



Dear South Orange Business Owners and Managers,

We are excited to unveil a new way for SOPAC and local businesses to support each other through the Local Business Partnership. This is a level up from our existing Local Business Network, and offers you an incredibly effective way to promote your business to tens of thousands of SOPAC patrons and followers within the SOMA area and beyond.

For either \$750 cash, or \$500 cash/\$500 in-kind, or \$1500 in-kind, SOPAC will promote your business throughout our performance season through signage, collateral, digital publications, and shoutouts from our stage. Compare this to your other advertising methods, and if it sounds like a good deal, please give us a call. All partnership benefits are customizable, so let's have a conversation about your audience and your needs, and we can think of the best way to promote you.

Both the Partnership and the Network are described in the attached PDF. Also included in the PDF are the slides we presented at the meeting on Thursday.

We look forward to talking with you!

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Dear Local Business Owner:

We're excited to support and cross-promote downtown businesses through our Local Business Network, Local Business Partnership and other sponsorship & advertising opportunities. Our success is your success!

Running **July 1, 2020 through June 30, 2021**, SOPAC will offer:

OPTION 1: LOCAL BUSINESS PARTNERSHIP

SOPAC:

- Minimum of twice per year: your logo, photo and brief description included in our weekly SOPAC e-blast sent to more than **29,000 subscribers (20% open rate)**;
- Logo included in the rotation of daily slideshows on the lobby screens and pre-show slideshow in the theatre – SOPAC puts on close to **200 events annually** with foot traffic through the lobby 365 days/year;
- Included in Local Business Network and related promotions (see reverse);
- Quarter-page ad in the Annual Playbill (**\$250 value, distributed to approximately 18,000 patrons**);
- Name and/or logo included in the Annual Newsletter (**distributed to approximately 1,000 major donors/VIPs and uploaded to sopacnow.org**)
- Live mention from the SOPAC stage

BUSINESS OWNER:

- Become a member of our Local Business Network;
- Upfront cost options:
 - **\$750 cash; OR**
 - **\$500 cash plus \$500 in-kind/trade; OR**
 - **\$1,500 in-kind/trade**

On behalf of everyone at SOPAC, we thank you for your support and look forward to a mutually successful partnership!

(TURN OVER)

OPTION 2: LOCAL BUSINESS NETWORK

SOPAC:

- Promote your business via website, *sopacnow.org* (**over 14,000 monthly visitors**), membership mailings and flyers;
- Business name and contact information listed in Annual Playbill (**distributed to approximately 18,000 patrons**)

BUSINESS OWNER:

- Offer SOPAC members a 10% or more discount off goods and services, waive initiation fees, donate a portion of a patron's bill back to SOPAC or customize a more business-specific offer;
 - Place a SOPAC decal in your window, display posters and/or hand out "upcoming show" cards at your place of business;
 - **Upfront Cost: zero**
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OPTION 3: SPONSORSHIP & ADVERTISING OPPORTUNITIES (\$1,500-\$5,000)*

- Advertise your business on SOPAC beverage cups distributed by the SOPAC lobby bar during most performances;
- Advertise your business on SOPAC show/event e-tickets distributed to approximately 50% of all ticket-purchasing patrons (approx. 20,000 tickets per year);
- Sponsor "Kids in the Loft" receptions, open to all patrons attending Kids 'N Family shows;
- Sponsor other member receptions, open to all 1,150+ SOPAC members
- Included in Local Business Network and Partnership and related promotions

****These and other customizable opportunities available and priced upon request***

The numbers tell our story! Together we're building strong, vibrant and **prosperous** South Orange and Maplewood communities. Extrapolating from Americans for the Arts' "Arts & Economic Prosperity 5" report and SOPAC data:

- ***SOPAC brings an estimated \$1.25MM in annual direct spending to downtown South Orange***
- ***SOPAC patrons visit downtown South Orange and Maplewood to attend each event - and also visit other businesses while there - with average spending of \$42 per person per event***
- ***Last year, approximately 40,000 people attended events at SOPAC, including patrons residing in Essex, Union, Morris, Bergen, New York and more. 56% of patrons resided outside of Essex County!***

SOPAC
SOUTH ORANGE
PERFORMING ARTS CENTER



SOPAC & SOUTH ORANGE BUSINESSES
OUR SUCCESS IS YOUR SUCCESS!

