The 2017/18 Season is made possible by a generous sponsorship from Wells Fargo Private Bank
In 1948, the leaders of the Charlotte (NC) Music Club envisioned the creation of an opera company in their city to enrich the community, enhance educational opportunities for young people, and to elevate the quality of life in the region. In our vibrant community where cultural options abound, Opera Carolina has been an enduring cultural anchor for nearly 70 years.

Opera Carolina is the largest opera company in the Carolinas; serving more than 75,000 people in North Carolina, South Carolina and Northern Georgia (excluding broadcasts); reaching an average of seventeen counties in the region annually.

Rooted in the Carolinas – 90% of the Opera Carolina company live and work right here in our region, complementing the international artists who join the resident company to perform on our grand stage. This is our home, and we view our role in the community as a public trust that demands we be transformative, creative and committed to excellence.

Year after year, we successfully produce top-quality performances, make cultural programming accessible to greater numbers of people, and enrich the lives of all local residents in the greater Charlotte region. We fulfill our mission by providing exceptional and approachable performances, programs and services through our three main activities: Grand Opera Productions, Education Programs and Community Engagement.

With a thoughtful blend of artistic creativity, programmatic imagination, and solid stewardship, Opera Carolina has been transformed into a dynamic and highly valued company. Our goal is to grow from great to superlative. Our vision is to elevate the company as the leading cultural force for Greater Charlotte and to join the ranks of the nation's top-tier regional opera companies, and to elevate opera as an artistic medium through accessible programming.

We invite you to PARTNER with us on this journey to transform Opera Carolina into a world-class organization that brings artistic and civic distinction to our city and our state for generations to come.

Your partnership with Opera Carolina is an investment in your community and will inspire excellence in the arts and education, engaging our diverse region in imaginative ways, and attracting and retaining the very best talent for the enrichment of our community.

TOGETHER we will make a difference.
Grand Opera Productions

Our Grand Opera Productions are renowned for their artistic excellence. More than 25,000 residents from across the Carolinas and Georgia, attend our performances each year. From Bizet’s Carmen and Verdi’s La traviata to Beethoven’s Fidelio and Rachmaninov’s Aleko, each Grand Opera season is designed to engage a broad audience, from the most dedicated opera patrons to the newest opera goers. Our performances engage and stimulate those who have followed opera for years as well as those adults and young people just beginning to appreciate the wonders of classical opera performed to the highest artistic standards.

2017/18 Corporate Partnership

PARTNERSHIP LEVELS

SEASON SPONSOR $100,000
Sponsor Opera Carolina as the season title sponsor
Logo Recognition:
  • Pre-curtain speech
  • Playbill cover
  • Playbill: sponsor listing
  • Season long recognition
  • Website home page
  • Sponsor signage in lobby
  • Recognition on projected english titles
Sponsor Tickets plus our Corporate Discount Program

PRESENTING SPONSOR $30,000
Full title sponsorship of a Grand Opera production
Logo Recognition:
  • Playbill: sponsor listing
  • Season long recognition
  • Website home page
  • Sponsor signage in lobby
  • Recognition on projected english titles
Sponsor Tickets plus our Corporate Discount Program

PROGRAM SPONSOR $15,000
Co-sponsorship of a Grand Opera production
Logo Recognition:
  • Playbill: sponsor listing
  • Season long recognition
  • Sponsor signage in lobby
  • Recognition on projected english titles
Sponsor Tickets plus our Corporate Discount Program

STAR SPONSOR $10,000
Sponsor one of the stars of an Opera production:
  • The Diva - our principal soprano
  • Seconda Diva - our leading mezzo
  • Il Divo - the principal tenor
  • Secondo Divo - our leading baritone
  • The Maestro
Or sponsor the Vbar in the Bank of America lobby for The Verdi Society

PRODUCTION SPONSOR $5,000
  • Intermezzo Lounge in Founders Hall for The Encore! Society
  • Large print playbills
Logo Recognition:
  • Playbill: sponsor listing
Spark the Imagination of Young People

*Opera Carolina’s* extraordinary *Education Programs* touch the lives of more than 40,000 students, teachers and families each year in the tri-state area. We annually reach more than 15,000 public school children and teens in Mecklenburg County. Fifty percent of these schools are in underserved, low-income neighborhoods. A fundamental part of our mission is to provide a vehicle for integrative learning while nurturing an appreciation for music and the arts in the next generation.

