

THE TOWN HALL CENTENNIAL SPONSORSHIPS



THE TOWN HALL
A National Historic Landmark

A woman in a red dress is performing on a stage in front of a large audience in a grand hall. The stage is lit with blue and red lights. The audience is seated in rows, and the hall has a high ceiling with ornate details. The background features a large archway and a balcony.

THE TOWN HALL

OUR MISSION

To provide affordable world-class entertainment by new and established artists to a diverse audience.

To preserve and enhance Town Hall as a National Historic Landmark for the cultural enrichment of generations to come.

To inspire our community to appreciate and participate in the arts.

A woman in a red dress is speaking on a stage in front of an audience. The background features a large, dark, curved shape with a pattern of small circles in shades of orange and yellow. The text 'OUR VISION' is written in large, bold, yellow letters. The text 'THE TOWN HALL' is written in white letters on a dark background.

THE TOWN HALL

OUR VISION

Town Hall's vision is grounded in our legacy as a public forum for education, groundbreaking performances, and social change—both artistic and cultural. Since 1921, we have welcomed great thinkers, activists, and artists to our NYC stage. We envision a second century of artistic programming centering on our values of cultural equity, civic engagement, and freedom of expression. We will continue to be a stage of radical inclusion, where all voices are heard. We are successful when we provide a platform for the transformative power of performance and debate for artists and audiences alike.

\$100,000

Presenting Sponsor ONLY ONE AVAILABLE

TOWN HALL CENTENNIAL CONCERT BENEFITS

- 24** SEATS IN TWO ROWS PRIME CENTER ORCHESTRA
- 24** PRESHOW COCKTAIL PARTY
- 24** AFTERPARTY
- ✓ NAMED CENTENNIAL CONCERT SPONSOR (e.g. Your Company Presents...)
- ✓ OPPORTUNITY TO WELCOME GUESTS FROM STAGE PRESHOW
- ✓ PROJECTED LOGO GOBOS IN THE AUDITORIUM PRE- AND POST-PERFORMANCE
- ✓ LOGO ON COVER OF CENTENNIAL PROGRAM
- ✓ FULL-PAGE AD ON BACK COVER OF CENTENNIAL PROGRAM

YEAR-ROUND PRESENTING SPONSOR BENEFITS

- ✓ TITLE SPONSOR OF A TOWN HALL PRESENTS SHOW
- 14** SEATS PRIME ORCHESTRA ROW TO TITLE SHOW (secured three weeks in advance)
- ✓ LOGO ON TOWN HALL BRANDED ENTRANCE SIGNAGE AT TITLE PERFORMANCE
- ✓ ACCESS TO VIP TICKETS TO VISITING PRESENTER EVENTS AS AVAILABLE
- ✓ PROJECTED GOBOS LOGO IN THE AUDITORIUM FOR TITLE SHOW PRE- AND POST-PERFORMANCE
- ✓ SPONSOR WILL BE IDENTIFIED ON ALL 2022-23 PRINT & DIGITAL MARKETING COLLATERAL
- ✓ ACCESS TO VIP TICKETS TO VISITING PRESENTER EVENTS AS AVAILABLE
- ✓ PERMANENT DONOR WALL RECOGNITION



\$50,000

Partner Sponsor

TOWN HALL CENTENNIAL CONCERT BENEFITS

- 12** SEATS IN ONE ROW CENTER ORCHESTRA
- 12** PRESHOW COCKTAIL PARTY
- 12** AFTERPARTY
- ✓ NAMED CENTENNIAL CONCERT PARTNER
- ✓ OPPORTUNITY TO WELCOME GUESTS AT CENTENNIAL PRESHOW COCKTAIL PARTY
- ✓ RECOGNITION FROM THE STAGE AT CONCERT, PRESHOW COCKTAIL PARTY, AND AFTERPARTY
- ✓ FULL-PAGE AD IN PROGRAM BOOKLET
- ✓ LOGO RECOGNITION ON ALL PRINT AND DIGITAL MARKETING COLLATERAL WITH LINK TO COMPANY WEBSITE

YEAR-ROUND PARTNER SPONSOR BENEFITS

- ✓ TITLE SPONSOR OF A TOWN HALL PRESENTS SHOW
- 14** SEATS PRIME ORCHESTRA ROW TO TITLE SHOW (secured three weeks in advance)
- ✓ LOGO ON TOWN HALL BRANDED ENTRANCE SIGNAGE AT TITLE PERFORMANCE
- ✓ ACCESS TO VIP TICKETS TO VISITING PRESENTER EVENTS AS AVAILABLE
- ✓ PROJECTED GOBOS LOGO IN THE AUDITORIUM FOR TITLE SHOW PRE- AND POST-PERFORMANCE
- ✓ SPONSOR WILL BE IDENTIFIED ON ALL 2022-23 PRINT & DIGITAL MARKETING COLLATERAL
- ✓ ACCESS TO VIP TICKETS TO VISITING PRESENTER EVENTS AS AVAILABLE
- ✓ PERMANENT DONOR WALL RECOGNITION



\$25,000

Partner Sponsor

TOWN HALL CENTENNIAL CONCERT BENEFITS

- 12** SEATS IN ONE ROW CENTER ORCHESTRA
- 12** PRESHOW COCKTAIL PARTY
- 12** AFTERPARTY
- ✓ NAMED CENTENNIAL CONCERT PARTNER
- ✓ RECOGNITION FROM THE STAGE AT CONCERT AND PRESHOW COCKTAIL PARTY
- ✓ FULL-PAGE AD IN PROGRAM BOOKLET
- ✓ LOGO RECOGNITION ON ALL PRINT AND DIGITAL MARKETING COLLATERAL WITH LINK TO COMPANY WEBSITE

