Through the financial hardship created by the pandemic, The Englert Theatre has continued to produce nationally recognized art in our historic theater and throughout the community, while we were unable to welcome the community through our doors, we supported over 200 local artists, contributing to the local arts economy in a crucial moment in our history.

As you know, The Englert not only provides a great place to experience art—both new and familiar, but serves as an economic catalyst, enhances the community in which we live, and provides a great place to work for over 60 employees.

As we reopen our doors, you’ll see an intense acceleration in programming—30% growth since 2019—which means that your business will have even more opportunities for recognition.

And of course, your support will help us to continue our amazing programming, invest in our historic building, and expand our educational and diversity & inclusion opportunities.

We’re excited to be able to share our updated sponsorship benefits as we have a great deal of hope for the future of our organization.

Thank you for helping us to rebuild and welcome our community back!

Katie Roche
Development Director

PHOTO CREDIT: CHRISTOPHER HUNTER
The Englert Theatre presents

70+ Events

In our historic theatre,

15+ Events

Through local collaborations, and

60+ Events

Through special programs like Mission Creek.

Our programs and partnerships serve

99,000+ People
Our Impact

We all know that The Englert provides a place to experience art, but research shows that having a thriving arts organization in your community brings tourism dollars to your business, increases the value of your property, and ultimately makes your community a better place to live.

68% of tourism is driven by art

2× more spent on cultural tourism than other tourism

Livability

Research from the National Endowment for the Arts shows that increased presence per capita of arts and culture nonprofits and arts and entertainment establishments correlates strongly with increased livability.

20% Increase

Having a cultural organization in a community has been shown to increase the nearby residential property values by up to 20 percent.
YOUR OPPORTUNITY

By partnering with The Englert Theatre you’re making an investment in your community. Take a look at how that investment affects the community and your business.

$2.4 MILLION
Patrons of The Englert spend over $2 million right here in our community. From hotels, to coffee shops and restaurants, to gas stations, that’s money that pays salaries that ultimately benefits the local economy.

$240,000
Over the course of a year, the activity at The Englert generates around $240k in state and local tax revenue... money that supports roads, parks, and schools in our community.

$29.5 MILLION
in 2014, event attendees spent nearly $30 million right here in the cultural corridor NOT including the cost of admission. Those dollars help local businesses thrive.

UNLESS OTHERWISE NOTED, DATA WAS SOURCED FROM AMERICANFORTHEARTS.ORG/SOCIALIMPACT
With just over **41,000** subscribers and followers, our audience contains the customers you’re trying to reach. We are growing our audience at a rate of **12% annually** so our sponsors will have more opportunities to connect with potential customers.

Launched in 2019, our YouTube channel has already garnered over **8.5k views**. That’s more than **331 hours** of content viewed where your business could be featured.

Our email program has **36k subscribers** with a **20% open rate**, which means your brand will be seen more often.
OUR WEBSITE ANALYTICS
FROM ENGLERT.ORG IN 2021

WEB VIEWS IN IOWA

104,985 VIEWS IN 2021

METRO AREA WEB VIEWS

176,523 VIEWS IN 2021

IN-MARKET SEGMENTS

What are our website visitors purchasing?

- HOTELS & ACCOMMODATIONS
- APPAREL & ACCESSORIES
- RESIDENTIAL PROPERTY
- POST SECONDARY EDUCATION
- AIR TRAVEL
- CONCERTS
- HOME DECOR
- MUSIC FESTIVAL TICKETS
- EMPLOYMENT

AFFINITY CATEGORIES

What activities are our website visitors passionate about?

- 30-MINUTE CHEFS
- MUSIC LOVERS
- HEALTH & FITNESS BUFFS
- MOVIE LOVERS
- BOOK LOVERS
- ART & THEATER AFICIONADOS
- GREEN LIVING ENTHUSIASTS
- AVID INVESTORS
- TRAVEL BUFFS
- VALUE SHOPPERS

