

# Sponsorship Opportunities at Cinnabar

## **\$1,000: Supporting Sponsor for Taste of Petaluma**

### **You receive prominent recognition:**

- Your logo in 5,000 e-mails
- Your logo and name on 2-4 banners displayed downtown (banners to be provided by sponsor; artwork subject to Cinnabar's approval)
- Your logo, your name, and a link to your URL on Taste of Petaluma's website for one year
- Your name in a press release on your event and press coverage where possible
- Your name in repeated announcements at the event
- Your name in the donor list in every souvenir program at Cinnabar for one year (10,000+)

### **You receive exclusive access:**

- A complimentary ticket to your event
- 2 invitations to the season preview party
- 2 invitations to the donors-only tour of Cinnabar
- Reserved seating when you purchase seats for any event at Cinnabar
- Invitations to exclusive CinnaLounge events throughout the year

**You also receive a tax deduction for the full value of your gift.**

## **\$2,500: Co-Sponsor for Taste of Petaluma**

### **You receive prominent recognition:**

- Your logo in 8,000 brochures on Cinnabar's upcoming events
- Your logo and name in 10,000 e-mails (2 mailings to 5,000 households)
- Your logo on 2,500 flyers and 500 posters
- Your logo and name on 5-8 banners displayed downtown (banners to be provided by sponsor; artwork subject to Cinnabar's approval)
- Your name in a press release on your event and press coverage where possible
- Your logo, your name, and a link to your URL on Taste of Petaluma's website for one year
- Your name on the home page of Cinnabar's website for one year
- Featured display table for your promotional materials at the event
- Your name in repeated announcements at the event
- Your name in the donor list in every souvenir program at Cinnabar for one year (10,000+)

### **You receive exclusive access:**

- 2 complimentary tickets to your event
- 2 invitations to the season preview party
- 2 invitations to the donors-only tour of Cinnabar
- Reserved seating when you purchase seats for any event at Cinnabar
- Invitations to exclusive CinnaLounge events throughout the year

**You also receive a tax deduction for the full value of your gift.**

## **\$5,000: Lead Sponsor for Taste of Petaluma**

*3 months of focused exposure with additional year-round benefits  
Emphasis on adults and seniors with disposable income*

### **You receive prominent recognition:**

- Your logo and name in 10,000 brochures on Cinnabar's season
- Your logo and name in 8,000 brochures on Cinnabar's upcoming events
- Your logo and name in 15,000 e-mails (weekly for 3 weeks to 5,000 households)
- Your logo, name, and 150-word promotional copy in 5,000 additional e-mails
- Your logo and name on 2,500 flyers and 500 posters
- Your logo and name on 1,500 maps and menus provided to all guests at Taste of Petaluma
- Your logo and name on tote bags given to the first 1,000 guests at Taste of Petaluma
- Your logo and name on 8-12 banners displayed downtown (banners to be provided by sponsor; artwork subject to Cinnabar's approval)
- Your logo, your name, and a link to your URL on Cinnabar's home page for one year
- Your logo, your name, and a link to your URL on Taste of Petaluma's website for one year
- Featured display table for your promotional materials at the event
- Your name in repeated announcements at the event
- Your name in the donor list in every souvenir program at Cinnabar for one year (10,000+)
- Your name in press releases on your event and press coverage where possible

### **You receive exclusive access:**

- 4 complimentary tickets to your event
- 4 invitations to the season preview party
- 4 invitations to the donors-only tour of Cinnabar
- Reserved seating when you purchase seats for any event at Cinnabar
- Invitations to exclusive CinnaLounge events throughout the year

### **You could receive valuable add-ons:**

- Distribution of your product samples or promotional materials to our audience
- Or lock in the standard benefits listed above for the next 2 years for only \$9,000

**You also receive a tax deduction for the full value of your gift.**

## **\$5,000: Lead Sponsor for the Great Petaluma Chili Cook-off & Beer Tasting**

*3 months of focused exposure with additional year-round benefits  
Emphasis on a younger, active demographic*

