

2018-2019  
St. George Opera  
180 N. Main St. #3108,  
St. George, Ut. 84771



[saintgeorgeopera@gmail.com](mailto:saintgeorgeopera@gmail.com)  
435-668-7313  
[www.saintgeorgeopera.com](http://www.saintgeorgeopera.com)

Dear Friend,

Hello from St. George Opera (SGO)! A mutual contact [NAME] thought you may be willing to talk more with us about our sponsorship program. I am contacting you in behalf of St. George Opera (SGO).

SGO is a new non-profit arts company in Southern Utah. Our mission is to share the joy of opera by nurturing talent, providing entertaining and educational experiences, and producing quality opera performances and productions within the Southern Utah community and surrounding areas. As the only opera company in the area, we can only do this with the help and support of the people and businesses of Southern Utah.

We are beginning to offer limited sponsorship opportunities for companies interested in reaching captive, engaged audiences. [COMPANY OR THING ABOUT COMPANY] would get some solid exposure. We have included a document with this email, detailing the different sponsorships that are available.

We are committed to collaborating with you to:

- Provide customized sponsorship package that meets your business objectives & philanthropic interests.
- Give prominent recognition across a comprehensive package of media and communication materials.

When businesses show their support for St. George Opera, they gain the loyal patronage of our audiences. Sponsors help bring our season to life and show that the company cares about the cultural life of our region, which in turn endears the audiences to those businesses. As a non-profit organization, St. George Opera looks forward to partnering with businesses to help raise the necessary funds, which will allow the arts to continue to grow and flourish in Southern Utah, while providing Southern Utah businesses with added community exposure and support.

I would love to visit more with you about this. You can reach me by phone (435-668-7313) or email ([saintgeorgeopera@gmail.com](mailto:saintgeorgeopera@gmail.com)). I will follow up with you in the next week or two. If you have any questions in the meantime, please feel free to contact me. I look forward to talking with you again soon.

Thank you so much for your time!

Sincerely,

Amy Nielsen  
Executive/General Director, President  
St. George Opera  
435-668-7313

# Corporate Giving

As a sponsor your company can be an active part of some of the most unique and impactful events and activities in the So. Utah Area. Corporations and individual donors who support St. George Opera provide vital financial support for outreach and educational programs reaching a cross-section of community members of all ages, ethnic backgrounds and economic levels. Corporate donors can benefit from the ability to effectively target and connect with a sophisticated, well-educated and influential audience from across the So. Utah area and beyond, extending brand exposure and loyalty and offering the opportunity to network with Opera Board members and patrons. In addition to our standard sponsorship packages, we can tailor benefits packages specifically crafted to meet your company's philanthropic goals. Your donation may qualify your company for specific tax-deductible benefits.



**Old Maid & the Thief, June 2017**

# Corporate Sponsorship Rewards

As a sponsor your company can be an active part of some of the most unique and impactful events and activities in the So. Utah Area. St. George Opera (SGO) is ready to work with you to maximize these benefits, and to create a special sponsorship package that fits your philanthropic and business goals.

## Opera Leadership Circle \$10,000+ for 3 years

Take your place in the circle of St. George Opera's most visionary supporters. Through a three-year commitment of \$10,000 or more, you can join the Leadership Circle and help realize an unbounded vision for St. George Opera's future. Leadership Circle members are invited to an exclusive dinner hosted and prepared by General Director Amy Nielsen.

### Special Events

- SGO will bring a concert performance to your workplace.
- Dinner for 4 invited guests with the Director (special, very intensive meal of homemade Spätzle)

### Name or Corporate Logo recognition

- Print ads, newsletter, e-blasts and website for sponsorship and other Public displays
- Season Brochure (1,000 + distribution)
- Logo hotlink on [saintgeorgeopera.com](http://saintgeorgeopera.com)

### In the Theater

- Name or Corporate Logo recognition on Projected English Titles
- Sponsorship signage in the lobby
- Season-long recognition in the Opera Playbill
- Vocal thank-you at beginning of show for sponsorship
- Photo op with Artists after show (Spring, Summer, or Fall season of donation)

### Tickets

- 6 Season Ticket Passes
- Reserved Premium Seating
- Corporate discount Program – 10 % discount on single tickets for your employees to all SGO performances



February 2018 Valentine Concert, "Moonlight Romance"

## Opera Elite Sponsor \$10,000+

### Special Events

- Dinner for 4 invited guests with the Director (special, very intensive meal of homemade Spätzle)

### Name or Corporate Logo recognition

- Print ads, newsletter, e-blasts and website for sponsorship
- Posters and other Public displays
- Season Brochure (1,000 + distribution)
- Logo hotlink on saintgeorgeopera.com

### In the Theater

- Name or Corporate Logo recognition on Projected English Titles
- Sponsorship signage in the lobby
- Season-long recognition in the Opera Playbill
- Vocal thank-you at beginning of show for sponsorship
- Photo op with Artists after show (Spring, Summer, or Fall season of donation)

### Tickets

- 5 Season Ticket Passes
- Reserved Premium Seating
- Corporate discount Program – 10 % discount on single tickets for your employees to all SGO performances



Summer 2017: Menotti's "The Old Maid and the Thief" and "The Telephone"

## Opera Aficionado Sponsor \$5,000-\$9,999

Winner! Winner!

