opera House for a nominal fee. Nonprofit organizations receive a discounted rate for their rentals. The Pella Opera House hosts a variety of events throughout the year.

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**THE PELLA  
OPERA HOUSE**



## HAPPENINGS AT THE *Pella Opera House*

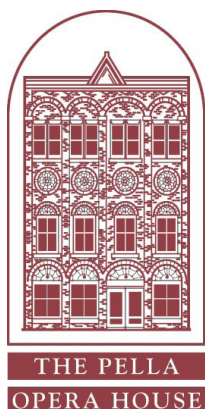
### Our Audience Members

Our Pella Opera House audience members come from all walks of life. The primary demographic is 55 – 80 years old, but with children's education productions and new events for young professionals, we continue to draw more and more younger participants.

We promote an affordable, family-friendly environment, and anyone of any age is guaranteed to have a good time. The Pella Opera House has been showcasing remarkable talent from around the country with acts such as: Davis Folkerts, Pella's Got Talent, Bob Ralston, Gaelic Storm, Glenn Miller Orchestra, Vienna Boys Choir and many others.

### Media Exposure

Media exposure is year-round, with social media and traditional advertising saturation reaching its peak 1-2 weeks prior to an event or production.



### THE 2016-17 SCHEDULE

THURSDAY, OCTOBER 20

Screenagers (documentary film) | 7 p.m.

SATURDAY, OCTOBER 29

Taste of the Town, a fund-raising event | 6 p.m.

FRIDAY, NOVEMBER 11

Open House (all are welcome!) | 6 p.m.

SUNDAY, NOVEMBER 27

Davis Folkerts and Friends Holiday Show | 3 p.m.

FRIDAY, DECEMBER 9

Blackwood Quartet | 7 p.m.

FRIDAY, JANUARY 13, 2017

Yesterday and Today: A Beatles Tribute Band | 7 p.m.

JANUARY 27 & 28

Missoula Children's Theatre | Peter and Wendy  
Wendy and Peter (Peter Pan) | 7 p.m. (F) & 10:30 a.m. (Sat.)

MARCH 1, 2, 3 & 4

Steel Magnolias: A live theatre production | 7:30 p.m.  
Central College Theatre Dept.

FRIDAY, MARCH 24

Classical Music Showcase | 7:30 p.m.

FRIDAY, APRIL 21

Bonne Finken (Des Moines Rock and Roll) | 7 p.m.

MAY 4, 5, 6

Tulip Time: Branson on the Road, Organ concert, The Reluctant Pioneer, Flying Pans Steel Drums, and Tours. Call 641-628-8625 for specific performances, dates and times.

SATURDAY, MAY 13

Map of My Kingdom: A play by Iowa's Poet Laureate | 2 p.m.





# SUPPORT THE *Pella Opera House*

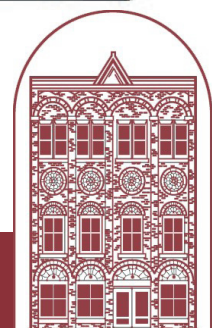
## SPONSORSHIP BENEFITS

	PLATINUM SPONSOR \$10,000 and above	SAPPHIRE SPONSOR \$7,500	EMERALD SPONSOR \$5,000	GOLD SPONSOR \$2,500
Pre-event networking event for you and your business associates; ability to be promoted as an EXCLUSIVE sponsor of the event; 30 tickets to event*; full page ad; one free rental in the Great Hall for separate event**; Sponsor gift and photos	P			
Have a post-production meet and greet with performers; ticket sponsor opportunity; drink tickets for you and your guests on the night of the sponsored event; 20 tickets to the event*; full page ad	P	P		
Listed in all 2016-17 programs as a season sponsor; become a preferred business and be added to the Pella Opera House's referral list; 20 tickets to event*; 1/2 page ad; invited on stage during recognition	P	P		
Listed in all 2016-17 programs as a Business Member; post-show article with photos; ability to have post-show reception (at sponsor's expense); 10 tickets to event*; 1/2 page ad	P	P	P	
Verbal recognition in announcements as well as logo on stage curtain and all in-house signage; 1/4 page ad; Ability to have table at event with your business' material; 10 tickets to event*	P	P	P	
Recognition on all social media outlets; recognition on all radio and print advertising; ability to have logo on website with link to sponsor page; e-newsletter recognition ; 10 tickets to event*	P	P	P	P

*\*If multiple tickets are offered, the level with the highest amount will be honored*

*\*\*Dates based upon availability*

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**THE PELLA  
OPERA HOUSE**



ADVERTISE WITH THE *Pella Opera House*

*To order advertising in the 2016-17 program book,  
please contact Heidi Kelley [heidi@pellaoperahouse.org](mailto:heidi@pellaoperahouse.org)*

\*Note that ad space may be reserved as a stand alone purchase or may be included as part of a larger complete sponsorship package as described in this information packet.

FULL PAGE 5"W X 8"H	\$500 - \$1000 (depending on placement)
1/2 PAGE 4.75"W X 3.25"H	\$375
1/4 PAGE 2.25"W X 3.25"H	\$200
1/8 PAGE 2.25"W X 1.5"H	\$75

**Formats Accepted:**

- Illustrator EPS with no linked files, all fonts converted to outlines and transparencies flattened.
- High ( 300 dpi ) resolution TIFF.
- High ( 300 dpi ) resolution JPEG.

**Size:** A size chart is provided. If ads are not sized properly, we reserve the right to shrink or stretch the ad to fit the space paid for.

