

Why Choose NPAFE Performing Arts Corporate Sponsorships for 2018?

Increasing customer loyalty is why. NPAFE's 2018 single and multi-city sponsorship options align corporate support for the Performing Arts with core interests and loyalty of more than 40,000,000 Americans in a virtually untapped \$27 billion market.

These are the very audiences loyal to leading performing arts groups that *create new works* in dance, theater, and serious music, the same performing artists whose multi-year audience appeal NPAFE has carefully verified.



Not just any audiences, either. They are middle- and high-income people with disposable time and money, opinion makers passing the word to friends and colleagues about the sponsors supporting the performing artists they all love.

They are audiences who care more about — and are loyal to — corporate sponsors that fund actual performing artists much more than brands funding theaters or venues where artists perform.

As a nonprofit building brand-enhancing partnerships between companies and performing artists, the **National Performing Arts Funding Exchange** enables corporate sponsors to benefit from exclusivity when supporting the Performing Arts. No dilution or brand names lost in tiny 5-point print at the back of a program.

NPAFE is the nation's **only** nonprofit resource enabling corporate sponsors to select local, regional, or even nationally-known performing arts partners with total confidence that the sponsor's brand message will be showcased exactly the way it wants. Before, during, and after each event. No more guesswork. No more risk.

Best of all, each of these **NPAFE** sponsor partnerships allows the sponsor to tell people exactly what its brand really stands for, with a home town flavor close to where the people live, work, bank and shop.

These are middle- and high-income audiences with real disposable time and money.

...opinion makers who care less about who funds performing arts centers and more about who funds the performing artists themselves.

...people who pass the word to their friends about the brands actually supporting the creative performing arts.

Exclusivity and a Low Budget Cost

- Your brand image, not the theater's
- Locally-appealing programs with the uniform brand message you want
- Strong integration with the brand's existing campaigns
- Strong appeal to broadcast, print and social media; measurable ROI
- Long-term sponsorship potential, easy roll-out in multiple markets
- Large venues, boutique settings, site-specific performances, everything in-between. Choose one, many, or all
- Powerful branding with NPAFE's unique "ArtSi" Performing Arts stipends

So That You Know

NPAFE arranges corporate sponsorships like these to expand funding available to the nation's exceptional community of entrepreneurial performing artists who lead, not just follow. They are the special talent creating new works **and** passing on their knowledge and skills to future generations.

Most performing artists don't meet both tests. But the ones who do have proven time and again how to make corporate funders known and respected by people all across America.

Our reason for being is to make sure that these artists and their corporate sponsors both succeed.

Sarah Nielsen at sarah.nielsen@npafe.org and **Nicki Schwenner** at nicki.schwenner@npafe.org are the **NPAFE** team leaders skilled at helping you build these powerful partnerships and make your brand look great!

NPAFE