OPERA CAROLINA

Corporate Partnership

The **2018/19 Season** is made possible by a generous sponsorship from **Wells Fargo Private Bank**

WELLS FARGO

THE PRIVATE BANK

2018/19 Corporate Partnership

Opera Carolina
A Vibrant History.
A Meaningful Mission.
A Visionary Future.

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.

TOGETHER
we will
make a
difference.

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.

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.

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

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Spark the Imagination of Young People

Opera Carolina's extraordinary Education Programs **impact the lives of more than 25,000 students, teachers, and families throughout the Carolinas and Northern Georgia each year.** Fifty percent of those young minds reached are in Mecklenburg County public schools, with focus on schools declared as Title I (typically in disadvantaged neighborhoods). Because education has the power to transform lives, our mission is to use the arts as a vehicle to access new pathways to classroom and community learning.

Opera Xpress: The Lichtin Family Foundation Program

Opera Carolina's educational touring company engages students and families with professional performances of children's stories told through music, designed expressly to bring learning alive for today's young minds through performance, curriculum-linked learning materials, and in-class residencies. Since its inception, Opera Xpress has impacted more than 1.5 million K-5 children and teachers across the Carolinas..

First Night at the Opera

The final dress rehearsal for each grand opera, providing access to a live performing arts experience in Belk Theater for regional K-12 students, community youth groups, and families. Curriculum-linked learning materials and on-site residencies extend the experience into the classroom or community.

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.

pARTnership CMS

Opera Carolina's CMS-focused initiative that provides teacher professional development and in-class residencies that use our signature arts-activated learning approach, all created with schools and integrated with an Opera Xpress or First Night experience.

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**

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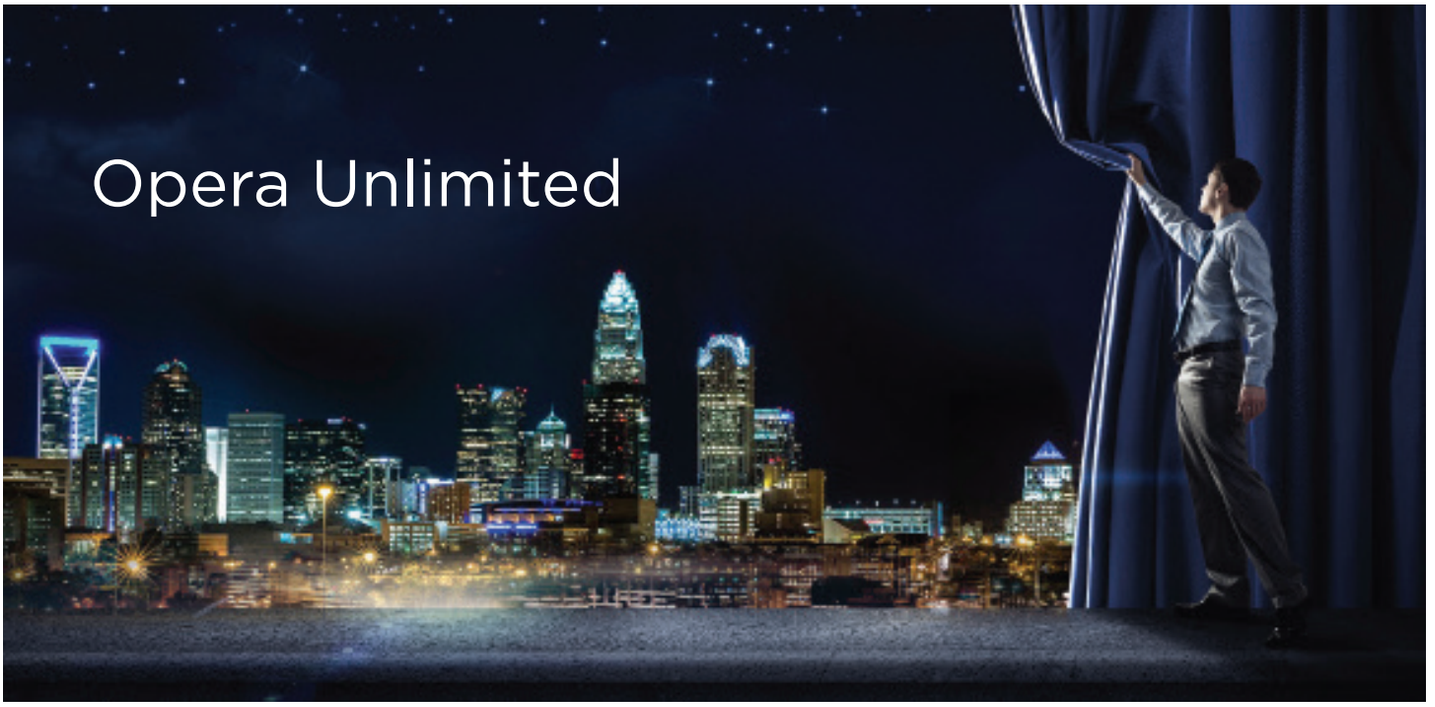

