

# THE ENGLERT THEATRE

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## SPONSORSHIP GUIDE

# WELCOME

At over 100 years old, The Englert Theatre exists because of broad community support. In the last two decades as a non-profit, nearly 700 area businesses have made the choice to sponsor The Englert, understanding the role that the theater plays as an economic catalyst, enhancing the community in which we live, while providing a great place to work for over 60 employees.

Your support as a sponsor not only provides you with great recognition and benefits, but helps support The Englert's vision to **build and sustain a thriving arts-centered community** and an organization where all can feel welcome, seen, heard, valued, and at home. Your support helps us present art that helps introduce our community to new ideas and perspectives, all while responsibly caring for the landmark historic theater that has become a symbol of our downtown and our creative ecosystem.

We continue to dramatically expand our educational offerings and thoughtfully grow our programming, which means partners like you will have even more opportunities for recognition. And of course, your support will help us continue the investments in our historic building and expand our community engagement opportunities.

We're excited 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 sustain The Englert!



**JOHN SCHICKEDANZ**  
EXECUTIVE DIRECTOR



# THE ENGLERT THEATRE

OUR FAMILY OF BRANDS

ENGLERT  
PRESENTS



MISSION  
CREEK  
FESTIVAL

ENGLERT  
EDUCATION

*In an average year*

WE DONATE

**2,500 FREE TICKETS**

WE AIM TO ENGAGE

**1,300 YOUTH**

WE FOSTER OPPORTUNITIES BY BOOKING

**31% IOWAN-BASED ARTISTS**

WE EMPLOY

**11 FULL & 35 PART-TIME EMPLOYEES.**

OUR PROGRAMS AND PARTNERSHIPS SERVE

**99,000+ PEOPLE**



# OUR IMPACT

The Englert not only serves as a venue for artistic experiences but also plays a vital role in contributing to the economic and cultural vitality of the community. Research indicates that the presence of a flourishing arts organization, such as The Englert, attracts tourism revenue to local businesses, enhances property values, and contributes to an overall improvement in the quality of life within the community.



**80%**

of tourism in the U.S. is driven by culture.

**60% MORE** is spent on cultural tourism that other types of tourism.

**40%**

of people feel more positive about their community after taking part in the arts.

# 20% INCREASE

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



# LIVABILITY

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



# YOUR POTENTIAL

When you partner with us, you're investing in the success of our community. The events that we produce represent a vibrant economic driver for business across our region. By supporting The Englert, you bring money into our community which supports local businesses. Take a look below at the data collected by the Arts & Economic Prosperity (AEP6) Study conducted in 2022 here in Johnson County.



**\$16.2 MILLION**

Event attendees spend nearly \$16.2 million annually right here in the Johnson County NOT including the cost of admission. Those dollars help local businesses thrive.



**528**

Nonprofit arts organizations in Johnson County provide work for over 500 full-time equivalent positions annually.



**\$5.4 MILLION**

The Englert and other nonprofit arts organizations in Johnson County generates around \$5.4 million in state, local, and federal tax revenue annually – money that supports our community.

EXPENSE CATEGORY	LOCAL PATRONS	NONLOCAL PATRONS	ALL PATRONS
Food & Drink	\$15.73	\$30.63	\$19.69
Retail Shopping	\$7.11	\$11.30	\$8.22
Overnight Lodging	\$0.96	\$21.91	\$6.54
Local Transportation	\$1.91	\$9.38	\$3.90
Clothing	\$1.90	\$2.05	\$1.94
Groceries	\$2.03	\$6.20	\$3.14
Childcare	\$1.32	\$3.19	\$1.82
Other/Miscellaneous	\$1.45	\$1.70	\$1.52
<b>OVERALL AVERAGE</b>	<b>\$32.41</b>	<b>\$86.36</b>	<b>\$46.77</b>

UNLESS OTHERWISE NOTED, DATA WAS SOURCED FROM: AEP 6 JOHNSON COUNTY SUB-STUDY CONDUCTED IN 2022



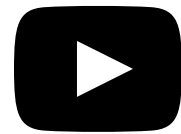
# OUR AUDIENCE

AS OF 09/28/22

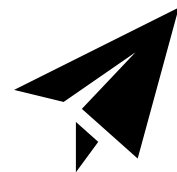
## SUBSCRIBERS & FOLLOWERS BY PLATFORM



With over **43,000** subscribers and followers, our audience contains the customers you're trying to reach. We are growing our audience at a rate of **15% annually**, so our sponsors will have more opportunities to connect with potential customers.