SOURCE: GOOGLE ANALYTICS
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Season Presenter</th>
<th>Season Sponsor</th>
<th>Marquee</th>
<th>Spotlight</th>
<th>Event</th>
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<tbody>
<tr>
<td>Exclusivity</td>
<td>Exclusive</td>
<td>Industry</td>
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<td>Logo Placement</td>
<td>Primary</td>
<td>Secondary</td>
<td>Tertiary</td>
<td>Tertiary</td>
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<tr>
<td>Programming</td>
<td>Englert Presents Events</td>
<td>Englert Presents Events</td>
<td>Festival Programming</td>
<td>Festival Programming</td>
<td>Festival Programming</td>
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<tr>
<td>Marketing</td>
<td>Website Footer, Email Footer, &amp; Building Signage</td>
<td>Print Recognition</td>
<td>Digital Recognition</td>
<td>Stages Magazine Ad (In Each Issue)</td>
<td>Newsletter Sponsor Spotlight</td>
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<tr>
<td>Recognition</td>
<td>Preferred Placement</td>
<td>Secondary Placement</td>
<td>Preferred Placement</td>
<td>Inside Back Cover</td>
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<tr>
<td>Stages Magazine Ad (In Each Issue)</td>
<td>6 Times/YEAR</td>
<td>4 Times/YEAR</td>
<td>2 Times/YEAR</td>
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<td>Jason Program</td>
<td>6 Passes</td>
<td>4 Passes</td>
<td>2 Passes</td>
<td>2 Passes</td>
<td>2 Passes</td>
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<tr>
<td>ENGLERT PRESENTS EVENTS</td>
<td>4 TIX/Event</td>
<td>2 TIX/Event</td>
<td>2 TIX/Event</td>
<td>2 TIX/SPONSORED EVENT</td>
<td>2 TIX/SPONSORED EVENT</td>
</tr>
<tr>
<td>Event</td>
<td>2 TIX/SPONSORED EVENT</td>
<td>2 TIX/SPONSORED EVENT</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Benefits

- **Representational Hierarchy**
  - Logo Placement: Primary, Secondary, Tertiary
  - Sponsorship Level Exclusivity: Exclusive, Industry, N/A

- **Programming Representation**
  - Englert Presents Events: 7 Events, 5 Events, 2 Events
  - Festival Programming: 2 Events

- **Marketing Representation**
  - Website Footer, Email Footer, & Building Signage
  - Print Recognition: Preferred Placement, Secondary Placement
  - Digital Recognition: Preferred Placement, Secondary Placement
  - Stages Magazine Ad (In Each Issue): Inside Back Cover, Logo
  - Newsletter Sponsor Spotlight: 6 Times/YEAR, 4 Times/YEAR, 2 Times/YEAR

### Ticket & Passes

- Festival Programming: 6 Passes, 4 Passes, 2 Passes
- Englert Presents Events: 4 TIX/Event, 2 TIX/Event, 2 TIX/SPONSORED EVENT, 2 TIX/SPONSORED SHOW

### Best Show Ever Podcast

Our weekly podcast offers sponsors the opportunity to advertise their business with 30 or 60 second ads purchased individually or in groups at a discount:

**30-Second Ads**
- Each: $100
- x4: $350
- Save: $50

**60-Second Ads**
- Each: $200
- x4: $650
- Save: $150

With a commitment of 3+ years, we offer a 10% discount on any package.
MEMBERSHIP SPONSORS

Our membership programs, Friends of the Englert and Fellowship for the Future create vital support for Englert programs and operations. For $6,000 you can now sponsor these programs and be recognized on communications to our supporters.

**Representation Includes** logo or text placement on: presale emails, membership website, fundraising pages, fundraising letters.

**Plus,** you’ll receive 2 tickets to EVERY Englert Presents event.

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**Mission Creek Festival**

**APRIL 7-9**

**DOWNTOWN IOWA CITY**

**MUSIC + LIT COMMUNITY**

**2022 LINEUP**

BEACH BUNNY • SOCCER MOMMY • ELIZABETH MOEN • SON LUX • RIC WILSON • TENNYSON KASSA OVERALL • DOS SANTOS • TEMPER SQUIRREL FLOWER • CADENCE WEAPON TEMPER • HAYLEY HEYNDEICKX • TRE BURT CORRIDOR • THE BODY • AROOJ AFTAB FENNESZ • AARON DILLOWAY • KMRU • FACS OHMME • PEEL DREEM MAGAZINE • ADIA VICTORIA • WILLY TEA