



Levitt Pavilion for the Performing Arts at MacArthur Park Los Angeles 2011 Sponsorship Opportunities

Celebrating its fifth season in historic MacArthur Park, Levitt Pavilion for the Performing Arts inspire and strengthen community through free access to 50 concerts that feature Grammy Award-winning artists, world musicians, and critically acclaimed performers. Each summer, between 50,000 and 100,000 visitors experience live music with their families, friends and neighbors. Central to our mission is establishing a vibrant gathering space in the heart of Los Angeles -- contributing to urban renewal and fostering greater appreciation of the arts, arts education and preservation of the immense cultural and artistic history of MacArthur Park.

Season Sponsor - \$100,000 (limited to one)

- Naming rights for the concert series for 2011 (multi-year opportunities negotiable)
- Listed as Title Season Sponsor on the following promotional materials
 - Prominent placement on large full season concert booklet*
 - Logo on all event flyers
 - Logo on all individual event posters
- Recognition of Company from the stage at all Summer Concert
- Recognition in all public relations efforts
- Activation opportunities including but not limited to:
 - Opportunity for company representative to speak at all concerts
 - Option to host a VIP reception with artists before concerts
 - Booth space available at all concerts
 - Opportunity to distribute company materials at events
 - Networking potential for client entertainment, promotions, or employee rewards
 - Other engagement opportunities as determined by sponsor and LPMP
- Opportunity to display up to four banners and additional signage at all concerts**
- Company logo on website (large size) with link
- Recognition as Title Season Sponsor on all of our social media networks
- Two Tables at annual gala and invitation to pre event cocktail reception
- First right of refusal for other sponsorship opportunities
- Additional benefit opportunities can be negotiated

Season Presenting Sponsor - \$75,000

- Name recognition as Season Sponsor for entire season (50 concerts)
- Listed as Season Sponsor on the following promotional materials
 - Prominent placement on large full season concert booklet *
 - Logo on all event flyers
 - Logo on all individual event posters
- Recognition of Company from the stage at all Summer Concert
- Recognition of Sponsor in all public relations efforts
- Activation opportunities including but not limited to:
 - Opportunity for company representative to speak at all concerts
 - Option to host a VIP reception with artists before concerts
 - Booth space available at all concerts
 - Opportunity to distribute company materials at events
 - Networking potential for client entertainment, promotions, or employee rewards
- Opportunity to display up to four banners at all concerts**
- Company logo on website (large size) with link
- Recognition as Season Sponsor on all of our social media networks
- Table at annual gala and invitation to pre event cocktail reception



Lead Sponsor - \$50,000

- Name recognition as Lead Sponsor for twenty concerts
- Listed as Lead Sponsor on the following promotional materials
 - Logo (medium) placement on large full season calendar*
 - Logo on all related event flyers
 - Logo on all related individual event posters
- Recognition of Sponsor in all related public relations efforts
- Opportunity to display two banners at all related concerts**
- Booth space available at all related concerts
- Opportunity to distribute company materials at sponsored events
- Company logo on website (large size) with link
- Recognition as Lead Sponsor for related events on all of our social media networks
- Six tickets to gala and pre event cocktail reception
- Networking potential for client entertainment, promotions, or employee rewards

Series Sponsor - \$25,000

- Name recognition as Series Sponsor for ten concerts in series
- Listed as Lead Sponsor on the following promotional materials
 - Logo (small) placement on large full season calendar*
 - Logo on all series related event flyers
 - Logo on all series related posters
- Opportunity to display two banners at all related concerts**
- Booth space available at all related concerts
- Opportunity to distribute company materials at sponsored events
- Company logo on website (medium size) with link
- Recognition as Series Sponsor for related events on all of our social media networks
- Four tickets to gala and pre event cocktail reception

Week Sponsor - \$10,000

- Name recognition as Week Sponsor for five concerts in series
- Listed as Lead Sponsor on the following promotional materials
 - Logo (small) placement on large full season calendar*
 - Logo on all related event flyers
 - Logo on all related posters
- Opportunity to display a banner at all related concerts**
- Booth space available at all related concerts
- Opportunity to distribute company materials at sponsored events
- Company logo on website (small size) with link
- Recognition as Series Sponsor for related events on all of our social media networks
- Two tickets to gala

Two Concert Sponsor - \$5,000

- Name recognition as Concert Sponsor for two concerts in series
- Listed as Concert Sponsor on the following promotional materials
 - Logo on all related event flyers
 - Logo on all related posters
- Opportunity to display a banner at all related concerts**
- Company logo on website (small size)
- Recognition as Concert Sponsor for related events on all of our social media networks
- Opportunity sponsor one concert at Levitt MacArthur Park and one at Levitt Pasadena

Single Concert Sponsor - \$3,000

- Name recognition as concert sponsor
- Listed as Concert Sponsor on the following promotional materials
 - Logo on all related event flyers
- Opportunity to display a banner concert**
- Company logo on website (small size)
- Recognition as Concert Sponsor for related events on all of our social media networks

For information on these or other sponsorship opportunities contact Joseph Saceric at 213.384.5701 or joseph@levittla.org

**If materials are submitted by print deadline **Provided by sponsor*