Launched in 2019, our YouTube channel has already garnered over **12k views**. That's more than **500 hours** of content viewed where your business could be featured.



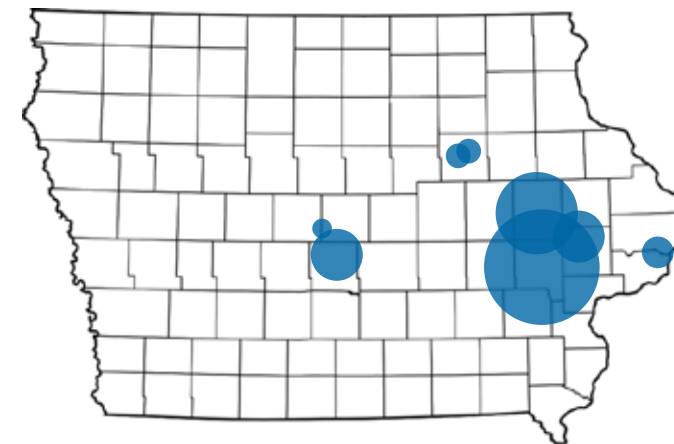
Our email program has **36k subscribers** with a **40% open rate**, which means your brand will be seen more often, and your brand will land directly in the inbox of your target audience.

# OUR WEBSITE

FROM ENGLERT.ORG IN 2022

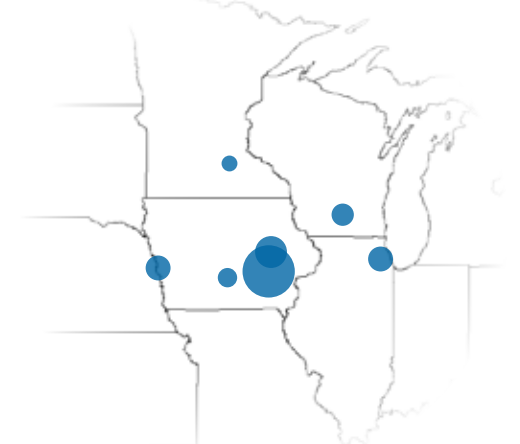


### WEB VIEWS IN IOWA



236,667 VIEWS IN 2022

### METRO AREA WEB VIEWS



129,040 VIEWS IN 2022

### IN-MARKET SEGMENTS

What are our website visitors purchasing?

- HOTELS & ACCOMMODATIONS
- CONCERTS
- 30-MINUTE CHEFS
- MUSIC LOVERS
- APPAREL & ACCESSORIES
- HOME DECOR
- HEALTH & FITNESS BUFFS
- MOVIE LOVERS
- RESIDENTIAL PROPERTY
- MUSIC FESTIVAL TICKETS
- BOOK LOVERS
- ART & THEATER AFICIONADOS
- POST SECONDARY EDUCATION
- EMPLOYMENT
- GREEN LIVING ENTHUSIASTS
- AVID INVESTORS
- AIR TRAVEL
- TRAVEL BUFFS
- VALUE SHOPPERS

### AFFINITY CATEGORIES

What activities are our website visitors passionate about?

# SPONSORSHIP LEVELS

	TITLE SPONSOR \$20,000	SEASON PRESENTER \$15,000	SEASON SPONSOR \$10,000	SPOTLIGHT \$5,000	EVENT \$2,500
REPRESENTATIONAL HIERARCHY					
LOGO PLACEMENT	PRIMARY	SECONDARY	TERTIARY	TERTIARY	TERTIARY
PROGRAMMING REPRESENTATION					
ENGLERT PRESENTS EVENTS	✓	✓	✓	3 EVENTS	1 EVENT
MISSION CREEK FESTIVAL	✓	✓	N/A	N/A	N/A
ENGLERT EDUCATION	✓	N/A	N/A	N/A	N/A
MARKETING REPRESENTATION					
WEBSITE FOOTER, EMAIL FOOTER, & BUILDING SIGNAGE	✓	✓	✓	N/A	N/A
ON STAGE CURTAIN TALK*	✓	✓	✓	DURING SPONSORED EVENT	
PRINT RECOGNITION	PREFERRED PLACEMENT	SECONDARY PLACEMENT	TERTIARY PLACEMENT	LOGO PLACEMENT ON EVENT MATERIALS	
DIGITAL RECOGNITION	PREFERRED PLACEMENT	SECONDARY PLACEMENT	TERTIARY PLACEMENT	SPONSOR MENTION ON EVENT PAGES + SOCIAL TAGS	
TICKETS & PASSES					
ENGLERT PRESENTS	3 TIX/EVENT	3 TIX/EVENT	3 TIX/EVENT	3 TIX/ SPONSORED EVENT	3 TIX/ SPONSORED EVENT
NUTCRACKER PREVIEW	10 TICKETS	5 TICKETS	3 TICKETS	N/A	N/A
MISSION CREEK FESTIVAL	10 PASSES	5 PASSES	3 PASSES	N/A	N/A
ADDITIONAL PERKS					
DISCOUNT ON RENTAL FEE	25%	20%	15%	N/A	N/A
PRIVATE TOUR OF THE ENGLERT	✓	✓	✓	N/A	N/A
MONTHLY SPONSOR EMAIL	✓	✓	✓	N/A	N/A
PRE-SHOW GATHERING IN LOUNGE	✓	N/A	N/A	N/A	N/A