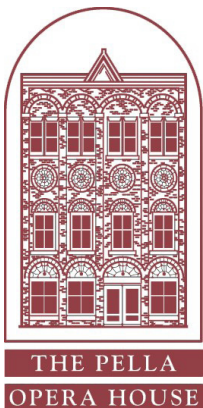
**Naming Files:** Please include your business and 'POH 2016.17" in the name.

**Submitting Files:** Please email ad files to: [heidi@pellaoperahouse.org](mailto:heidi@pellaoperahouse.org)

*\*Ads will be printed in black & white; if you submit a full color ad it will be converted to black & white, the outcome will be at your own risk.*

**Want to sponsor the entire season? Become a Member?**

**The opportunities are ENDLESS -  
Talk to us!**



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## OPPORTUNITIES AT THE *Pella Opera House*

### EXCLUSIVE SPONSORSHIP PACKAGES

#### **Platinum Season Sponsor - \$10,000**

##### **Marketing & Recognition:**

- Naming rights to the 2016-17 Series
- Headline placement of logo on all program books
- Name recognition from the stage at each Pella Opera House production during the 2016-17 Season
- Recognition on all newspaper ads throughout the 2016-17 Season
- Opportunity to insert one promotional item into the season playbill
- Full page color ad in program book for the 2016-17 Season
- Sponsor recognition at all Pella Opera House special events, luncheons, etc.
- Logo placement on website and e-newsletter. Logo can serve as a click through to sponsor's website
- Signage prominently displayed in the lobby area

##### **Corporate Hospitality:**

- Corporate membership includes admission to all Member-only events
- 30 complimentary ticket vouchers that can be redeemed for any performance during the 2016-17 season
- Opportunity to host a private cocktail party with performers from one of the performances
- Invitations for your guests to any post-concert meet and greet
- Complimentary use of entertaining space for your guests one time during the 2016-17 Season
- Opportunity to purchase additional group tickets to any production at a discount of 10%
- Drink tickets for you and your guests

#### **Performance Sponsor - \$2,500 - \$7,500**

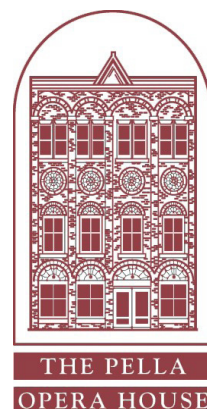
##### **Marketing & Recognition:**

- Logo on all program books throughout the 2016-17 Season
- Name recognition from the stage at each Pella Opera House production during the 2016-17 Season
- Recognition on all newspaper ads throughout the 2016-17 Season
- Half or Full page color ad (depending on level of sponsorship) in program book for the 2016-17 Season
- Logo placement on website and e-newsletter. Logo can serve as a click through to sponsor's website
- Signage prominently displayed in the lobby area

##### **Corporate Hospitality:**

- Corporate membership includes admission to all Member-only events
- 10-20 complimentary ticket vouchers; can be redeemed for any performance during the 2016-17 season
- Invitations for your guests to any post-concert meet and greet
- Complimentary use of entertaining space for your guests one time during the 2016-17 Season
- Opportunity to purchase additional group tickets to any production at a discount of 10%
- Drink tickets for you and your guests

\* See benefit chart on previous page for specific level benefits







PLAY YOUR PART AT THE *Pella Opera House*

Submit this form along with your payment: checks made payable to Pella Opera House to the address below. In-Kind and trade proposals: please include a description and estimated value of your item with this form. In Kind sponsorships and evaluations are subject to management approval.

SPONSORSHIP AGREEMENT FOR 2016-17 SEASON or PERFORMANCE \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

The following indicates your level of sponsorship interest:

**PACKAGE LEVEL:**

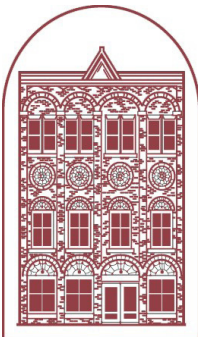
<input type="checkbox"/> PLATINUM	\$10,000
<input type="checkbox"/> SAPPHIRE	\$7,500
<input type="checkbox"/> EMERALD	\$5,000
<input type="checkbox"/> GOLD	\$2,500

**ADVERTISING ONLY:**

<input type="checkbox"/> AD - Full Outside Back 5"W X 8"H	\$1,000
<input type="checkbox"/> AD - Full Page 5"W X 8"H	\$500
<input type="checkbox"/> AD - 1/2 Page 4.75"W X 3.25"H	\$375
<input type="checkbox"/> AD - 1/4 2.25"W X 3.25"H	\$200
<input type="checkbox"/> AD - 1/8 PAGE 2.25"W X 1.5"H	\$75

GENERAL TERMS AND CONDITIONS: All Sponsorship Agreements are subject to the Pella Opera House's approval. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide the benefits as described in this Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understands all of the terms contained herein, and in the current Sponsorship Rate Card and that this Agreement is subject to all such terms which are expressly made a part of this Agreement. Changes in the Sponsorship Agreement are accepted only in writing to the Pella Opera House, and must be received on or before 60 days prior to the performance or opening of the 2016-17 Season. The closing date to submit your SEASON SPONSORSHIP Agreement or your opening night performance sponsorship Agreement is **October 1, 2016**.

THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PELLA OPERA HOUSE. Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by the deadline. Payment is due and payable within 30 days of receipt of invoice. The advertiser/sponsor agrees to indemnify and hold harmless The Pella Opera House with whom we may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.



THE PELLA  
OPERA HOUSE

Sponsor/Advertiser Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Pella Opera House Representative Name \_\_\_\_\_ Date \_\_\_\_\_