



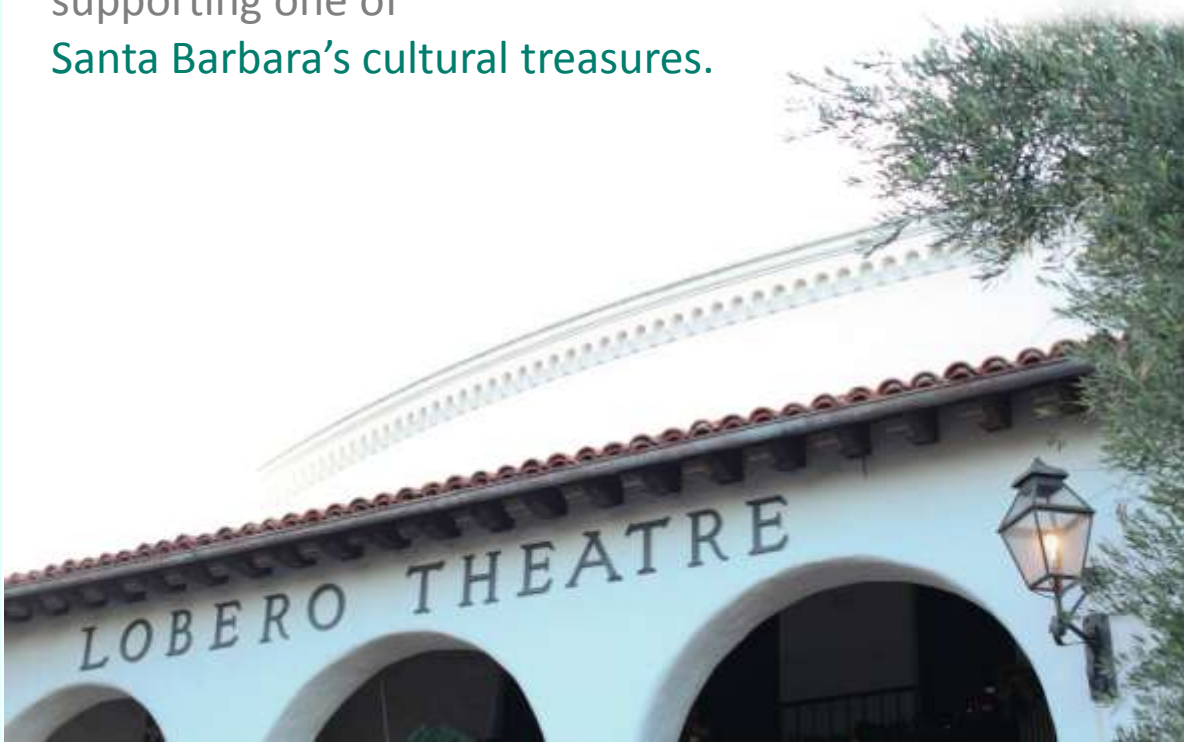
Lobero Theatre Foundation

Corporate Sponsorship Program

2011-2012

Because **Lobero LIVE events** appeal to a discerning and sophisticated audience, a **Corporate Sponsorship** is an ideal vehicle to increase presence and awareness of your product to potential customers.

Perhaps the greatest dividend comes from the tremendous amount of public exposure you'll receive supporting one of **Santa Barbara's cultural treasures.**





Corporate Sponsorship Benefits

- Color ad in *Backstage at the Lobero*
- Tickets to [Lobero LIVE](#) Events
- Cocktail receptions and special events in the Lobero Courtyard
- Advance notice to special added shows
- Meet featured artists following performances
- Prominent Logo Placement
- Annual donor recognition in *Backstage at the Lobero*
- VIP Hotline service for additional ticketing needs
- Flexibility to be featured at a single Lobero LIVE show
- Priority booking for the Lobero Courtyard for a private/corporate events





\$5,000 Sponsorship includes:

- 2 Tickets to each **Lobero LIVE** event for you, your staff, and/or clients
 - Use your tickets throughout the entire season, or concentrate them on a certain series (for example, Jazz only.)
 - Bring a larger group to one or two particular shows.
- Invitations to pre-show receptions and special events in the Lobero Courtyard for you & your invited guests
- Half Page, Full Color ad in both the Fall & Spring editions of the *Backstage at the Lobero magazine*
 - Reaching 11,000± Lobero donors and audience members twice annually.
- Your logo on Corporate Sponsor page in *Backstage at the Lobero*
- Annual donor recognition in *Backstage at the Lobero magazine*
- Your logo on Corporate Sponsor Poster in theatre foyer
 - Reaching 70,000± audience members each year.
- Listing on Lobero.com with a link to your website.
 - Reaching 85,000± annually.
- Opportunity to meet featured artists following performances
- Advance notice to special added shows
- VIP Hotline service for additional ticketing needs



\$10,000 Sponsorship includes:

All previously listed benefits PLUS:

- 2 additional tickets to each **Lobero LIVE** event for you, your staff, and/or clients
 - Use your tickets throughout the entire season, or concentrate them on a certain series (for example, Jazz only.)
 - Bring a larger group to one or two particular shows.
- Upgrade to a Full Page, Full Color ad in both the Fall & Spring editions of the *Backstage at the Lobero magazine*
 - Reaching all Lobero donors and 11,000± audience members twice annually.
- The opportunity to be the Featured Corporate Sponsor for a single **Lobero LIVE** show
 - Special recognition on signage for that evening, as well as the opportunity to place your banner at our theatre for the event.
- Priority booking opportunity to use the Lobero Courtyard and/or Theatre for a private or corporate event.



