



FESTIVAL AND EVENT SPONSORS

\$5,000, \$10,000, \$25,000 and above

A portion of your dollars support the non-profit programs of Jacob's Pillow; the tax deductible amount of each package varies.

Festival Sponsors receive premium benefits and **support Jacob's Pillow year round** in a variety of ways, from the stellar **performances** on our stages and hundreds of **free Festival events** to online dance **resources** and **educational programs** that are enjoyed by thousands all over the world. Our Sponsors play a significant role in the Pillow's efforts to engage the local community, and enrich the lives of our audience members.

A Jacob's Pillow representative works with you to fulfill your philanthropic and marketing needs and creates a custom Sponsorship Package, choosing from a wide menu of options including the ability to direct your giving to a specific community program, naming opportunities, print and digital advertising, on-site video and signage, premium exposure on jacobspillow.org, and more.

To learn more about our custom Festival and Event Sponsorships contact Estelle Woodward Arnal at 413.243.9919 x121 or ewarnal@jacobspillow.org

BUSINESS PARTNERSHIP AND ADVERTISING PACKAGES

Festival Partner \$4,000

Festival Partners are ahead of the pack in frequency and visibility, receiving exclusive benefits, maximum exposure to the Pillow's audiences, and preferred presence throughout the Festival. Festival Partners are vital to the Pillow community, supporting audience engagement and community programs throughout the Festival.

A portion of your dollars support the non-profit programs of Jacob's Pillow; the tax deductible amount of this package is \$1,750.

The Festival Partner package includes:

- A 1/2 page color ad in the 2016 Jacob's Pillow Dance Festival Program Book (\$1,750 value)
 - Plus 20% off Program Book ad upgrades
- Featured presence in on-site and online partner video (ask your representative for details)
- One banner ad in one of the Pillow's weekly e-newsletters (17,000 subscribers, limited availability, \$200 value)
- One banner ad in one week of Festival performance pre-visit emails (limited availability, \$300 value)
 - The opportunity to purchase additional email advertising (only available to Business Partners and Sponsors)
- A link to your website on the Pillow's well-trafficked "Your Visit" section of jacobspillow.org (only available to Business Partners and Sponsors)
 - Includes name of business, phone number, website link, and up to 10 words of descriptive copy of your choosing
 - You select your desired website location, choosing from "Dining Options", "Accommodations", or "Area Attractions"
- Eight tickets to any Festival performance (limited availability; Festival Partners receive exclusive access to the VIP Concierge for ticket orders and exchanges)
- Invitations to Member and Business Partner events, including the Ted Shawn Circle Reception with the Pillow's most valued and steadfast Members, and exclusive Saturday Cast Parties with performers, staff, and VIP guests
- Ted Shawn Circle Silver Level Priority Parking Pass
- Prominent recognition listing on the "Business Partner" page of the Festival Program Book (25,000 distributed)
- Recognition listing on the "Business Partner" page of jacobspillow.org (name only, no link)

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Business Partner \$2,250

Business Partners have a vested interest in enriching the lives of our local Berkshire Community and receive high visibility on-site and online, reaching the Pillow's audience members through a combination of print and email advertising; plus invitations to exclusive Pillow events.

A portion of your dollars support the non-profit programs of Jacob's Pillow; the tax deductible amount of this package is \$750.

The Business Partner package includes:

- A 1/4 page color ad in the 2016 Jacob's Pillow Dance Festival Program Book (\$1,300 value)
 - Plus 20% off all Program Book ad upgrades
- One banner ad in one of the Pillow's weekly e-newsletters (17,000 subscribers, limited availability, \$200 value)
 - The opportunity to purchase additional email advertising (only available to Business Partners and Sponsors)
- A link to your website on the Pillow's well-trafficked "Your Visit" section of jacobspillow.org (only available to Business Partners and Sponsors)
 - Includes name of business, phone number, website link, and up to 10 words of descriptive copy of your choosing
 - You select your desired website location, choosing from "Dining Options", "Accommodations", or "Area Attractions"
- Four tickets to any Festival performance (limited availability, blackout dates apply)
- Invitations to Member and Business Partner events, as well as exclusive Saturday Cast Parties with performers, staff, and VIP guests
- Ted Shawn Circle Silver Level Priority Parking Pass
- Recognition listing on the "Business Partner" page of the Festival Program Book (25,000 distributed)
- Recognition listing on the "Business Partner" page of jacobspillow.org (name only, no link)

Community Partner \$1,000

Community Partners are invested in the Berkshires and the Pillow's community engagement programs. Plus, they receive a link on jacobspillow.org.

A portion of your dollars support the non-profit programs of Jacob's Pillow; the tax deductible amount of this package is \$425

The Community Partner package includes:

- A 1/6 page color ad in the 2016 Jacob's Pillow Dance Festival Program Book (\$575 value)
 - Plus 20% off Program Book ad upgrades
- Link to your website on the Pillow's well-trafficked "Your Visit" section of jacobspillow.org
 - Includes name of business, phone number, website link, and up to 10 words of descriptive copy of your choosing
 - You select your desired website location, choosing from "Dining Options", "Accommodations", or "Area Attractions"
- Two tickets to any Festival performance (limited availability, blackout dates apply)
- Invitations to Member and Business Partner events
- Recognition listing on the "Business Partner" page of the Festival Program Book (25,000 distributed)
- Recognition listing on the "Business Partner" page of jacobspillow.org (name only, no link)

Local Partner \$500

Local Partners help sustain the artistic community in the Berkshire region and gain access to the Pillow's audiences through the Festival Program Book.

A portion of your dollars support the non-profit programs of Jacob's Pillow; the tax deductible amount of this package is \$200.

The Local Partner package includes:

- A color Business Card ad in the 2016 Jacob's Pillow Dance Festival Program Book (\$300 value)
 - Plus 20% off Program Book ad upgrades
- Invitations to Member and Sponsor events
- Recognition listing on the "Business Partner" page of the Festival Program Book (25,000 distributed)
- Recognition listing on the "Business Partner" page of jacobspillow.org (name only, no link)