

SPONSORSHIP PACKAGES

MASSRY CENTER

for the Arts

Fifth Anniversary Gala Featuring B.B. King

Sunday, April 14, 2013



Event Co-Chairs:

Julie Massry Knox G'04

Murray C. Massry

Planning Committee:

Dawn Abbuhl

Michelle Bissonette

Peter Iselin

Kimberly Sanger Jones

Marie Keenan

Georgia Kelly

Margherita Petti Krug '92

Dara Pallatto '06, G'06

Robin Reed G'85

Jose Segura '03

Joseph Tardi

For more information about sponsorship benefits and deadlines, please contact SpecialEvents@strose.edu or (518) 458-5391.

Or visit our website at www.strose.edu/bbking

The
College
of Saint
Rose

\$25,000 – Gala Presenting Sponsor

Gala Event benefits:

- Exclusive event sponsorship – only one will be allowed
- Twelve (12) tickets to Gala event with front row seating
- Listing with logo on sponsor list in Gala Invitation
- Listing with logo as Presenting Sponsor in Gala Program
- Primary placement with logo (as applicable) in press releases, invitations, and in all print and radio advertising for the event
- Company banner on display in prominent location at the reception and after the concert
- Sponsorship table with company literature available at the reception and after the concert
- Sponsorship listing on The College of Saint Rose Web Site

Benefits for the entire 2013-2014 Premiere Performances season:

- Sponsorship of Primary School Education Program series, including listing in press releases and all communications about this program impacting more than 1,000 high-need elementary school children in Albany County and the surrounding areas.
- Full-page ad in Concert Programs with priority ad placement
- Twenty (20) tickets to eligible concert(s) during the season
- Season sponsorship listing in College's fall events brochures (sent to over 23,000 homes)
- Acknowledgement during pre-concert announcements

\$10,000 – Rock & Roll Blues Sponsor

Gala Event benefits:

- Exclusivity within industry (i.e. only one sponsor within a given industry will be allowed)
- Twelve (12) tickets to Gala event with preferred seating
- Listing with logo on sponsor list in Gala Invitation
- Listing with logo as Presenting Sponsor in Gala Program
- Primary placement with logo (as applicable) in press releases, invitations, and in all print and radio advertising for the event
- Company literature available at the reception and after the concert
- Sponsorship listing on The College of Saint Rose Web Site

Benefits for the entire 2013-2014 Premiere Performances season:

- Full-page ad in Concert Programs with priority ad placement
- Ten (10) tickets to eligible concert(s) during the season
- Season sponsorship listing in College's fall events brochures (sent to over 23,000 homes)
- Acknowledgement during pre-concert announcements

\$5,000 – Beale Street Blues Sponsor

- Eight (8) tickets to Gala event with preferred seating
- Listing with logo on sponsor list in Gala Invitation
- Listing with logo on sponsor list in Gala Program
- Listing with logo on sponsor list in print advertising
- Full-page ad in Concert Programs for the 2013-2014 Premiere Performances season
- Eight (8) tickets to eligible concert(s) during the 2013-2014 Premiere Performances season
- Inclusion in press releases, invitations, and in all print and radio advertising for the event
- Sponsorship listing on The College of Saint Rose Web Site

\$2,500 – Mississippi Soul Sponsor

- Six (6) tickets to Gala event
- Listing on sponsor list in Gala Invitation
- Listing on sponsor list in Gala Program
- Listing on sponsor list in print advertising
- Half-page ad in Concert Programs for the 2013-2014 Premiere Performances season
- Sponsorship listing on The College of Saint Rose Web Site

SPONSORSHIP RESPONSE FORM

Please respond by February 15 for inclusion in invitation materials.

___ **Yes, we want to join as Sponsors of the Massry Center's Fifth Anniversary Gala with B.B. King**

Sponsor Level: _____

Please print company name as you wish it to appear: _____

___ *I/We are unable to attend, but wish to contribute \$_____ to support programming at the Massry Center for the Arts (total amount is tax-deductible).*

PAYMENT INFORMATION

___ **Check** (*payable to: The College of Saint Rose, memo: Massry Center Gala*)

___ **MasterCard** ___ **Visa** ___ **Discover** **Total Enclosed \$** _____

Name

Credit Card Number

Expiration Date

Street Address, City, State, Zip

Telephone

Email

Signature

Mail completed form to: Massry Center Gala, The College of Saint Rose, 432 Western Ave., Albany, NY 12203

Or fax to: (518) 458-5447

Contact Stephanie Lamphere at (518) 458-5391 or SpecialEvents@strose.edu with any questions.

Your gift is tax-deductible, minus the cost of \$195 per ticket received.