### Special Events

- Dinner for 4 invited guests with the Director (special, very intensive meal of homemade Spätzle)
- Invitation to donor reception

### Name or Corporate Logo recognition

- 
- Print ads, newsletter, e-blasts and website for sponsorship
- Posters and other Public displays
- Logo hotlink on saintgeorgeopera.com

### In the Theater

- Name or Corporate Logo recognition on Projected English Titles
- Sponsorship signage in the lobby
- Season-long recognition in the Opera Playbill
- Photo op with Artists after show (Spring, Summer, or Fall season of donation)

### Tickets

- 4 Season Ticket Passes
- Reserved Premium Seating
- Corporate discount Program – 10 % discount on single tickets for your employees to all SGO performances



**Patron prize winner  
Valentine Concert, 2017**

## Opera Connoisseur Sponsor \$2,500-4,999

### Special Events

- Dinner for 2 invited guests with the Director (special, very intensive meal of homemade Spätzle)
- Invitation to donor reception

### Name or Corporate Logo recognition

- Print ads, newsletter, e-blasts and website for sponsorship
- Posters and other Public displays
- Logo hotlink on saintgeorgeopera.com

### In the Theater

- Name or Corporate Logo recognition on Projected English Titles
- Sponsorship signage in the lobby
- Season-long recognition in the Opera Playbill

### Tickets

- 3 Season Ticket Passes
- Reserved Premium Seating
- Corporate discount Program – 10 % discount on single tickets for your employees to all SGO performances



**October 2017**



## Opera Devotee Sponsor \$1,000-2,499

### Special Events

- Invitation to donor reception

### Name or Corporate Logo recognition

- Print ads, newsletter, e-blasts and website for sponsorship
- Posters and other Public displays
- Logo hotlink on saintgeorgeopera.com

### In the Theater

- Name or Corporate Logo recognition on Projected English Titles
- Season-long recognition in the Opera Playbill

### Tickets

- 2 Season Ticket Passes
- Reserved Premium Seating



SGO/SG Dance Co. 2017



## Opera Friend \$500-999

### Special Events

--Invitation to donor reception

### Name or Corporate Logo recognition

--Print ads, newsletter, e-blasts and website for sponsorship

--Posters and other Public displays

--Logo hotlink on saintgeorgeopera.com

### In the Theater

--Season-long recognition in the Opera Playbill

### Tickets

--1 Season Ticket Pass

--Reserved Premium Seating

## GIVE A GENERAL DONATION OR SPECIFY A PROGRAM

### IN-KIND DONATIONS

Your company's generous donations of goods and services dramatically reduce our costs of producing events – leaving more funds available to support our education and special programs.

### STAGED SHOW PERFORMANCES (SPONSOR A SHOW - \$10,000 AND MORE)

Provide critical support for a staged show. You'll enjoy exclusive rehearsal invitations as well as opportunities to meet with the director, conductor, design team, and cast. Plus, you'll receive recognition in the program book and a wide variety of publicity materials in conjunction with your show.

### SPECIAL PROGRAMS (\$5,000-\$10,000 AND MORE)

Support programs where St. George Opera uses music to help people make positive changes in their lives, such as the HHOP program (Hope for the Homeless Opera Program), HFY (Hope for Youth Opera Program), and OH (Opera Heartstrings), which provides scholarships and reduced prices for SGO events to low-income families. These programs aim to affect real, profound change in people's lives who are dealing with a variety of issues, from homelessness to abuse and more. These programs are fantastic testimonies to the powerful effect of striving to meet extraordinary expectations. *Donate today and help bring these programs to life.*

### EDUCATION AND COMMUNITY ENGAGEMENT SPONSORSHIPS (\$3-5,000 AND MORE)

Support lifelong learning and creative expression for children and adults of all ages. Designate support for vibrant Education and Community Engagement programs that provide in-school residencies, free community programs, and more. Programs available for sponsorship include: *Opera Goes to School*, which fosters arts learning through in-school, *Once Upon an Opera* summer camp for youth, and *Summer Conservatory* camp for HS and college students. Other events include: *Opera Outings* fosters art learning through *community* performances, Pre-Performance Talks that are hosted before each mainstage performance, and more.

### EDUCATION PROGRAMS

**Opera Assemblies (Opera Snapshot & Opera Up Close)** – 40-50 min. staged shows, w/student participation

**Sing a Story** – After a singing lesson and the musical telling of a classic opera story, a teaching artist unveils a magic bag full of props and costumes for students to participate in their own opera story! (For classrooms and libraries).

