



2023 SPOLETO BRIDGE

SPONSORSHIP OPPORTUNITIES

SPOLETO —
FESTIVAL USA



Dancer and choreographer
Ayodele Casel

SPOLETO FESTIVAL USA

For 17 days and nights each spring, Spoleto Festival USA fills Charleston, South Carolina's historic theaters, churches, and outdoor spaces with performances by renowned artists as well as emerging performers in opera; theater; dance; and chamber, symphonic, choral, and jazz music. Now approaching its 47th season in 2023 (May 26 - June 11), Spoleto Festival USA is internationally recognized as America's premier performing arts festival.

SPOLETO BRIDGE

Spoletto Bridge is a new membership group for patrons who range from mid-30s to mid-50s and support the Festival's artistic programming with a charitable gift; connect with Festival artists and staff; experience the Festival in a new and richer way; and enjoy exclusive benefits such as discounts on performances, behind-the-scenes opportunities, and invitations to Bridge-only parties and happy hours. Sponsorship of the Festival's Spoleto Bridge program is a wonderful avenue for brand connection, philanthropy, and client entertainment, among many other benefits detailed in this deck.



2022 Bridge party in honor of Malpaso Dance Company at a private residence

SPOLETO FESTIVAL USA REACH

- **480,000+** visitors to spoletousa.org over the past 3 seasons
- **49,000+** email subscribers
- **45,000+** anticipated number of tickets sold for 2023 season
- **12,000** printed Festival program books
- **46%** are new or first-time attendees
- **47%** are from outside Charleston area & stay an average of **6** nights
- **66%** report income of \$90,000+
- **84%** hold master's degrees or higher

BRIDGE MEMBER BENEFITS & EVENTS



- Advance program information
- Exclusive access to the donor pre-sale
- Access to reserved seats and specially priced tickets for select Festival performances
- Opportunity to purchase specially priced Festival event tickets
- Recognition in the Festival program book
- Invitations to...
 - private Bridge events (4)
 - a dress rehearsal of a featured production
 - a backstage tour of a featured production
 - the virtual Patron Talks series

Annual contribution of \$325 for an individual and \$625 per couple.



2022 Bridge happy hour
at a private residence

PRESENTING BRIDGE SPONSOR

For a presenting sponsorship of Spoleto Bridge or an event, we ask **\$10,000***

BRAND PLACEMENT

Credit in all Bridge print, digital, and other media such as:

PRINT

- Listing in Spoleto Festival USA 2023 program book (must be confirmed by April 3)
- Opportunity for branded cups with logo at Bridge event (must be confirmed by May 1)
- Logo or name on printed signage at Bridge events

DIGITAL

- Logo or name in all Bridge email communications
- Social media post on Spoleto Bridge Instagram
- Logo link-out on Spoleto Bridge website

BENEFITS

- Six (6) Bridge memberships for 2023; this includes invitations to all our season events
- Private concierge phone line during the Festival
- Access to preferred seating not available to the public
- Ten (10) complimentary tickets to select Spoleto Festival USA performances. *Tickets are subject to availability and restrictions apply.*



2022 Bridge party in honor of Malpas Dance Company at a private residence

TITLE BRIDGE SPONSOR

For a title sponsorship of Spoleto Bridge or an event, we ask **\$5,000***

BRAND PLACEMENT

Credit in all Bridge print, digital, and other media such as:

PRINT

- Listing in Spoleto Festival USA 2023 program book (must be confirmed by April 3)
- Opportunity for printed cocktail napkins with logo at Bridge event (must be confirmed by May 1)
- Logo or name on printed signage at Bridge events

DIGITAL

- Logo or name in all Bridge email communications
- Social media post on Spoleto Bridge Instagram
- Logo link-out on Spoleto Bridge website

BENEFITS

- Four (4) Bridge memberships for 2023; this includes invitations to all our season events
- Private concierge phone line during the Festival
- Access to preferred seating not available to the public
- Six (6) complimentary tickets to select Spoleto Festival USA performances. *Tickets are subject to availability and restrictions apply.*

SUPPORTING BRIDGE SPONSOR

For a supporting sponsorship of Spoleto Bridge or an event, we ask **\$3,000***

BRAND PLACEMENT

Credit in all Bridge print, digital, and other media such as:

PRINT

- Listing in Spoleto Festival USA 2023 program book (must be confirmed by April 3)
- Logo or name on printed signage at Bridge events

DIGITAL

- Logo or name in all Bridge email communications
- Social media post on Spoleto Bridge Instagram
- Logo link-out on Spoleto Bridge website

BENEFITS

- Two (2) Bridge memberships for 2023; this includes invitations to all our season events
- Private concierge phone line during the Festival
- Access to preferred seating not available to the public
- Four (4) complimentary tickets to select Spoleto Festival USA performances. *Tickets are subject to availability and restrictions apply.*



Dock Street Theatre



UNDERWRITING BRIDGE SPONSOR

For an underwriting sponsorship of Spoleto Bridge or an event, we ask **\$1,000***

BRAND PLACEMENT

Credit in all Bridge print, digital, and other media such as:

PRINT

- Listing in Spoleto Festival USA 2023 program book (must be confirmed by April 3)
- Name on printed signage at Bridge events

DIGITAL

- Name in all Bridge email communications
- Social media post on Spoleto Bridge Instagram
- Name on Spoleto Bridge website

BENEFITS

- One (1) Bridge membership for 2023; this includes invitations to all our season events

OR

- Two (2) complimentary tickets to select Spoleto Festival USA performances. *Tickets are subject to availability and restrictions apply.*



2022 Bridge happy hour in honor of Allison Russell at a private residence

SMALL BUSINESS BRIDGE SPONSOR

For a small business sponsorship of Spoletto Bridge or an event, we ask **\$500***

BRAND PLACEMENT

Credit in all Bridge print, digital, and other media such as:

PRINT

- Listing in Spoletto Festival USA 2023 program book (must be confirmed by April 3)
- Name on printed signage at Bridge events

DIGITAL

- Name in all Bridge email communications
- Social media post on Spoletto Bridge Instagram
- Name on Spoletto Bridge website

BENEFITS

- Invitation for two (2) to an exclusive Bridge party during the 2023 season
- Two (2) complimentary tickets to select Spoletto Festival USA performances. *Tickets are subject to availability and restrictions apply.*

****Contributions of goods or services will be recognized at their in-kind value. All sponsorships, in-kind or monetary, are tax deductible at net value after tangible benefits.
Deck as of February 13, 2023.***

A photograph of a large, ornate, light-colored building with many windows, likely a historic structure in Spoleto. The building is covered in a thick layer of colorful confetti (blue, yellow, red, green) that is also falling through the air. A palm tree is visible on the left side of the frame. The entire image has a blue tint.

THANK YOU

Should you have any questions, please contact Caroline Poe at
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