The Lichtin Family Foundation

**Opera Xpress Program**

The Opera’s educational touring company engages children and families with professional performances for students, while helping teachers meet their education goals. Since its inception, **Opera Xpress** has served more than one and a half million children with such favorites as *The Billy Goats Gruff*, *Hansel & Gretel*, *Pinocchio*, and more. Performances are tailored to K-5 age groups with study guide lessons that address the current national North Carolina education standards in every subject area.

**Student Night at the Opera**

Provides low-cost tickets to the final dress rehearsal of each Grand Opera production. This program is made available to high school and university students.

**The Opera Carolina Academy**

Two-week summer institute that provides lessons, classes and performance opportunities in classical music, singing, opera and theater for middle school and high school students.

**Family Opera**

Presented in four local and regional venues. These free-to-the-public performances are designed to engage young audiences and families in the opera experience.

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**Education Sponsorship Levels**

- **Presenting Sponsor** $30,000
  - Full title sponsorship of an Education Program

- **Program Sponsor** $15,000
  - Co-sponsorship of an Education Program

- **Artistic Sponsor** $10,000
  - Directed to the Program of your choice

- **Family Opera Sponsor** $5,000
  - Full title sponsorship of one of the Family Opera Programs

- **Underwriting Sponsor** $2,500
  - Underwrite an **Opera Xpress** performance at an at-risk elementary school

**Benefits**

- Sponsor signage and recognition
- Season-long recognition in the Opera Playbill
- Opportunity to visit a sponsored school program
- Receive a handwritten thank you from students visited by **Opera Xpress**
**Opera Unlimited** is *Opera Carolina’s* newest program series, designed to take the opera experience outside the Belk Theater and into Greater Charlotte’s growing and diverse communities. **Opera Unlimited** community engagement programs are an eclectic mix of community concerts (Art • Poetry • Music), Random Acts of Culture (flash opera events), holiday performances, and 2nd Stage productions in unusual community settings.

**Art • Poetry • Music (APM)** – APM concerts celebrate Charlotte’s culturally diverse communities. In October we celebrate Charlotte’s Asian community; in January Charlotte’s African-American community is celebrated with a special MLK commemorative performance; in May Charlotte’s Latin community is featured in Arte • Poesia • Musica.

**Holiday Performances and Caroling** – Brings the beauty of the season into no fewer than a dozen community sites, including St. Nektarios Greek Orthodox Church and Charlotte’s Korean Presbyterian Church.

**2nd Stage Productions** – Thinking outside the Belk, in 2017 *Opera Carolina* produced “Bon Appetit”, the Julia Child opera in partnership with Johnson & Wales University, and “The Tinder Opera” at D9 Brewery.

“**Tinder Opera 2 with Something Blue**” – 2018 *Opera Carolina* production in collaboration with regional breweries.

**Opera Unlimited Sponsors**

- **Title Sponsor** $25,000
- **APM Sponsor** $10,000 per performance

**2nd Stage Production**

- **Tinder 2 & Something Blue** $10,000
Golf Tournament

The 2018 Opera Carolina Golf Tournament brings together three organizations of excellence: Opera Carolina, The Club at Longview, and Hearst Corp. We invite you to experience a challenging and enjoyable day of golf and client development, while supporting the leading opera company in the region. Join us in the spring of 2018 for an exceptional day on the course for a great cause.

Meeting the highest standards in golf course design, Longview proudly boasts a Jack Nicklaus Signature Course. It is the only residential golf course in the Charlotte region to earn a place in Golf Digest’s prestigious “Best in State” rankings, where it has been a fixture among North Carolina’s top 20 golf courses ever since its 2003 opening. As part of the Tournament experience, all participants receive a Titleist Premium Gift of their choice. Gifts in past years have included Titleist shoes, clubs, and golf bags.

Continuing in our client event and returning for 2018 is the Opera Carolina Cup. As part of the Tournament, area country club teams will compete for this distinguished title. In 2016 eight country clubs participated, with Northstone Country Club claiming the Cup. Clubs from Quail Hollow, Myers Park, and Charlotte will join others in 2018 for this unique amateur competition.

Proceeds from the Golf Tournament will benefit Opera Carolina’s Education Program. With four flagship programs, Opera Xpress, Student Night at the Opera, The Opera Carolina Academy and Family Opera, the company reaches an average of 40,000 students each year, often providing them with their first experience of live performance.

