

# JACOB'S PILLOW | CORPORATE SPONSORSHIPS

## \$5,000, \$7,500, \$10,000, \$25,000 & ABOVE

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

**JACOB'S PILLOW CORPORATE SPONSORS** receive premium benefits and can provide support 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.

Choose from the packages below or work with our coordinator to create your own **custom Sponsorship Package** that fits your philanthropic and marketing needs. All print advertising is due March 30, 2018; all digital advertising is due June 1, 2018.

To learn more about Corporate Sponsorship opportunities contact Michele Bastow.  
413.243.9919 x123 | mbastow@jacobspillow.org

### FESTIVAL SPONSOR \$25,000+

- Your logo on one of the Pillow's Festival golf carts, the sole form of transportation on the grounds, for the full Festival Season (June 20-August 26, 2018; exclusive availability)
- Inside cover color ad in the Festival Program Book (\$5,100 value)
- Logo listed under "Festival 2018 Sponsors" in the Festival Events Brochure
- Your logo linked to your website featured in a special "Festival 2018 Sponsors" section of the highly-trafficked Festival 2018 page of jacobspillow.org
- Banner ads in two of the Pillow's weekly Festival e-newsletters (21,000 subscribers; limited availability, \$800 value)
- Banner ads in three weeks of Festival performance pre-visit emails (sent to ticket buyers, 69% open rate; limited availability, \$1,500 Value)
- A full business listing and link to your website on the Pillow's well-trafficked "Recommended Businesses" section of jacobspillow.org (only available to Sponsors and Business Partners)
- Eight tickets to any Festival performance (based on availability)
- Invitations for two people to VIP, Member, and Business Partner Events—including the Visionary Leaders and Ted Shawn Circle Reception with the Pillow's most valued and steadfast Members—and exclusive Saturday Cast Parties with performers, staff, and VIP guests
- Prominent logo listing on the "Sponsors" page of the Festival Program Book (25,000 distributed)
- Poster signed by Festival artists



### TICKET SPONSOR \$10,000

- Your logo advertised on the back of Jacob's Pillow Dance Festival's ticket stock throughout the Festival season (100,000+ distributed; June 20-August 26, 2018; exclusive availability)
- A full page color ad in the Festival Program Book (\$4,100 value)
- Your logo linked to your website featured in a special "Festival 2018 Sponsors" section of the highly-trafficked Festival 2018 page of jacobspillow.org
- Banner ads in two of the Pillow's weekly Festival e-newsletters (21,000 subscribers, limited availability, \$800 value)
- Banner ads in two weeks of Festival performance pre-visit emails (sent to ticket buyers, 69% open rate; limited availability, \$1000 value)
- Eight tickets to any Festival performance (based on availability)
- A full business listing and link to your website on the Pillow's well-trafficked "Recommended Businesses" section of jacobspillow.org (only available to Sponsors and Business Partners)
- Invitations for two people to VIP, Member, and Business Partner Events, and exclusive Saturday Cast Parties with performers, staff, and VIP guests
- Logo listing on the "Sponsors" page of the Festival Program Book (25,000 distributed)
- Poster signed by Festival artists



# JACOB'S PILLOW | CORPORATE SPONSORSHIPS

**JACOB'S PILLOW CORPORATE SPONSORS** play a significant role in the Pillow's efforts to engage our local community and enrich the lives of our audience members. Choose from the packages below or work with our Coordinator to create your **own custom package** that fits your philanthropic and marketing needs.

---

## INSIDE/OUT SPONSOR \$7,500

*Additional advertising can be purchased by contacting our Coordinator*

- Your choice of a half-page ad on the back cover of the Inside/Out Performance Series Programs for the month of July or August, or an information table at the Inside/Out Performance Series for one week during Festival 2018 (*Wednesday-Saturday*)
- Your logo linked to your website featured in a special "Festival 2018 Sponsors" section of the highly-trafficked Festival 2018 page of [jacobspillow.org](http://jacobspillow.org)
- Logo listing on the "Sponsors" page of the Festival Program Book (*25,000 distributed*)
- Invitations for two people to VIP, Member, and Business Partner Events, and exclusive Saturday Cast Parties with performers, staff, and VIP guests

## EVENT SPONSOR \$5,000

*Additional advertising can be purchased by contacting our Coordinator*

- Sponsor a Pillow Festival event (*June 20-August 26, 2018*) such as Weekend OUT, Festival Finale, Community Day, various off-site community engagement events, and more. Ask our Coordinator for more details.
  - Event must be confirmed by June 1, 2018 to reserve space
  - All materials require approval from Jacob's Pillow
- Your logo linked to your website featured in a special "Festival 2018 Sponsors" section of the highly-trafficked Festival 2018 page of [jacobspillow.org](http://jacobspillow.org)
- Logo listing on the "Sponsors" page of the Festival Program Book (*25,000 distributed*)
- Invitations for two people to VIP, Member, and Business Partner Events, and exclusive Saturday Cast Parties with performers, staff, and VIP guests

## UNDER 35 SPONSOR \$5,000

*Additional advertising can be purchased by contacting our Coordinator*

- Sponsor Jacob's Pillow's *Under 35* program for five weeks during the Festival. This program targets young professionals by offering them discounted tickets throughout the Festival
  - Promotional material provided by business, inserted in ticket envelopes by Pillow staff
- Option to host a pre- or post-show event for *Under 35* ticket buyers, where you can present your brand or business, hand-out samples or materials, and network with potential customers.
  - Additional event fees may apply
  - All materials require approval from Jacob's Pillow
- Your logo linked to your website featured in a special "Festival 2018 Sponsors" section of the highly-trafficked Festival 2018 page of [jacobspillow.org](http://jacobspillow.org)
- Logo listing on the "Sponsors" page of the Festival Program Book (*25,000 distributed*)
- Invitations for two people to VIP, Member, and Business Partner Events, and exclusive Saturday Cast Parties with performers, staff, and VIP guests

## BUILD YOUR OWN SPONSORSHIP

Work with our Coordinator to create your own custom Sponsorship Package that fits your philanthropic and marketing needs!

*Additional ideas include:*

- Host your corporate event at the Pillow
- Host a Pre-show or Post-show cocktail party
- Support *Pillow Pop-Ups* at Pittsfield's Third Thursday Street Festival
- Contribute to *Jacob's Pillow Curriculum in Motion*®, a year-round educational program in public schools
- Sponsor an artist residency at the Pillow Lab
- Support the Dancing Berkshires Fund, which allows the Pillow to offer \$10 tickets to students studying dance in Berkshire County
- Underwrite a production in the Ted Shawn or Doris Duke Theatres

---

"Jacob's Pillow is known for bringing crowds from across the country to the Berkshires. Partnering with the Pillow gives our hotels the opportunity to reach these culturally-minded visitors and support an innovative 85+ year old organization."

*Sarah Eustis*  
CEO of Main Street Hospitality Group