### Summer Opera Opportunities

**Once Upon an Opera** – 2 to 3 week summer camp for ages 8-no limit. Students end with performing staged show; Promotes Literacy, reading, and classical music.

**Summer Conservatory** – 2 to 3 week summer camp for college-age singers. Students have language, acting, and other workshops and classes and have the chance to perform in a shortened version of a staged opera.

## COMMUNITY PROGRAMS

**Opera in the Park:** Share in St. George Opera's gift to So. Utah. Join us for arias al fresco for operatic and musical theater favorites. Come discover what happens when our community comes together around beautiful performances, beautiful music, and a beautiful night.

**Family Movie Screenings:** Enjoy our free one-hour opera films created from family-friendly productions. Family movies are screened at So. Utah libraries, community centers, and children museums each year with an introduction by a St. George Opera Artist.

**Opera Exploration: Discover Opera** - Created for children 3 to 6, to explore the world of opera through a variety of activities and games addressing different developmental levels of toddlers. Participants move from one station to another based upon their personal interest level. Through poetry, songs, music and dance, with costumes and art activities related to scenery and props – opera is translated through the five senses. (1 ½ hrs.; In partnership with St. George Public Library, Community Recreation Centers, and others).

**Opera Exploration: First Act** (ages 3-6) - Join us as we discover the fantasy opera *The Little Prince*. In this workshop, we'll explore music, rhythm, visual arts, and movement designed to foster social-emotional development, increased language and fine-gross motor skills.

## ARTIST SPONSORSHIP, GALAS AND SPECIAL EVENTS (\$2,000 AND MORE)

Sponsor galas or special events and engage with our most dedicated patrons and high-level donors. Support the work of a single artist of your choice – a singer, director, designer, or conductor – who appears in one of our season's operas. You'll enjoy an opportunity to meet your sponsored artist and will receive featured recognition. Support the work of local artists as well as artists from all over the US.

## GENERAL FUNDING (\$1,000 AND MORE)

From administrative to advertising to accounting fees and beyond, like any other business, St. George Opera has a host of expenses that must be met each year. Your company's generous general donations dramatically reduce our yearly expenses – leaving more funds available to support our other programs.

# St. George Opera Board of Directors

## Officers

<b>President:</b>	<b>Amy Nielsen</b>
<b>Vice President:</b>	<b>Philippe C. Hall</b>
<b>Treasurer:</b>	<b>Amy Nielsen</b>
<b>Secretary:</b>	<b>Angela LeBaron</b>
<b>Education Director:</b>	<b>Shannon Birch</b>
<b>Fundraising Director:</b>	<b>Allison Hunt</b>

## *The* St. George Opera Way

*A*t St. George Opera,

- We treat everyone with courtesy and respect, especially when difficulties arise;
- We begin every decision by asking, “How can we best serve our community?”
- We view the Opera art form as a vehicle through which we serve the community;
- We believe in the power of music to improve lives;
- We believe in the power of collaboration to affect positive change in the community;
- We strive for excellence and improvement in all we do.

## 2018-2019 SPONSORSHIP PLEDGE FORM

Company/Name \_\_\_\_\_  
(name as it should appear in print)  
E-mail Address \_\_\_\_\_  
Phone Number \_\_\_\_\_ Cell #: \_\_\_\_\_  
Fax Number \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Website \_\_\_\_\_

☐ Please charge my credit card:

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

☐ My check is enclosed.

☐ Please invoice me for the sponsorship.

Please make checks payable to/Send to: St. George Opera, Attn: Corporate Sponsorship, 180 N. Main #3108, St. George, Ut. 84771.

***In support of St. George Opera, I/my company pledge the following sponsorship:***

- ☐ Opera Leadership \$10,000 + for 2-3 yrs.
- ☐ Opera Elite \$10,000 +
- ☐ Opera Aficionado \$5,000-\$9,999
- ☐ Opera Connoisseur \$2,500-4,999
- ☐ Opera Devotee \$1,000-2,499
- ☐ Opera Friend \$500-999

**Specify Program(s) you wish your donation to go towards:**  
\_\_\_\_\_  
\_\_\_\_\_

### Payment Information:

My company's check is attached in the amount of \$ \_\_\_\_\_

Please invoice on or around \_\_\_\_\_

No need to invoice! You may expect payment on or around \_\_\_\_\_

☐ Please contact me about purchasing additional opera tickets at the special corporate rate.

☐ I would like to donate personally to St. George Opera!  
Amount of gift: \_\_\_\_\_  
(please make payment/invoicing note above)

***I, the undersigned, am an authorized representative of the named company and give St. George Opera permission to use the company name in print and promotional materials as appropriate, based on the amount of the donation and agreement of benefits.***

Signature: \_\_\_\_\_ date: \_\_\_\_\_

Print Name: \_\_\_\_\_