

A photograph of an opera performance. A woman in a blue and white plaid dress with a white lace collar is seated and singing. A man in a brown coat is seen from behind, looking towards her. The background features a window with a grid pattern.

PENSACOLA  
**OPERA**  
*41st Season*

*2023 - 24*

**SPONSORSHIP & ADVERTISING  
OPPORTUNITIES**

A horizontal bar with four colored segments: red, purple, green, and yellow.

# PRODUCTION Sponsorships

Each year, Pensacola Opera serves over 5,000 people through two mainstage performances at the historic Saenger theatre. Supporting the opera means putting your business in front of a demographic with the power to enhance the economic health of our community.

Every sponsor receives: Access to Pre-Show & Intermission Receptions at the Saenger Theatre including hors d'oeuvres and wine, a listing in the Corporate Donor Section of the Season Program, Logo Placement on Production Pages in the Season Program and on a Banner to hang in the Saenger Lobby, Logo on the Pensacola Opera website with hyperlink, Supertitle Listing Before Performances, and select digital marketing listings.

## PRESENTING \$25,000

If you wish to support Pensacola Opera by becoming the 41st Season Presenting Sponsor, please contact Victor Andzulis directly at [victor@pensacolaopera.com](mailto:victor@pensacolaopera.com) or 850.433.6737 to discuss a custom benefits package.

## PRODUCER \$10,000

- Six (6) Season Subscriptions with six (6) tickets to the Meet the Artists Reception **or** Director's Champagne Brunch
- Six (6) tickets to Jukebox Gala and Operazzi Ball
- Invitation for two (2) to Cast Dinner for both productions
- Guided Backstage Tour and Opportunity to Meet the Artistic Team
- Six (6) tickets to a Jan Miller Studio Artist Performance
- Full Page Ad in Print & Digital Program with Hyperlink
- Verbal Recognition from the Stage Before Performances

## DIRECTOR \$5,000

- Four (4) Season Subscriptions with four (4) tickets to the Meet the Artists Reception **or** Director's Champagne Brunch
- Four (4) tickets to Jukebox Gala or Operazzi Ball
- Four (4) tickets to a Jan Miller Studio Artist performance
- Full Page Ad in Print & Digital Program with Hyperlink

## MAESTRO \$2,500

- Two (2) Season Subscriptions with two (2) tickets to the Meet the Artists Reception **or** Director's Champagne Brunch
- Two (2) tickets to Jukebox Gala or Operazzi Ball
- Two (2) tickets to a Jan Miller Studio Artist performance
- 2/3 Page Ad in Print & Digital Program with Hyperlink
- Verbal Recognition from the Stage Before Performances

## BRUNCH \$3,000 *only two available!*

- Eight (8) single tickets to sponsored production
- Eight (8) single tickets to sponsored Director's Champagne Brunch
- 2/3 Page Ad in Print & Digital Program with Hyperlink

## SHOW \$1,500

- Two (2) mainstage season subscriptions
- 25% off additional subscriptions
- 2/3 Page Ad in Print & Digital Program with Hyperlink

ADVANCE THE  
PERFORMANCE  
OF YOUR COMPANY!



# BY THE NUMBERS

81% IN-STATE AUDIENCE

32% AGES 45 - 64

40,000 SERVED  
through free education & community programs each year

5,000 PRINTED PROGRAMS

5,000 MAILERS & POSTCARDS

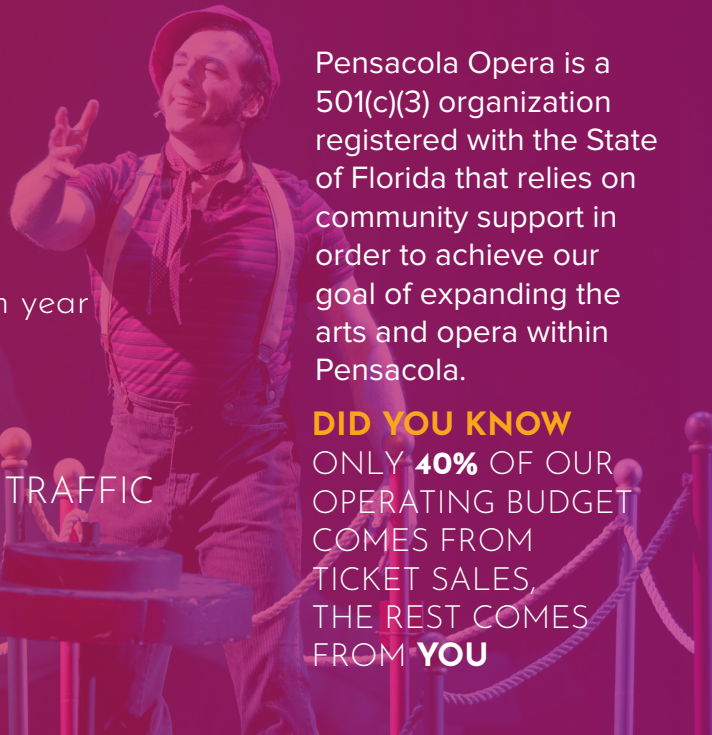
3,000 WEBSITE VIEWS MONTHLY | 75% NEW TRAFFIC

11,000 SOCIAL MEDIA FOLLOWERS  
across Facebook, Instagram & Twitter

500+ SPECIAL EVENT ATTENDEES

Pensacola Opera is a 501(c)(3) organization registered with the State of Florida that relies on community support in order to achieve our goal of expanding the arts and opera within Pensacola.

