

Three Compelling Ways to Make Your Brand Look Great and Build Customer Loyalty in 2020

NPAFE is the country's only nonprofit putting the power of the Performing Arts to work for brands wanting to reach and attract preferred customers, 40 million of them and counting. Whether a scheduled work, a site-specific performance tailored just for your brand, or a new world premiere, NPAFE showcases your brand value before, during, and after to the country's most sought-after consumers. Who? How many? See www.npafe.org and these [statistics](#).



1. Scheduled Performances That Will Make Your Brand Shine

You can be the exclusive sponsor for scheduled performances by acclaimed performing artists attracting high-end audiences ... powerful audiences anywhere from boutique to Lincoln Center-in size.

Time Frame	Single Artist			Multi-Artist (Multiply figures below by # of artist groups)		
	Scheduled	Planned	New Work	Scheduled	Planned	New Work
1 Event	\$1,200 - \$7,500	\$1,800-\$9,000	\$7,800 - \$35,000*	n/a	n/a	n/a
1-6 Months (per event)	\$1,200 - \$7,500	\$1,800-\$9,000	\$7,800 - \$35,000*	\$1,400 - \$7,800	\$1,950 - \$9,300	\$8,300 - \$37,000*
6+ Months (per event)	\$1,200 - \$7,500	\$1,800-\$9,000	\$7,800 - \$35,000*	\$1,400 - \$7,800	\$1,950 - \$9,300	\$8,300 - \$37,000*

2. NPAFE Creates a One-of-a-Kind Program that Matches Your Brand

You tell us your campaign goals and NPAFE will do the rest. We will hand select artist(s) that match your brand's image for reaching the best audiences. Your brand will be showcased before, during and after every performance.

	Single City	Multi-City
Per Group	\$2,100 - \$12,500*	\$2,700 - \$16,500*

3. ArtSi - Unique Brand Exclusivity with Broad Cross-Generational Appeal

NPAFE's Arts Stipend Initiative — ArtSi — where your brand gets showcased for supporting advanced degree Performing Arts professionals. These budget-friendly stipends go directly to advanced degree candidates launching Performing Arts business and arts careers, with each stipend confirming sponsor brand value to a broad universe of key demographic groups including college students, universities, parents, grandparents, and the business world. \$2,500 goes directly to the recipient, with \$700, \$500, or \$400 set aside for educational institution and NPAFE admin costs.

# of Stipends	Cost
Minimum 4	\$2,500 + \$700 = \$3,200 each
5-12	\$2,500 + \$500 = \$3,000 each
13+	\$2,500 + \$400 = \$2,900 each

&. You can even mix and match. Call or email to find out how!

We'll put together a package that will fit perfectly with your campaigns and your budget, and make your brand look great to the people who really count! Call Cliff Brody at 202.213.3076 or cbrody@npafe.org

*Figures may be higher, depending on time frames, filming options, travel, exclusivity, and other factors.