Opera Unlimited is *Opera Carolina's* newest program series, designed to take the opera experience outside the Belk Theater and into Greater Charlotte's growing and diverse communities. *Opera Unlimited* community engagement programs are an eclectic mix of community concerts (Art • Poetry • Music), Random 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

2018/19 Corporate Partnership

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

TITLE SPONSOR
THE HEARST CORPORATION

DIAMOND SPONSOR $7,500

- Includes one foursome
- Company signage recognition on the main event sign
- Season recognition in the Opera Playbill at the appropriate giving level
- Sponsorships opportunities available:
  - Premium Golfer Gift Sponsor
  - Golf Course Sponsor

GOLD SPONSOR $5,000

- Includes one foursome;
- Company signage recognition on the main event sign
- Season recognition in the Opera Playbill at the appropriate giving level
- Sponsorships opportunities available:
  - "Opera Carolina Country Club Cup" Team Underwriter
  - Awards Reception Sponsor
  - "Opera Carolina Country Club Cup" Team Underwriter

SILVER SPONSOR $3,000

- Includes one foursome
- Company signage recognition on the main event sign
- Season recognition in the Opera Playbill at the appropriate giving level
- Sponsorships opportunities available:
  - Beverage Cart Sponsor
  - Closest to the Pin Competition
  - Longest Drive Competition
  - Putting Contest
  - Registration Desk Sponsor

TEAM REGISTRATION

- Foursome - $2,600 per team
- Single - $700 per player

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

Hole 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)

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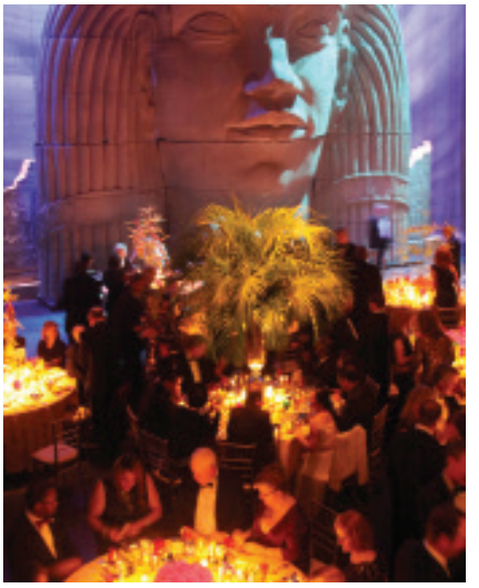

Bella Notte is recognized as the premier Charlotte event of the social calendar. This elegantly fun black-tie gala opens *Opera Carolina's* Grand Opera season. Set on the beautiful Belk Theater stage in the midst of an original opera theatrical production; Bella Notte celebrates Charlotte as the artistic 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 PARTNERSHIP LEVELS

COMMENDATORI —

$25,000

Bella Notte

- Table of ten, signage recognition, premier seating, including Club Bella Notte.

Opera Carolina Performance Tickets

- Eight (8) Premium Tickets and admission to the Vbar at intermission for an opera of your choice
- Corporate Discount Program
  - 20% discount for your employees

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 Diamond Level
- Invitation to Opera Carolina special events throughout the year

CAVALIERE —

$15,000

Bella Notte

- Table of ten, signage recognition, premier seating, including Club Bella Notte.

Opera Carolina Performance Tickets

- Four (4) Premium Tickets and admission to the Vbar at intermission for an opera of your choice
- Corporate Discount Program
  - 20% discount for your employees

Name or Corporate Logo Recognition

- Sponsor signage in the lobby
- Season-long recognition in the Opera Playbill at the Diamond 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, Vinnie Tadeo, Rocio Llusca, Itala Flores and Edelweiss De Guzman. 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*.

OPERA RECYCLES

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.

OPERA CAROLINA

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