



MIDDLETOWN
ARTS CENTER



2024

SPONSORSHIP OPPORTUNITIES

MIDDLETOWN ARTS CENTER

The Middletown Arts Center (MAC), under the guidance of the Middletown Township Cultural and Arts Council (MTCAC), a non-profit 501c3 organization, is an award-winning facility dedicated to enriching the community through arts programming, education, entertainment and cultural connection for individuals of all ages and abilities. We provide a wide range of free and affordable arts offerings. Since we opened in 2007, Township support has dwindled, while our costs have grown, making sponsorships more critical to community access to the arts.

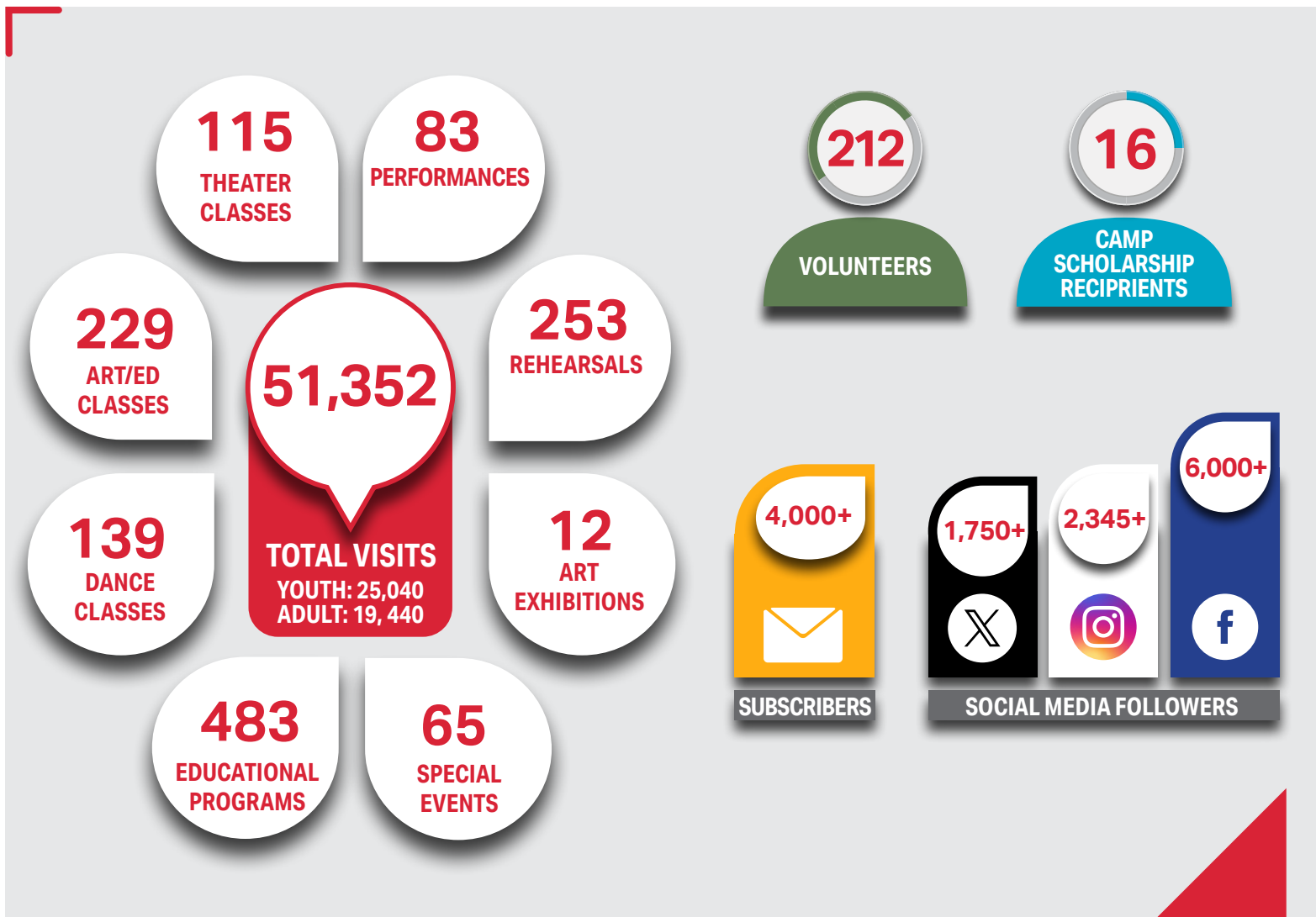


WHY SUPPORT THE ARTS?