Your Money, Used Your Way

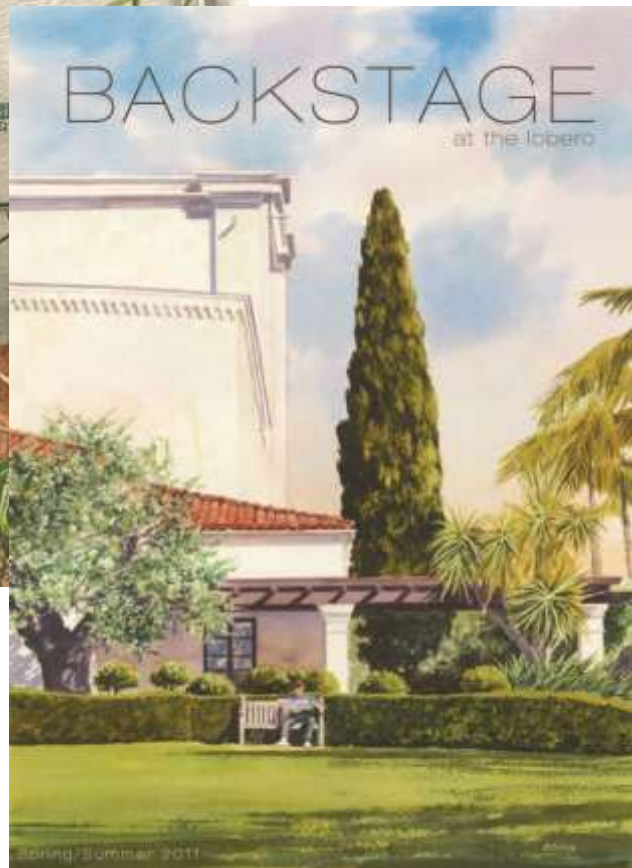
- Allocate the money towards our Annual Fund
- Or, choose to benefit a specific program
 - Youth Programs
 - Dance
 - Jazz at the Lobero
 - More options available.





Full Color ad in *Backstage at the Lobero*

- \$5,000 Sponsorship receives a half page ad
- \$10,000 Sponsorship receives a full page ad
- Distribution by mail to 11,000± audience members and Lobero donors twice annually





Tickets & Advance Notice for Lobero LIVE events

For use by you, your staff, and/or your clients

2011-2012 Lineup includes, but is not limited to:

- Gary Burton Quartet
- Regina Carter Quintet
- Charles Lloyd and Maria Farantouri
- Brubeck Institute Jazz Quintet
- Ryan Adams
- Keb' Mo'
- Boz Scaggs
- Ute Lemper
- DANCEworks residency with
Brian Brooks Moving Company
- Mike Birbiglia
- It's Magic!
- Hello My Baby!

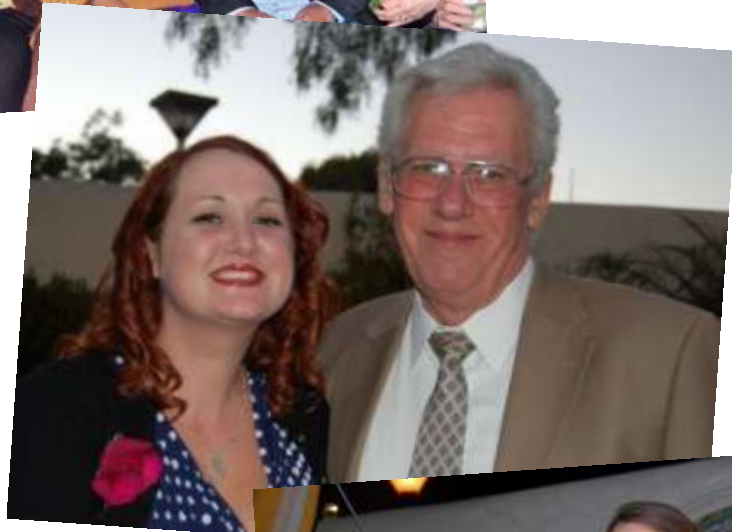
Plus Special Events TBA

* Lineup subject to change



Pre-show receptions in the Lobero Courtyard

- You, your staff, and/or your clients are invited
- Meet Patron Ticket buyers and LTF's hand-picked guests, Board Members, Donors and fellow Corporate Sponsors.





