



SPONSORSHIP OPPORTUNITIES

Opera Roanoke fosters a wider appreciation of opera in western Virginia by offering compelling performances of engaging productions and programs. An enterprising and resourceful multi-disciplinary organization, Opera Roanoke is a vital component of the cultural life in Roanoke, Virginia's Blue Ridge and beyond.

OR OPERA ROANOKE



MAINSTAGE PERFORMANCES

Opera Roanoke produces 2-3 mainstage performances, which are the main components of our season. These performances are almost always at the Jefferson Center, with additional showings at the Moss Arts Center in Blacksburg. Think big voices, big orchestra, sets, costumes, the whole nine yards — these are our mainstage performances. All artists are fully professional and are nationally recognized for their talents in the industry. Each mainstage performance in the season costs between \$90,000-\$140,000.

OPERA AROUND ROANOKE PROGRAM

When we are not on the mainstage, you can find us partnering with other organizations in our community to present performances of lesser known opera gems, featuring the best singers and musicians from around the region. These performances are often free to the public or by donation only. These programs cost approximately \$10,000-\$15,000 to produce.

YOUNG ARTIST PROGRAMS

For the past decade we have made it a part of our mission to invest in the professional development of young singers in our area. These are college-aged students who are pursuing degrees in vocal performance or other arts-related areas like stage directing, conducting, collaborative piano, and stage management. These students audition to be a part of the program and Opera Roanoke provides them with opportunities to grow their skills in professional situations. They participate in mainstage productions and produce their own performances each season. Students who have graduated from the Young Artist program have gone on to some of the top-tier graduate programs in the country and many are now performing professionally. The annual budget for the Young Artist program is \$15,000.

FREE COMMUNITY TICKET PROGRAM

Opera Roanoke believes in access to the arts for all, regardless of ability to pay. We offer completely free tickets to anyone in our community that is interested in attending one of our mainstage productions but are prevented from doing so because of their financial situation. We promote this program in partnership with health and human service organizations, local libraries, and other public spaces. These tickets allow the financially vulnerable in our community unrestricted access to our performances, which can lead to improved well-being.

CONTACT

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WHY SUPPORT US?

Investing in the arts is just good business. When you support Opera Roanoke, you are saying to the community that you value local cultural enrichment. Your support helps us keep the cost of tickets affordable while maintaining the highest possible level of production value for our audiences.

BUSINESSES CAN SPONSOR:

- The full performance season
- Specific education programs
- Fundraising events
- Purchase an advertisement in our playbill (inquire for annual rates and specs)

OPPORTUNITIES

Opera Roanoke is able to offer customized sponsor benefits to fit your business’ goals at any level. From large corporate partners to locally-owned small businesses, we can offer something that fits every budget. Let us know your needs and we can help you choose the right option.

IN KIND DONATION OPPORTUNITIIES

Want to support Opera Roanoke but aren’t able to make a financial commitment at this time? Here are some ways that you can still support:

- Offering homestays for our visiting artists — generally 2-3 weeks
- Providing a rental car for our visiting artists
- Donations of food and beverages for special events
- Free advertising or marketing of upcoming performances
- Donation of items for fundraising auctions
- Providing volunteer help for special events

	PLATINUM	GOLD	SILVER	SUPPORTING
	\$15,000+	\$10,000 - \$14,999	\$5,000 - \$9,999	\$1,000 - \$2,499
Opportunity for underwriting credit for 1 mainstage production	•			
Ad in season playbill	FULL PAGE	HALF PAGE	HALF PAGE	LOGO
Logo with link on website	•	•	•	•
Business spotlights on social media	•	•	•	
Logo listings on all e-newsletters	•	•	•	•
Performance tickets per show	10	8	6	2
Complimentary experiences like pre-show receptions, backstage & rehearsal tours (upon request)	•			
Up to 6 tickets to special events & fundraisers	•			
Inclusion in all printed promotional materials	•	•	•	•



*JOIN THIS GROWING GROUP
OF COMMUNITY PARTNERS*



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Desimone
& Green, P.C.**



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