OPTION 1:

LOCAL BUSINESS PARTNERSHIP

- *Included in weekly eblasts (2x per yr)*
- *Lobby and theatre slideshows*
- *Annual Report*
- *¼ Page Ad in Annual Playbill*
- *Stage shout-out*
- *Member of Local Business Network*

OPTION 1: LOCAL BUSINESS PARTNERSHIP

UPFRONT COST:

- I. *\$750 cash; OR*
- II. *\$500 cash plus
\$500 in-kind/trade; OR*
 - I. *\$1,500 in-kind/trade*

OPTION 2:

LOCAL BUSINESS NETWORK

- *Promote business via website, flyers, etc.*
- *Name/contact info in Annual Playbill*

UPFRONT COST: ZERO

OPTION 3: SPONSORSHIP & ADVERTISING OPPORTUNITIES ***

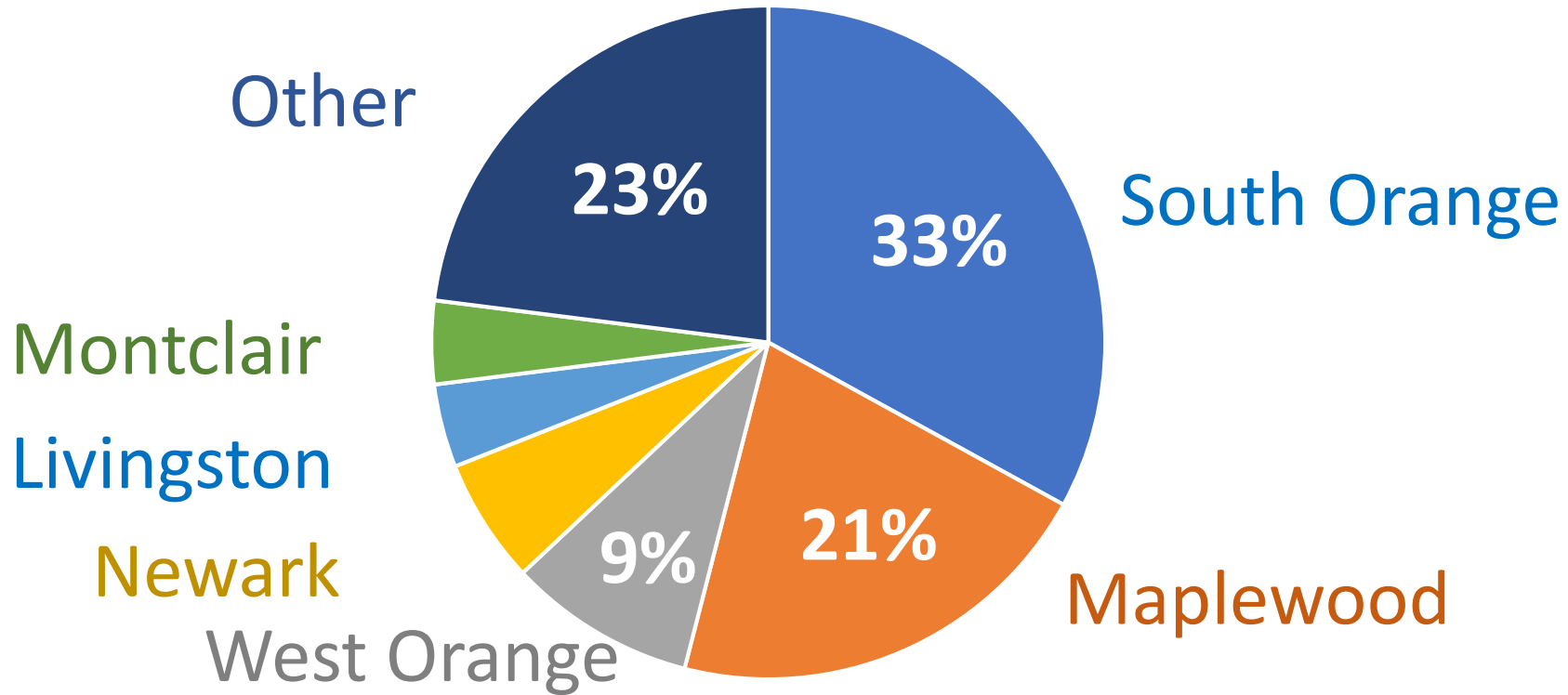
- *SOPAC beverage cups*
- *Show e-tickets*
- *Sponsor member events*

***\$1,500-\$5,000 OPTIONS,
CUSTOMIZABLE & PRICED UPON REQUEST

SOPAC ECONOMIC IMPACT

- *\$1.25 MILLION in annual patron spending at South Orange businesses*
- *Patrons spend \$42 PP per event on average*
- *Geographical breakdown of patrons during 2018-19 Season:*
 - Essex County: 44%
 - Union County: 11%
 - Morris County: 8%
 - Bergen: 4%
 - Other: 33%

ESSEX COUNTY TICKET PURCHASES BY CITY, FY18-19



The SOPAC Audience

- 60% Boomer
- 30% Gen X
- 10% HHI
\$250,000+
- 37% Net Worth
\$250 - \$500k
- 23% Net Worth
over \$500k



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