***Logo, company name

Description automatically generated***

***CARNIVALE DI VENEZIA***

***Venetian Carnival Masked Ball***

The Vallejo Community Arts Foundation (VCAF) now doing business as the Vallejo Center for the Arts (VCA) will present the most exciting evening in the Bay Area at its Venetian Carnival Masked Ball. The Gala’s promotional footprint is large, consisting of advertising in print and social media, along with unique networking opportunities. A sponsorship is a tremendous marketing, branding, and relationship-building tool. Our valued alliances advance awareness in our cultural landscape and support the arts in our community – the fuel that drives our City and our economy.

**Audience Data**

Our target market is identifiable as people in the age group 30-75 years old. Age per se is not a significant determinant in attending live performances, factors such as income, education level, race and gender are better predictors. Our audience has generally established careers, as well as formed or are in the process of starting their families. Owing to the relative financial stability of this group, they can afford to purchase tickets for live performances. They are well educated thus they are both inquisitive and have a higher level of exposure to different kinds of entertainment and they appreciate the finer things in life. Owing to their psychographics, they have financial and social freedom and are often willing to try new things. A partnership with VCAF provides:

* Exposure to new clients – our mailing list of over 6,000 members
* Improved perception as a brand that gives back
* An alignment of organizational core values, culture, and brand image

**Sponsorship Opportunities**

**$10,000 Platinum Sponsorship**

* Pre-recorded or live welcome from your Company’s CEO included in the evening’s live auction
* Full-page 4-color ad in the Gala program with live link to your website
* Your company’s banner ad displayed on our online silent auction bidding platform
* Dedicated screen with company logo during live auction
* Targeted Facebook posts with your company’s logo
* Sponsorship recognition in printed promotional materials, including local and regional traditional print, general metro news and lifestyle media
* Sponsorship recognition in the Vallejo Community Arts Foundation e-newsletter
* Inclusion in media press release stating your sponsorship
* Recognition as sponsor on VCAF and Empress website (average web page views of 30,000 per year)
* Six tickets to the 2021 Gala
* All guests will receive an email at check-in thanking your business as a sponsor and providing quick links to follow your business on Facebook or Twitter channel
* Your business can provide an offer to all event guests that is intended to drive our guests to your business. This could be a coupon or small gift that is emailed or sent via text to guests during the event, preferably just before the opportunity is announced
* The VCAF and Empress Theatre website will include your logo prominently displayed

**$5,000 Gold Sponsorship**

* ½ page 4-color ad in Gala program
* Dedicated screen with company logo during live auction – shared with other Gold Sponsors
* Targeted Facebook posts with your company’s logo
* Banner ad on VCAF and Empress website with live-link to your website
* Sponsorship recognition in printed promotional materials, including local and regional traditional print, general metro news and lifestyle media
* Sponsorship recognition in VCAF e-newsletter
* Press release outlining your sponsorship
* Four tickets to attend the Gala event
* All guests will receive an email at check-in thanking your business as a sponsor and providing quick links to follow your business on Facebook or Twitter channel
* Recognition as sponsor on VCAF website (average web page views of 30,000 per year)
* The VCAF and Empress Theatre website will include your logo prominently displayed

**$2,500 Silver Sponsorship**

* Quarter-page 4-color ad in Gala program
* Sponsorship recognition in printed promotional materials, including local and regional traditional print, general metro news and lifestyle media
* Inclusion in press release stating your sponsorship
* 2 tickets to Gala 2021
* Sponsorship recognition in e-newsletter
* Recognition as sponsor on VCAF and Empress Theatre website (average web page views of 30,000 per year)