PARTNERSHIP LEVELS

Not able to attend the Golf Tournament?
Become a Hole Sponsor

Notable Sponsors:

**$1,000 - PREMIUM** - Company signage will be placed at the Tee Box (hole #1, 9, 10, 18)

**$500** - Company signage recognition will be placed at non-premium Tee Boxes (available holes)
Bella Notte

Bella Notte is recognized as the premier Charlotte event of the social calendar. This elegantly fun black-tie gala event opens Opera Carolina's Grand Opera season. Set on the beautiful Belk Theater stage in the midst of an original Opera's theatrical production, Bella Notte celebrates Charlotte as the artistic center of North Carolina. Proceeds from the evening benefit Opera Carolina’s acclaimed Education Programs, Community performance series and the Grand Opera season.

Bella Notte brings together Greater Charlotte’s business, social and philanthropic leaders for an evening of dancing, exquisite cuisine, and great entertainment. Invitations and seating are limited, and our exceptional sponsors set the standard for fundraising and cultivation in our community.

Bella Notte 2017, and the entire 2017/18 Opera Carolina season are made possible by a generous sponsorship from Wells Fargo Private Bank.

Bella Notte 2017, and the entire 2017/18 Opera Carolina season are made possible by a generous sponsorship from Wells Fargo Private Bank.

**BELLA NOTTE PARTNERSHIP LEVELS**

**COMMENDATORI — TABLE SPONSOR $25,000**

- Bella Notte
  - Table of ten, signage recognition, premier seating, including Club Bella Notte, membership in The Verdi Society, and Verdi Society benefits
- Opera Carolina Performance Tickets
  - Eight (8) Season Tickets and admission to the Vbar at intermission
  - Corporate Discount Program
    - 20% discount for your employees
  - Invitation to Champagne Toast With the Stars
- Name or Corporate Logo Recognition
  - Posters and other public displays
  - Opera Carolina newsletter (print and e-letter – 15,000 distribution)
  - Logo and link on operacarolina.org
  - Performance recognition on projected English Titles
  - Sponsor signage in the lobby
  - Season-long recognition in the Opera Playbill at the Platinum Level
  - Invitation to Opera Carolina special events throughout the year

**MAESTRO — EVENT SPONSORS $10,000**

- **Entertainment Sponsor**
- **Cuisine Sponsor**
- **Cocktail Reception Sponsor**
- **Decor Sponsor**

- Bella Notte
  - Table of ten, signage recognition, premier seating, including Club Bella Notte, membership in The Verdi Society, and Verdi Society benefits
- Opera Carolina Performance Tickets
  - Two (2) Season Tickets and admission to the Vbar at intermission
  - Corporate Discount Program
    - 20% discount for your employees
  - Invitation to Champagne Toast With the Stars
- Name or Corporate Logo Recognition
  - Sponsor signage in the lobby
  - Season-long recognition in the Opera Playbill at the Platinum Level
  - Invitation to Opera Carolina special events throughout the year
Opera Recycles

In 2015, Opera Carolina launched a new recycling initiative, Opera Recycles, with the intent to put the outdated and extraneous printed marketing materials to a creative and beautiful use. In the two years since the initiative launched, more than 7,500 pieces of marketing material have been converted into fashion dresses. Through this initiative Opera Carolina demonstrates its commitment to environmental consciousness and creative thinking.

Designers for the Opera Recycles initiative include Kristin Alyce of Garbage Gone Glam, based out of Florida as well as local Charlotte designers Emily Kramer, Sarah Danee McGee, Malou Cordery, and Vinnie Tadeo. Engaging local artists is the cornerstone of the Opera Recycles initiative as it provides exceptional cross-promotional opportunities for both the designers and Opera Carolina.

PARTNERSHIP LEVELS

EVENT SPONSORS
- Sponsor Opera Carolina Opera Recycles dress(s)
- Featured as a sponsor on all Opera Recycles signage and be listed on our website as well as provide links to your website

› Four Dresses – $10,000
› Three Dresses – $7,500
› Two Dresses – $5,000
› One Dress – $2,500
Exceptional Leadership and Governance

*Opera Carolina* is guided by a passionate, imaginative and talented team of professionals led by James Meena, General Director & Principal Conductor, who has over 34 years artistic and leadership experience. *Opera Carolina’s* Board of Directors, Board of Advisors and Endowment Board of Directors is comprised of inspired voluntary leaders from the Greater Charlotte area who are dedicated to the financial health and programmatic advancement of our organization. Through committed leadership and disciplined governance, *Opera Carolina* distinguishes itself as a strong, innovative, and financially sound organization in our community.

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