- The arts foster personal development and growth, promote health and healing, enrich our lives, encourage civic engagement and foster economic development.
- Your sponsorship helps us bring FREE and affordable programs to the community. In 2023, we had well over 50,000 visits and served over 3,000 artists. We provided ongoing art programs for the New Jersey Blind Citizens Association at no cost to the participants and offered free programs for individuals with Parkinson's Disease and other special needs. We partnered with the Arc of Monmouth, Princeton Ballet, the New Jersey State Youth Orchestra and more. We offered both needs-based and achievement-based scholarships as well as a series of free classes to benefit the community. We can't continue these programs without you!
- Sponsors have the opportunity to demonstrate charitable leadership and engage with specific demographic groups in the Monmouth County community and beyond.
- Sponsors receive significant local marketing value – on-site, in the press, online and in printed materials.

SPONSORSHIP PACKAGES THAT WORK FOR YOU...

Choose from one of our existing sponsorship packages, or reach out to us to craft a unique sponsorship opportunity that best fits your objectives and budget.



EXCLUSIVE GALLERY NAMING RIGHTS

\$36,000

The Middletown Arts Center is a 23,000-square-foot facility that is home to a 1,400-square-foot art gallery that hosts multiple exhibits open to the public throughout the year, as well as art classes, meetings and movement classes for Parkinsons' patients. With more than 60,000 patrons through the doors each year, your company will garner incredible exposure through the naming rights for the Gallery at the Middletown Arts Center.

BENEFITS INCLUDE:

- Inclusion in all press and marketing materials
- Logo and Link on middletownarts.org
- Inclusion in weekly e-mail blast and post-show e-mails to attendees
- Weekly social media posts
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation During Events
- Full Page ad in Playbills/Spotlight Program Guides
- Guaranteed Pair of Tickets for each show
- 10% Employee Discount for all Stage Productions



EXCLUSIVE STAGE NAMING RIGHTS

\$36,000

The Middletown Arts Center is a 23,000 square foot facility that is home to a 240-seat theater that annually plays host to some 70 performances, 260 rehearsals and dozens of special events, meetings and classes. With more than 60,000 patrons through the doors each year, your company will garner incredible exposure through the naming rights of Stage at the Middletown Arts Center.

BENEFITS INCLUDE:

- Inclusion in all press and marketing materials
- Logo and Link on middletownarts.org
- Inclusion in weekly e-mail blast and post-show e-mails to attendees
- Weekly social media posts
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation During Events
- Full Page ad in Playbills/Spotlight Program Guides
- Guaranteed Pair of Tickets for each show
- 10% Employee Discount for all Stage Productions



STAGE PRODUCTION SPONSORS

\$7,500

The Middletown Arts Center is proud to feature multiple stage productions throughout the year presented by our in-house theatre company, **The MAC Players**, as well as **Dunbar Repertory Company**, **MAC Children's Theater Academy** and more. The MAC Players' 2024 productions include *Jesus Christ Superstar* and *Legally Blonde the Musical*.

LIMIT TWO SPONSORS. BENEFITS INCLUDE:

- Inclusion in all Event press and marketing materials
- Logo + Link on middletownarts.org
- Inclusion in weekly e-mail blast promoting shows
- Inclusion in post-show e-mails to attendees
- Weekly social media posts around productions
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation
- Inside Covers of Playbills + Spotlight Program Guides

COMMUNITY ART EXHIBITION SPONSORS

\$6,000

The Middletown Arts Center Gallery hosts monthly art exhibits from wonderful organizations highlighting the incredible talent in our area, from teens to seniors. The 1,400-square-foot MAC Gallery has played host to groups like the American Watercolor Society, The Manasquan River Group of Artists and NJ Teen Arts, amongst others. Benefits include:

LIMIT TWO SPONSORS. BENEFITS INCLUDE:

- Inclusion in all event press and marketing materials
- Logo + Link on middletownarts.org
- Inclusion in weekly e-mail blast beginning one month prior and continuing through series
- Weekly social media posts
- Lobby Space for Activation
- Half-page ad in Playbills + Spotlight Program Guides

FREE OUTDOOR SUMMER CONCERT SERIES / MOVIE SERIES SPONSORS

\$3,000

Each summer, the Middletown Arts Center and Middletown Twp. Recreation host free concerts and movies on the lawn adjacent to the MAC and in our air-conditioned theatre. Featuring great local bands and fan-favorite movies, hundreds of people turn out each evening for summer fun through July and August. If the weather is bad, we take the show inside!