### **You receive prominent recognition:**

- Your logo and name in 8,000 brochures on Cinnabar's upcoming events
- Your logo and name in 15,000 e-mails (weekly for 3 weeks to 5,000 households)
- Your logo, name, and 150-word promotional copy in 5,000 additional e-mails
- Your logo on 4,000 ballots and 1,000 wristbands distributed to guests
- Your logo and name on 8-12 banners displayed downtown and at event (banners to be provided by sponsor; artwork subject to Cinnabar's approval)
- Your logo and name on 500 posters
- Your logo on 35 trophies awarded to winners and 50 T-shirts worn by volunteers
- Your logo, your name, and a link to your URL on Cinnabar's home page for one year
- Your logo, your name, and a link to your URL on the Chili Cook-Off website for one year
- Featured display table for your promotional materials at the event
- Your representative highlighted as an honorary judge for the chili or salsa tasting
- Your name in repeated announcements at the event
- Your name in the donor list in every souvenir program at Cinnabar for one year (10,000+)
- Your name in press releases on your event and press coverage where possible

### **You receive exclusive access:**

- 4 complimentary tickets to your event
- 4 invitations to the season preview party
- 4 invitations to the donors-only tour of Cinnabar
- Reserved seating when you purchase seats for any event at Cinnabar
- Invitations to exclusive CinnaLounge events throughout the year

### **You could receive valuable add-ons:**

- Creative product placement for your brand at the event – Ask us for ideas!
- Your logo and name on venue entrance, beer garden, indoor stage, and/or outdoor stage
- Your logo on all souvenir glasses (1,000)
- Distribution of your product samples or promotional materials to our audience
- Or lock in the standard benefits listed above for the next 2 years for only \$9,000

**You also receive a tax deduction for the full value of your gift.**

## **\$5,000: Executive Producer**

Lead Sponsor of a professional play, musical, or cabaret in Cinnabar's season

*3 months of focused exposure with additional year-round benefits*

*Emphasis on adults and seniors with disposable income*

### **You receive prominent recognition:**

- Your logo or name in 10,000 brochures on Cinnabar's season
- Your logo and name in the brochure for your show (8,000)
- Your logo and name in 15,000 e-mails (weekly for 3 weeks to 5,000 households)
- Your logo, name, and 150-word promotional copy in 5,000 additional e-mails
- Your logo or name on the cover and title page of the souvenir program for your show (1,000)
- Your personal or corporate bio alongside the artists' bios in our souvenir program (1,000)
- Your logo or name in print advertisements for your show
- Your name in the pre-show speech before each performance of your show
- Your logo, your name, and a link to your URL on Cinnabar's home page for one year
- Your name in the donor list in every souvenir program at Cinnabar for one year (10,000+)
- Your name in the press release on Cinnabar's season and all releases on your show
- Your promotional material in the display rack in our lobby
- A memento of the show signed by the artists

### **You receive exclusive access:**

- 4 complimentary tickets to your show with complimentary wine and dessert at intermission
- 4 invitations to the final dress rehearsal for your show
- 4 invitations to an orchestra rehearsal for your show (if appropriate)
- 4 invitations to the season preview party
- 4 invitations to the donors-only tour of Cinnabar
- Reserved seating for all events at Cinnabar
- Invitations to exclusive CinnaLounge events throughout the year

### **You could receive valuable add-ons:**

- Distribution of your product samples or promotional materials to our audience
- Insertion of your flier in our souvenir program at each performance of your show (1,000)
- Display table with your promotional materials on our patio at each performance
- Or lock in the standard benefits listed above for the next 2 years for only \$9,000

**You also receive a tax deduction for the full value of your gift.**

## **\$10,000: Young Rep Sponsor**

*Title sponsor for 28 performances of 4 different shows featuring local youth*

*Recognition year-round with emphasis on youth, teens, and parents of school-age children*

