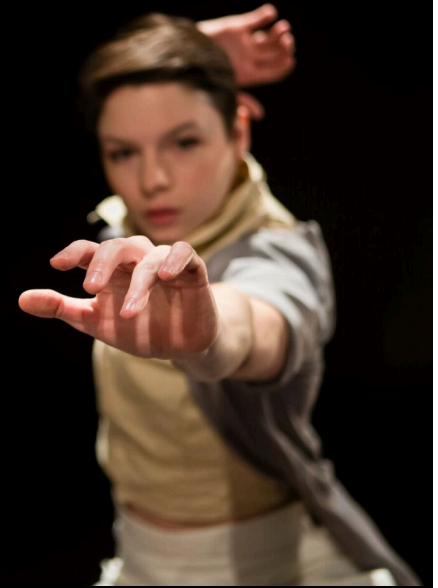


Corporate Sponsorship Options

NPAFE NATIONAL PERFORMING ARTS FUNDING EXCHANGE

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 www.npafe.org



This chart presents the broad, flexible scope of sponsorship options for partnering with performing artists in cities all around the United States.

The dollar amounts are illustrative. Actual sponsorships range from as little as \$2,500 for a local event, commission subsidy, or artist stipend to substantial budgets for a multi-city campaign over an extended period.

	SINGLE ARTIST- ONE PERFORMANCE OR SERIES	MULTIPLE ARTIST SERIES	NEW WORKS & COMMISSIONS	STIPENDS & SCHOLARSHIPS	"DECONSTRUCTED" HOW-THEY-DO-IT PRESENTATIONS
Audience Size + 1st Level WOM*	5,000 to >110,000	35,000 to >240,000	15,000 to >50,000	10,000 to several hundred thousand**	Sponsor-selected audience (internal staff, external invitees)
Reach New Customers	Yes	Yes	Yes	Yes	Depends on Sponsor Choice of Audience
Positive Brand Association	Strong	Strong	Strong	Strong	Strong
Marketing Enhancements	Strong	Strong	Medium	Strong	Strong
Media Recognition	Yes	Yes	Yes	Yes (including national)	Sponsor-dependent
Community Goodwill	Strong	Strong	Strong	Strong	Sponsor-dependent
Business Goodwill	Strong	Strong	Medium	Medium	Sponsor-dependent
Local & State Govt. Recognition	Yes	Yes	Yes	Yes	Sponsor-dependent
NPAFE Post-Event Survey Svcs	Yes	Yes	Yes	Yes	Sponsor-dependent
Customer Acquisition Cost	Low	Very Low	Low	Very Low	Very Low
Budget	\$2,500 - \$8,000 (single) \$5,000 - >\$25,000 (series - single or multiple cities)	\$7,500 - >\$45,000 depending on season, single or multiple cities	\$12,000 - >\$50,000 keyed to format, e.g. live, live + video with sponsor use rights	Minimum 4 at \$2,500 = \$10,000 + \$275 admin cost each stipend; sponsor rights to select recipients: add \$250 per stipend	\$4,000 - \$8,000