All benefits are available for the sponsorship contract duration.  
 \*Whenever possible, The Englert performs curtain talks before performances, thanking our sponsors for their support!

WITH A COMMITMENT OF 3 + YEARS, WE OFFER A

**10% DISCOUNT ON ANY PACKAGE!**

# SPECIAL SPONSORSHIPS

## TRACK ZERO SERIES - APPROX. 6/YEAR \$5,000

Track Zero introduces audiences to fresh artists challenging boundaries of art in an ever changing world. This series is designed to connect local musicians with larger, regional acts; foster younger and more diverse audiences; and challenge and inspire our local arts community.

## LOCAL SHOWCASE SERIES - 3/YEAR \$5,000

A main pillar of The Englert's mission is supporting local artists, so thus began the Local Showcase Series. Each performance in the series includes a curated selection of artists that represent the best that Iowa City's local music scene has to offer.

## ENGLERT EDUCATION PROGRAM - YEARLONG \$5,000

Our Englert Education programming creates a space for growth, conversation, and learning.

# ENGLERT PRESENTS



as niche and emerging faces that represent our mission to support local artists. No matter your tastes or wheelhouse, there is always something new and inviting for everyone at The Englert.

With that in mind, our Englert Presents Series represents the bread and butter of our programming, offering a wide range of regionally and nationally renowned acts all throughout the year, including music, comedy, dance, and literature. These performances offer patrons a respite by creating experiences that invoke the joy, laughter, and awe that art creates.

Our Title Sponsors, Season Presenters, and Season Sponsors are recognized on **each** of the over 100 Englert Presents events that take place each year, while those looking to sponsor individual events can take their pick from anything denoted on our calendar with the blue "Englert Presents" banner.

Our programming embodies a diverse range of genres, media, and interests. The Englert is host to both widely popular and iconic acts, as well



**JIM SWIM RAY**  
**1/27 THE KILLA**  
**ZEFFSTERR**  
**HALFLOVES 2/10**  
**EARLY GIRL**  
**SPIRIT AWAKE**  
**BOOTCAMP 2/18**  
**I WILL BOVINOPHOBIC**  
**PILE PUDDLE**

**\$10-15**  
**1/27 2/10**  
**2/18**

**Englert**  
**local showcase**

**ENGLERT**  
EDUCATION



OUR NEWLY DESIGNED EDUCATIONAL PROGRAM IS DESIGNED TO EXPOSE OUR AUDIENCES TO THE PROCESS OF CREATING ART AND THE BENEFITS OF CRITICAL THOUGHT.

WE'VE TAKEN SPECIAL CARE TO CULTIVATE PROGRAMS THAT CREATE OPPORTUNITIES FOR HISTORICALLY UNDER-SERVED POPULATIONS AND YOUTH IN OUR COMMUNITY.

NONPROFIT ARTS  
APPRENTICESHIP

CURATED ARTIST  
ENGAGEMENTS

ENGLERT INTERNS  
PROGRAM

INDUSTRY  
EDUCATION

**WE'RE  
DEVELOPING  
NEW  
PROGRAMS  
EACH YEAR!**

**THE ENGLERT THEATRE**

ENGLERT.ORG | 221 E. WASHINGTON ST. | 319.688.2653

FOR MORE INFORMATION, PLEASE CONTACT:

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