



Dear Friends of the Arts,

I trust this message finds you well. I am writing on behalf of the Academy of the Arts (AOTA), a distinguished not-for-profit educational institution dedicated to the convergence of high-level arts and high-achieving academics in the Chicagoland area.

On Saturday, February 24, 2024, at the Wentz Concert Hall in Naperville, Illinois, AOTA will host its Annual Dinner and Fundraiser, themed "A NIGHT OF BROADWAY" - An Evening in Concert with Broadway's Biggest Names. This event serves as a crucial pillar in our mission to foster creativity, innovation, and the holistic development of each student.

In order to realize our goals, AOTA has strategically formed alliances with corporate, civic, and community partners to garner support and build consensus among special interest groups. As a key business leader in the Chicagoland community, we invite you and your esteemed company to be a part of this initiative by sponsoring our event this year.

Your support will play a pivotal role in enabling us to uphold our commitment to providing:

1. **Access to Educational Programming:** Ensuring that students with the skills to thrive in our program can do so irrespective of their background.
2. **Scholarships Based on Financial Need:** Offering financial assistance to a significant percentage of our student body.
3. **Inclusivity:** Welcoming students and faculty from diverse backgrounds.
4. **Geographical Diversity:** Expanding our student population beyond the Naperville/Aurora area.

By becoming a sponsor, your organization will be prominently featured among Chicago's most influential individuals in attendance. This partnership offers a unique opportunity for name recognition and exposure for your company, all while supporting the mission of a nonprofit arts organization.

Enclosed is our comprehensive sponsorship packet, detailing various levels of giving and the associated benefits your company will receive. If the predefined sponsorship options do not align with your specific needs, we are more than willing to tailor a customized package to better suit your preferences. Kindly complete the attached sponsorship form and return it with your payment to the following address:

**Academy of the Arts, PO Box 4101, Naperville, IL 60567**

Thank you for considering this partnership opportunity. We eagerly anticipate your positive response, and I am available to address any queries you may have.

Sincerely,

Dylan Ladd  
Executive Director, Academy of the Arts



# A NIGHT OF *Broadway* GALA + CONCERT

## **PARTNERSHIP OPPORTUNITIES** Return On Investment (ROI)

Join Academy of the Arts in making a difference while building up your brand.

### **PRESENTING SPONSOR - \$15,000**

**Admission for up to 10 guests to attend gala with VIP seating + private meet & greet**

- Listed as **presenting sponsor** on all pre-event and post-event **websites, fliers, email blasts, and paid ads including:**
  - **Social media advertising** on Facebook and Instagram
  - **Print and digital advertising** on multiple Chicagoland **news outlets**
  - **Email blasts** to list of 2,500 of Academy of the Arts supporters and families
  - Logo on **direct mail invitations** to over 2,000 invitees
  - Logo on **event website** from pre-sale through post-event recap
  - **Press releases** to media outlets throughout the Chicagoland area
  - Logo on post-event highlight reel on **Facebook, Instagram** and event **website**
- **Full page advertisement** in event program
- Logo on **step and repeat** with **photo opportunities** for guests throughout the event
- Logo on **Academy of the Arts Homepage** throughout the year
- Invitation to **speak from the stage** at the beginning of the event
- **Exclusive VIP concert seating** for you and your guests

### **STAGE SPONSOR - \$10,000**

**Admission for up to 8 guests to attend the event**

- **Half page advertisement** in event program
- Logo on shared **slides on screens** throughout the event
- Logo listed on all **marketing materials** including websites, fliers, email blasts
- Logo listed on **event website** from pre-sale through post-event recap
- Logo listed as sponsor in **day-of-event materials**
- **Social media** sponsor recognition on Facebook and Instagram

### **HOUSE SPONSOR - \$5,000**

**Admission for up to 6 guests to attend the event**

- **Quarter page advertisement** in event program
- Logo listed on all **marketing materials** including websites, fliers, email blasts
- Logo listed on **event website** from pre-sale through post-event recap
- Logo listed as sponsor in **day-of-event materials**
- **Social media** sponsor recognition on Facebook and Instagram

### **CABARET SPONSOR - \$3,500**

**Admission for up to 4 guests to attend the event**

- Logo listed on all **marketing materials** including websites, fliers, email blasts
- Logo listed on **event website** from pre-sale through post-event recap
- Logo listed as sponsor in **day-of-event materials**
- **Social media** sponsor recognition on Facebook and Instagram



# A NIGHT OF *Broadway* GALA + CONCERT

## SPONSORSHIP FORM

Please complete sponsorship form and return to:  
[Dylan.Ladd@illinoisartsacademy.org](mailto:Dylan.Ladd@illinoisartsacademy.org)

**Company Name:**

**Contact Person:**

**Address:**

**Phone Number:**

**Email Address:**

**Sponsorship Level:**

**PRESENTING SPONSOR - \$15,000**

**STAGE SPONSOR - \$10,000**

**HOUSE SPONSOR - \$5,000**

**CABARET SPONSOR - \$3,500**

Payment can be made via check to Academy of the Arts.  
Academy of the Arts is a 501(c)3 not-for-profit organization. EIN 85-3789823.