LIMIT FOUR SPONSORS. BENEFITS INCLUDE:

- Inclusion in all event press and marketing materials
- Logo + Link on middletownarts.org
- Inclusion in weekly e-mail blast beginning one month prior continuing through series
- Weekly social media posts through series
- Space for On-site Activation
- Half-page ad in Playbills + Spotlight Program Guides

SUMMER ARTS CAMP SPONSORS

\$5,000

Every year, more than 1,000 families take advantage of the MAC Summer Arts Camps program, giving your business tremendous exposure to the young families of Middletown.

LIMIT FOUR SPONSORS. BENEFITS INCLUDE:

- Inclusion in all Summer Camp press and marketing materials
- Logo+ Link on middletownarts.org
- Inclusion in Summer Camp e-mail blasts
- Weekly social media posts before and during camp
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation
- Full page ad in Playbills + Spotlight Program Guides

MONDAY NIGHT MUSIC CLUB SPONSORS

\$3,500

Each month the MAC and 90.5 The Night present Monday Night Music Club, featuring some of the greatest concert films of all time on our big screen. Meet up with fellow fans and enjoy legendary performances from the likes of David Bowie, Prince, Led Zeppelin and more.

LIMIT FOUR SPONSORS. BENEFITS INCLUDE:

- Inclusion in all event press and marketing materials
- Logo + Link on middletownarts.org
- Inclusion in weekly e-mail blast beginning one month prior continuing through series
- Weekly social media posts through series
- Lobby Space for Activation
- Half-page ad in Playbills + Spotlight Program Guides
- Inclusion in on-air promos and e-mail blasts from 90.5 the Night

MAC MUSIC CAFÉ SPONSORS

\$1,500

The MAC Music Café features many top singer-songwriters in the area at a monthly performance in our theater. It's a delightful way to spend a late Sunday afternoon. Admission is FREE.

LIMIT FOUR SPONSORS. BENEFITS INCLUDE:

- Inclusion in all event press and marketing materials
- Logo + Link on middletownarts.org
- Inclusion in weekly e-mail blast beginning one month prior continuing through series
- Weekly social media posts through series
- Space for On-site Activation
- Half-page ad in Playbills + Spotlight Program Guides

CHRISTMAS TREE/MENORAH LIGHTING SPONSORS

\$2,500

Celebrate the Holidays at the Middletown Arts Center as the town gathers for the annual Christmas Tree and Menorah lightings. Hot Chocolate, songs, Santa and more!

LIMIT FOUR SPONSORS. BENEFITS INCLUDE:

- Inclusion in all event press and marketing materials
- Logo + Link on middletownarts.org
- Inclusion in e-mail blasts prior to events
- Social media posts week of event
- Space for Activation

MIDDLETOWN ARTS CENTER ADVERTISING

The Middletown Arts Center publishes a minimum of four Playbills and four Spotlight Program Guides that are handed out at every performance and available to all visitors in our lobby.

Opportunities include a FULL PAGE AD (\$1,000) or HALF PAGE AD (\$600).

MIDDLETOWN ARTS CENTER SCHOLARSHIP FUND

10% of all sponsorship money will go to the Middletown Arts Center Scholarship Fund, which provides merit scholarships for graduating Middletown seniors, as well as need-based scholarships for families to take advantage of Middletown Arts Center programming free of charge.



EXECUTIVE DIRECTOR
MAGGIE O'BRIEN

BOARD OF TRUSTEES

TERRI VILARDI
President

DR. WILLIAM ANANIA
Vice-President

JAYANTI TAMM
Secretary

KIMBERLY HUMPHREY
Treasurer

JOSEPH LAWLOR

RICHARD LUDLUM

ROSEMARIE PETERS, ESQ.

GERRY SCHARFENBERGER

MAUREEN RAISCH

ROSE SCULLION

JEANNE WALL

MIDDLETOWN ARTS CENTER

36 Church Street
Middletown, NJ 07748
732.706.4100
middletownarts.org