**DID YOU KNOW**  
ONLY 40% OF OUR OPERATING BUDGET COMES FROM TICKET SALES, THE REST COMES FROM **YOU**



## Special Event SPONSORSHIPS

Fundraising events are crucial to Pensacola Opera's mission. Sponsor a Pensacola Opera gala or special event and engage with our most dedicated patrons and high-level donors. Attendees will recognize your company as an arts patron and pillar of the community. *Pensacola Opera's special events see over 500 attendees and raise over \$150,000 each year. Sponsorship opportunities range from \$400 - \$10,000+.*



September 30, 2023  
Sanders Beach

Welcoming almost 300 attendees, our signature fall fundraiser features a sparkling game-like atmosphere where patrons get to play the Jukebox and bid on songs that Artists will sing live at their table!



Nov. 9, 2023  
Amos Studio

From Opera to Opry... a festival of souther feed & spirits. As a part of this year's Foo Foo Festival, this special event features a food festival and concert that truly celebrates cornerstones of southern culture including barbecue, spirits, and diverse musical genres such as bluegrass, gospel, jazz, and - of course - a bit of opera!



February 22, 2024  
Vinyl Music Hall

Pensacola Opera is pleased to announce its groundbreaking, musical fashion-fusion event, Rock the Runway, featuring members of the star-studded musical show, Rock Me Amadeus Live, from New York City, with models walking to looks inspired by famous opera heroines.



OPERAZZI  
IN BLACK & WHITE

April 12, 2024  
Suppsey Events

Our annual spring fundraiser brings elegance and sophistication together for a beautiful evening of food, wine, live music, dancing, and a special live auction and paddle all to support our Jan Miller Studio Artist program.



# Season Program

## ADVERTISING

**Get your business noticed!** Advertising in Pensacola Opera's season program means putting **your** business directly into the hands of over 5,000 opera patrons. New this year, we will produce a digital program with your full-color ad included! Add-on a hyperlink to your ad for even further reach.

SIZE	PRICE	SPECIFICATIONS
Full Page	<b>\$800</b>	5.5" w x 8.5" h
Two-thirds Page	<b>\$725</b>	5.5" w x 5.67" h
Half Page	<b>\$600</b>	5.5" w x 4.25" h
One-third Page	<b>\$400</b>	5.5" w x 2.133" h
<b>Premium Spots</b>		<b>Premium Size</b>
Inside Front Cover	<b>\$950</b>	6.5" w x 9.5" h
Premium Pg. 3 Ad	<b>\$950</b>	6.5" w x 9.5" h
Inside Back Cover	<b>\$950</b>	6.5" w x 9.5" h
Digital Hyperlink Add-On	<b>\$50</b>	

<b>\$800</b>	<b>\$725</b>	<b>\$600</b>	<b>\$400</b>
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## Media SPONSORSHIPS

### PRODUCER \$5,000

- Four (4) Mainstage Subscriptions
- Pre-Show & Intermission Receptions
- Invitation to Meet the Artists Reception **or** Director's Champagne Brunch
- Four (4) tickets + Sponsor Benefits to Special Fundraising Events
- Full Page Ad in Print & Digital Program with Hyperlink
- Logo Placement on Select Print and Digital Marketing

### DIRECTOR \$2,500

- Two (2) Mainstage Subscriptions
- Pre-Show & Intermission Receptions
- Invitation to Meet the Artists Reception **or** Director's Champagne Brunch
- Two (2) tickets + Sponsor Benefits to Special Fundraising Events
- 2/3 Page Ad in Print & Digital Program with Hyperlink
- Logo Placement on Select Print and Digital Marketing

### MAESTRO \$1,000

- Two (2) Mainstage Subscriptions
- Pre-Show & Intermission Receptions
- Invitation to Meet the Artists Reception **or** Director's Champagne Brunch
- Half Page Ad in Print & Digital Program with Hyperlink
- Logo Placement on Select Print and Digital Marketing

**CUSTOM PACKAGES AVAILABLE!**

LET'S BUILD SOMETHING TO MEET BOTH OUR MARKETING NEEDS

## OTHER WAYS TO *Support* PENSACOLA OPERA

### BECOME A FRIEND OF THE OPERA

Support from individuals makes up the largest portion of our annual contributed income and helps strengthen our community.

### IN-KIND TRADES

Pensacola Opera is always looking to work with local companies to provide the best patron experience possible! Food, beverage, videography, printing, event decor, office services, fitness, and more!

**More info:** [victor@pensacolaopera.com](mailto:victor@pensacolaopera.com)

### HOST AN ARTIST FOR A SEASON

In a typical season, housing costs for guest artists can easily exceed \$30,000. Become a housing hero and host an artist for a season and receive FREE opera tickets and other benefits.

**More info:** [cody@pensacolaopera.com](mailto:cody@pensacolaopera.com)

Production & Special Event Sponsorships | Victor Andzulis, Director of Development | [victor@pensacolaopera.com](mailto:victor@pensacolaopera.com)  
 Program Advertising & Media Sponsorships | Alex Hilkey, Marketing Director | [alex@pensacolaopera.com](mailto:alex@pensacolaopera.com)  
**850.433.6737 | PENSACOLAOPERA.COM | 75 S. TARRAGONA ST.**



*Love Opera.*