

CORPORATE PARTNERS



Cal Performances Corporate Partners demonstrate their commitment to the Bay Area and gain access to unique opportunities for brand exposure, client and employee engagement, and invitations to exclusive special events.

EXPAND YOUR REACH

Cal Performances attracts over 150,000 patrons per year and draws audiences from the entire Bay Area. We have approximately 2,000 season subscribers and 1,400 members, and these numbers grow each year. Our audiences live in the cities you serve: Berkeley, Oakland, San Francisco. Our patrons are highly educated, upwardly mobile and dedicated to the arts. Your support will be recognized in print and digital materials, and donor events provide a unique and fun opportunity to mingle with world-class artists and network with Cal Performances' patrons.

ENJOY MUSIC, DANCE & THEATER

With the broadest range of performing arts programming on the West Coast — Opera, Jazz, Ballet, Theater, World Stage, Family Fare, Berkeley Talks — there is something for everyone at Cal Performances. We present nearly 100 performances annually in five venues on the UC Berkeley campus and in other site-specific locations. In 2017 we expanded our artistic programming to four venues in Oakland. We invite you to experience all that Cal Performances has to offer and take advantage of VIP ticket services, reserved parking, and more.

SUPPORT OUR COMMUNITY

Cal Performances is an anchor arts institution bringing together people from across the Bay Area and enriching our community with arts and education programs. In addition to the performances on our stage, we offer a myriad of K-12, university, and public programs, which reach approximately 40,000 people of all ages each year. Our many community programs connect artists, live art, and a wide range of audiences with programs designed to enhance the theater- and concert-going experience.



CORPORATE PARTNERS

CORPORATE PARTNER LEVELS & BENEFITS

\$750

- Recognition in performance program books, the Annual Report and on Cal Performances' website
- Advance ticket purchases, priority seating and special ticket opportunities, like Friends Appreciation Concerts
- Opportunity to purchase up to six reserved parking passes during a single season
- Invitation to the Season Opening Celebration



\$1,500

All benefits above, plus

- Season-long recognition on the donor wall in Zellerbach Hall
- VIP ticket services including dedicated phone line, unlimited exchanges & access to last-minute great seats
- Opportunity to purchase unlimited reserved performance parking passes during a single season
- Two complimentary tickets (based on availability, excluding Special Events)

\$3,000

All benefits above, plus

- Four complimentary reserved parking passes
- Invitation to an intimate artist talk in a private home
- Ticket services and parking privileges extended to a second representative

\$5,000

All benefits above, plus

- Logo placement in Corporate Partners listings on Cal Performances' website
- Six complimentary reserved parking passes
- Four complimentary tickets (based on availability, excluding Special Events)
- Invitation for two to an exclusive Home Concert



\$10,000 Sponsor

At this level of giving, corporate partners are invited to sponsor a select artist or education program and enjoy prominent logo visibility and a range of hospitality benefits. Please contact Elizabeth Kegley at 510.643.3060 or ekegley@calperformances.org to discuss how our sponsorship program can be tailored to meet your specific business objectives.

Tax Deductibility: tax deduction is derived by subtracting the fair market value of benefits from the total payment made to Cal Performances. The tax deductible portion for a \$750 contribution is \$720; for a \$1,500 contribution it is \$1,310; for a \$3,000 contribution it is \$2,738; and for a \$5,000 contribution it is \$4,542.

Membership in Cal Performances Corporate Partners is on an annual basis and will expire one year from the gift date.



CORPORATE PARTNERS

Please mail completed form to:
Cal Performances Corporate Partners
University of California, Berkeley
101 Zellerbach Hall #4800
Berkeley, CA 94720-4800

Questions? Contact Elizabeth Kegley, Institutional Giving Manager:
510.643.3060 or by email at ekegley@calperformances.org

Visit www.calperformances.org/support for more information.

JOIN TODAY!

Corporate Partners

- \$750
- \$1,500
- \$3,000
- \$5,000

Corporate Sponsors

- \$10,000
- \$25,000
- \$50,000

Contact Information

(Please print the name and address of contact person who will receive all correspondence about Cal Performances.)

Name

Company Address

City

State

Zip

Phone (Day)

Email

Company Name (As you would like it to appear in listings.)

GIFT INFORMATION

Name on card

Card number

Exp Date

A check, payable to **Cal Performances, UC Regents**, is enclosed

Please charge my:

VISA

MASTERCARD

AMERICAN EXPRESS

DISCOVER

Signature

Date

Card number

Expiration Date