



# Supporting Too Hot To Handel

DETROIT OPERA HOUSE



# TOO HOT TO HANDEL

## 15TH ANNIVERSARY

This year, Rackham Choir is proud to present the 15th anniversary production of Too Hot To Handel, Detroit's holiday season highlight, in collaboration with the Detroit Opera House.

Be part of this unique opportunity to support one of Detroit's premiere shows! Help us continue to celebrate the festive season in style, and expand our education and outreach to support your local community. Now is a unique time to contribute to Detroit and the Arts and Entertainment.

**“ ... one of the twelve best ways to salute the holiday season”**

The Detroit News

Come to  
**Downtown  
Detroit!**



The New York Post calls it  
**“... perhaps the jazziest, most soulfoul reinterpretation of Handel's Messiah you'll ever hear.”**

**2,600  
TICKETS**  
sold annually.

**20,000 PEOPLE**  
have attended our show  
in the last 15 years!

**1,400**  
students able to attend  
each year's dress  
rehearsal.



THE  
**KRESGE**  
FOUNDATION



**National  
Endowment  
for the Arts**  
arts.gov

## Supporting Sponsors \$2,500

- Company marketing material distribution at event.
- Sponsorship info prominently featured on Rackham's website on the sponsors page. michiganopera.org receives approximately 43,000 visits and 50,000 unique visitors annually.
- Company Sponsor signage at the performance.
- Company link in event-related e-blasts (to list of 45,000).
- Backstage photo opportunity with artists.
- Mention at bottom of all event-related press releases.
- **6 Premium tickets** to performance and afterglow
- Multiple postings on Rackham Choir and Michigan Opera Theatre social media accounts highlighting partnership.
- Inclusion in all donor lists for one year.
- Listed next to artist names in the program: **Artist generously supported by "..."**

### Jazz Orchestra Sponsors \$5,000 - \$8,000

- Logo placement on the Michigan Opera Theatre website. michiganopera.org receives approximately 43,000 visits and 50,000 unique visitors annually.
- Recognition on 20,000 fliers distributed at the DOH Parking Center, Thanksgiving Day Parade and other events.
- Company marketing material distribution at event.
- Sponsor information prominently featured on Rackham Choir's new branded website next to other corporate sponsors.
- Company sponsor signage at the performance.
- Company link in event related e-blasts to lists of 45,000 plus.
- Backstage tour, meet and greet and photo opportunity with artists and organisers.
- Mention at all event-related press releases.
- **8 Premium tickets** to performance and afterglow.
- Multiple postings on Rackham Choir and Michigan Opera Theatre social media accounts highlighting partnership.
- Inclusion in all donor lists for one year.
- Listed next to artist names in program: **Artist generously supported by "..."**

## Education Sponsors \$10,000 - \$15,000

- Recognition as a **main sponsor** on all printed materials, direct mail and advertisements (print, radio and online)
- Opportunity for **welcome remarks by Corporate Officer** during the Student Day Dress Rehearsal.
- Recognition as a main sponsor in Bravo program (dist. 20,000).
- **Private Box for 12** for performance and invitations to afterglow (or a customized seating package).
- Advertising insert in the Bravo playbill for distribution at performance and dress rehearsal (dist. 3000).
- Logo placement on the Michigan Opera Theatre website.  
michiganopera.org receives approximately 43,000 visits and 50,000 unique visitors annually.
- Recognition on 20,000 fliers distributed at the DOH Parking Center, Thanksgiving Day Parade and other events.
- Company marketing material distribution at event.
- Sponsor information prominently featured on Rackham Choir's new branded website next to other corporate sponsors.
- Company sponsor signage at the performance.
- Company link in event related e-blasts to lists of 45,000 plus.
- Backstage tour, meet and greet and photo opportunity with artists and organisers.
- Mention at all event-related press releases.
- Ongoing recognition in social media coverage by Rackham Choir and Michigan Opera Theatre.
- Inclusion in all donor lists for one year.
- Customizable benefits.

## Title Sponsor

\$20,000 - \$25,000

- **Category Exclusivity.**
- Acknowledgment as title sponsor in radio and online advertisement.
- **“Presented by”** printed on all tickets.
- Dedicated Press release and e-blast announcing partnership.
- **Recognition on the Detroit Opera House’s digital sign**, located at the corner of Madison and John R in Detroit.
- **Two Private Boxes for 12** each for performance and invitations to afterglow (or a customized seating package).
- Recognition on digital supertitle signs, projected before and after the show and during intermission.
- Naming rights for Family Pack (Four tickets plus parking).
- Recognition as a main sponsor on all printed materials, direct mail and advertisements (print, radio and online) with the phrase **“presented by”**.
- Opportunity for **welcome remarks by Corporate Officer** during the performance.
- Recognition as a main sponsor in Bravo program (dist. 20,000).
- Advertising insert in the Bravo playbill for distribution at performance and dress rehearsal (dist. 3000).
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# RACKHAM CHOIR

Music | Education | Outreach

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