YEAR-ROUND PARTNER SPONSOR BENEFITS

- ✓ TITLE SPONSOR OF A TOWN HALL PRESENTS SHOW
- 8** SEATS PRIME ORCHESTRA ROW TO TITLE SHOW (secured three weeks in advance)
- ✓ LOGO ON TOWN HALL BRANDED ENTRANCE SIGNAGE AT TITLE PERFORMANCE
- ✓ ACCESS TO VIP TICKETS TO VISITING PRESENTER EVENTS AS AVAILABLE
- ✓ PROJECTED GOBOS LOGO IN THE AUDITORIUM FOR TITLE SHOW PRE- AND POST-PERFORMANCE
- ✓ SPONSOR WILL BE IDENTIFIED ON ALL 2022-23 PRINT & DIGITAL MARKETING COLLATERAL
- ✓ ACCESS TO VIP TICKETS TO VISITING PRESENTER EVENTS AS AVAILABLE
- ✓ PERMANENT DONOR WALL RECOGNITION



MEDIA & PROMOTIONAL BENEFITS

\$100,000

Presenting Sponsor

\$50,000

Partner Sponsor

\$25,000

Partner Sponsor

SOCIAL MEDIA

The sponsor will have the ability to creatively partner with and be promoted by Town Hall's social media extensions – 27,000-plus social media followers across:

Facebook

Instagram

Twitter

YouTube

PRODUCT PROMOTION AND ACTIVATION

Sponsors could enjoy promotional and activation rights depending on availability for selected performances during the season including:

- Creative, tailored activation overlay(s)
- Eight-foot table display
- 10-second pre-roll ad or 5-second interstitial slide on livestream(s)
- Product placement backstage for key influencers (artists, staff, etc.) as appropriate
- Use of venue name/logo in related promotional materials
- Access to series' (X) name database (one time via third-party mail house, available for an additional fee)

MEDIA & PROMOTIONAL BENEFITS

\$100,000

Presenting Sponsor

\$50,000

Partner Sponsor

\$25,000

Partner Sponsor

ELECTRONIC MEDIA

- Logo in local TV broadcast (available for an additional fee)
- ID in local radio broadcast spots WNYC, WQXR (available for a fee)

PRINT MEDIA

- Ad in season brochure
- Ad in series events' show program booklets
- Quarter-page ad in program booklets throughout the season
- ID on sponsor recognition page in the program booklet
- Other season local print publications (target marketing)

OUTDOOR ADVERTISING

- Logo on illuminated bus shelter posters
Up to 10 locations in Manhattan (tentative)
- Logo on limited subway ad campaign
Up to 10 locations in Manhattan (tentative)



MEDIA & PROMOTIONAL BENEFITS

\$100,000

Presenting Sponsor

\$50,000

Partner Sponsor

\$25,000

Partner Sponsor

DIGITAL MEDIA

- Logo in an online campaign: Google, Facebook, details TBA (tentative)
- ID in public relations campaign
- Acknowledgment in series events' press releases
 - ID on Town Hall website and email campaign
 - Logo and link on four sponsored show pages of series (200,000 unique visitors per season)
 - Logo and link on the Town Hall email blast to 170,000-plus registered users — 16.7% average open rate (one time during the season)
 - Sponsor's offer in email blasts to 170,000-plus registered users (one time during the season)

REPORTING

The Town Hall will provide a comprehensive report including documentation, measurement, and value analysis within 45 days of the end of the season

CENTENNIAL CONCERT SPECIFIC BENEFITS

\$15,000

2 Adjoining Loge Boxes

BENEFITS

12 TICKETS IN TWO ADJOINING LOGE BOXES
OR

18 PRIME ORCHESTRA SEATS

12/18 PRESHOW AND AFTERPARTY

- Event partner with listing on all event collateral and signage
- Quarter-page ad in program

YEAR-ROUND BENEFITS

- Permanent donor wall recognition
- Six tickets to two Town Hall Presents shows for one season
- Name and logo on all Town Hall season advertising
- Quarter-page ad in Town Hall Presents program
- Quarter-page ad in season brochure
50,000 sent to Town Hall members and supporters

\$10,000

1 Loge Box

BENEFITS

6 PRIME ORCHESTRA SEATS

6 PRESHOW COCKTAILS AND AFTERPARTY

- Event partner with listing on all event collateral and signage
- Quarter-page ad in program

YEAR-ROUND BENEFITS

- Permanent donor wall recognition
- Six tickets to two Town Hall Presents shows for one season
- Name and logo on all Town Hall season advertising
- Quarter-page ad in Town Hall Presents program
- Quarter-page ad in season brochure
50,000 sent to Town Hall members and supporters

CENTENNIAL CONCERT SPECIFIC BENEFITS

\$5,000

Producers Circle

BENEFITS

- 4** PRIME ORCHESTRA SEATS
- 4** PRESHOW COCKTAILS AND AFTERPARTY
- Event partner with listing on all event collateral

\$2,500

Partner

BENEFITS

- 2** PRIME FIRST THREE ROWS ORCHESTRA SEATS
- 2** PRESHOW COCKTAILS AND AFTERPARTY
- Recognition in program
- Name plate on a seat
- Four tickets to preshow cocktails and afterparty