### **You receive prominent recognition:**

- Your logo or name in 10,000 brochures on Cinnabar's season
- Your logo or name on 32,000 brochures for upcoming shows (8,000 each for 4 shows)
- Your logo or name in 50,000 e-mails (10 messages over 12 months to 5,000 households)
- Your logo, your name, and 150-word promotional copy in 10,000 additional e-mails
- Your logo or name on the title page of 4,000 souvenir programs (1,000 each for 4 shows)
- Your bio next to the artists' bios in 4,000 souvenir programs (1,000 each for 4 shows)
- Your name in the donor list in every souvenir program for one year (10,000+)
- Your logo on 1,000 fliers (250 each for 4 shows)
- Your logo or name in print advertisements for Cinnabar's Young Rep
- Your logo and name on Young Rep signage in our lobby
- Your name in all press releases about Cinnabar's Young Rep for one year
- Your name in the pre-show speech before each Young Rep performance
- Your promotional material in our lobby display rack throughout the year
- Your logo, name, and link to your URL on every page of Cinnabar's website for one year

### **You receive exclusive access:**

- 3 tickets to every Young Rep show with coffee and dessert at intermission
- 4 invitations to the season preview party
- A private tour of Cinnabar, backstage, and a set from one of your shows for you and 10 guests
- Invitations to exclusive CinnaLounge events throughout the year
- Reserved seating for all events at Cinnabar

### **You could receive valuable add-ons:**

- Creative product placement for your brand in Young Rep performances!
- Distribution of your product samples or promotional materials to participating families
- Insertion of your flier in our souvenir program at every Young Rep show (4,000)
- Display table with your promotional materials on our patio at each show
- Or lock in the standard benefits listed above for the next 2 years for only \$18,000

**You also receive a tax deduction for the full value of your gift.**

## **\$25,000: Cinnabar's Season Sponsor**

*Title sponsor for 55 performances of 11 different professional plays, musicals, concerts, and opera  
Recognition year-round with emphasis on adults and seniors with disposable income*

### **You receive prominent recognition:**

- Your logo or name in all e-blasts sent by Cinnabar for one year (200,000+)
- Your logo or name in all brochures sent by Cinnabar for one year (60,000+)
- Your logo or name on the cover of every souvenir program for one year (10,000+)
- Your personal or corporate bio next to the artists' bios in every souvenir program (10,000+)
- Your name in the donor list in every souvenir program (10,000+)
- Your name in all press releases about Cinnabar for one year
- Your name in the pre-show speech before each professional performance for one year
- Your logo and name on exclusive signage in our lobby and parking lot
- Your logo or name on 18 banners and 6 marquee posters (3 banners/1 poster each for 6 shows)
- Your logo, name, and 150-word promotional copy in 10,000 e-mails in months of your choice
- Your logo or name in select print advertisements for Cinnabar
- Your promotional material in our lobby display rack throughout the year
- Your logo, name, and link to your URL on every page of Cinnabar's website for one year

### **You receive exclusive access:**

- 2 tickets to every professional show and every Young Rep show for one year with complimentary coffee and dessert at intermission
- 2 tickets to the annual garden concert and barbecue
- 2 tickets to Taste of Petaluma and the Great Petaluma Chili Cook-off
- 2 tickets to a concert of your choice
- 4 invitations to the season preview party
- 4 invitations to every dress rehearsal for one year
- A private party at Cinnabar for you and 10 guests, including a backstage tour
- Invitations to exclusive CinnaLounge events throughout the year
- Reserved seating for all events at Cinnabar

### **You could receive valuable add-ons:**

- Distribution of your product samples or promotional materials to our audience
- Insertion of your flier in our souvenir program at every season show (10,000+)
- Display table with your promotional materials on our patio before and after each show

**You also receive a tax deduction for the full value of your gift.**