Prominent Logo Placement

Your logo and website link will be featured on:

- Lobero.com, reaching 85,000± each year

The collage features several instances of the Lobero Live logo and website link:

- Website Screenshot:** A screenshot of the Lobero Live website. The logo is prominently displayed in the top left corner. The main content area lists upcoming events, including "The Police Brothers - THIS EVENT HAS BEEN POSTPONED" and "The Capitol Steps". A "Donate Now!" button is visible on the right side.
- Corporate Sponsor Poster:** A poster for "CORPORATE SPONSORS" featuring a group of performers on stage. The Lobero Live logo is prominently placed in the bottom left corner. The text on the poster includes: "We're proud to support Santa Barbara's cultural treasure, the Lobero Theatre, which provides the community with great entertainment year after year in a fantastic venue. The Lobero Theatre is the Heart of Santa Barbara and we are privileged to play a small role in helping keep it alive and well." - Fidelity Investments. Below this, it says: "Become a Corporate Sponsor Sponsor a single show, a series, or an entire season and receive great benefits for your company." and "Because Lobero events appeal to a discerning and sophisticated audience, a Corporate Sponsorship is an".



Prominent Logo Placement

Your logo will be featured on:

- Corporate Sponsor page in *Backstage at the Lobero*
- Mailed to 11,000± Lobero donors and presented to 70,000± Lobero Audience Members





Prominent Logo Placement

Your logo will be featured on:

- Corporate Sponsor Poster in theatre foyer, visible to 70,000± audience members each year

Family of Corporate Sponsors 2009-2010 *Partners in Live Performance*

“ We’re proud to support Santa Barbara’s cultural treasure, the Lobero Theatre, which provides the community with great entertainment year after year in a fantastic venue. The Lobero Theatre is the heart of Santa Barbara and we are privileged to play a small role in helping keep it alive and well. ”
– Kai Bartschl, Fidelity Investments



Please contact Jessica Simon at (805) 966-4946 x 607 for information on how you can enjoy the many benefits of Lobero Corporate Sponsorship. We welcome the opportunity to tailor a benefit package for your business.





Prominent Logo Placement

Your logo will be featured on:

- Print advertising and Posters for Lobero LIVE Events , as appropriate



Meet featured artists

- Corporate sponsors have the opportunity to come to the artist Green room after **Lobero LIVE** performances

*Subject to artist participation.



Noel "Paul" Stookey, August 2010



Judy Collins, February 2011



Be a Featured Corporate Sponsor for a Single Lobero LIVE show

Choose the perfect audience for your company by hand-picking a **Lobero LIVE** show that best fits your company.

- Special recognition on signage for the evening
- Featured advertising space on table tops during reception
- Place your banner at the event
- Available for \$10,000 supporters only





Sponsor a Lobero LIVE Pre-Show Reception

Donors, Patrons, Board members, Corporate Sponsors, Subscribers, and other VIP's are invited to attend as a way of thanking past donors and cultivating future ones.

- About 100 people in attendance, providing a great opportunity to showcase your food and services to an elite group.
- Many options available! The LTF is happy to design an option that will fit your company best.

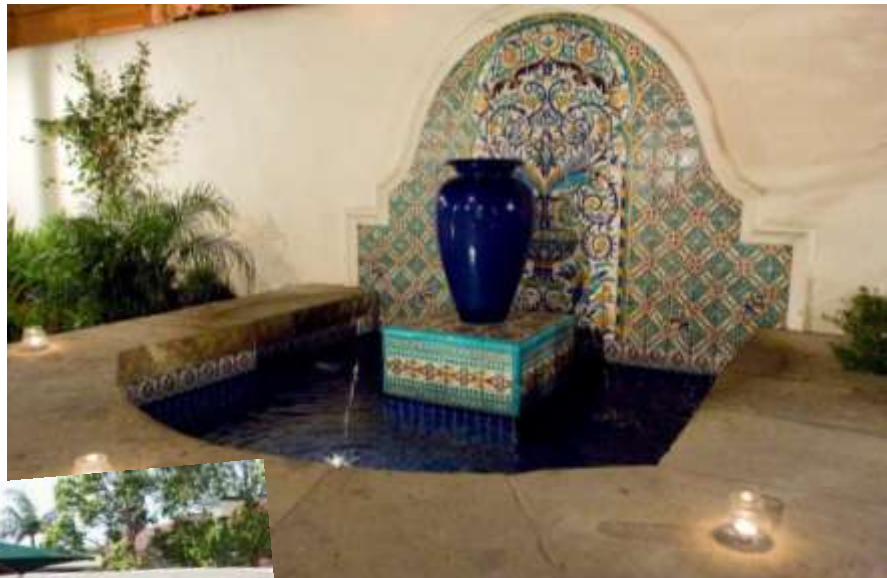




Priority Booking

Use the Lobero Courtyard for a private/corporate event.

*Corporate discounts available if event requires union staff or other fees.





To become a Corporate Sponsor, or design a custom program to fit your company, contact [Jessica Simon](#)
(805) 966-4946 ext. 607
jsimon@lobero.com

