The historic return to the Warner Theatre!

2021-22 SPONSORSHIP DETAILS
Why Sponsor the Erie Philharmonic?

• Become part of history! Celebrate the grand reopening of the Warner Theatre after stage-renovations 20 years in the making

• Experience a new level of enhanced sound from this historic stage with state-of-the-art entertainment enhancements

• Convenient and efficient way to increase customer loyalty, heightened community awareness and brand reputation

• One-of-a-kind corporate hospitality opportunities with exclusive events and receptions

• Flexible payment plans and customizable benefits

• What’s good for Erie is also good for business

“Sponsorship is indeed a privilege, and it is one of which I am particularly proud. The Erie Philharmonic is vital to our community and downtown. I am honored we have had the opportunity to support such a great community asset.”

“We at RE/MAX Real Estate Group have been a proud sponsor of the Erie Philharmonic for many years. Our belief is that a strong arts community helps to ‘build’ positive connections between cultures, thereby strengthening us socially, economically & educationally.”

“The orchestra has done a tremendous job partnering with the Health Plan to help us maximize our marketing goals and reach audiences for multiple lines of business. Its organizations like the Philharmonic that make our community a vibrant one! We are proud to sponsor the Phil and know that by investing in the success of our community we in turn invest in the success of our business.”

“One of the reasons why we support the Erie Philharmonic is because of community involvement. Although we do love the music, helping to keep the community strong is a top priority for us.”

The Hanes Family
Pops Series sponsor for more than 15 consecutive years
Brand-new for 2021-22:

- State-of-the-art acoustical shell for the orchestra (see example mock-up below)
- Larger stage
- 1,500-piece Wurlitzer Pipe Organ
- Exclusive pre-concert event space
- HVAC system with COVID-19-specific upgrades

Originally built in 1931, Erie’s Warner Theatre serves as the primary performance location for all Erie Philharmonic concerts.
Ticket buyers for the Philharmonic live across northwest Pennsylvania, eastern Ohio and southern New York, and represent a wide cross section of business owners, young professionals, community leaders and families.

Top ticket-buying ZIP codes:
1. 16505
2. 16509
3. 16506
4. 16415
5. 16510
6. 16508
7. 16511
8. 16504
9. 16412
10. 16507

Map of FY19 season subscribers. Red represents the highest concentration of ticket buying households.
2021-22 Pops Series

Highlights include two unforgettable movie nights with *Star Wars: A New Hope* and *Mary Poppins*, music from Rodgers & Hammerstein as well as selections from Paul McCartney, Elton John and Andrew Lloyd Webber.

The season opens on December 4, 2021, with our celebratory *Come Home for the Holidays* concert, featuring Broadway star Ashley Brown (below).
The Symphonic Series focuses on once-in-a-lifetime concert experiences with world-renowned artists of the highest caliber, rivalling those presented in cities 10 times our size.

Highlights include 2021 Kennedy Center Honoree Midori and international organ superstar Cameron Carpenter plus a performance of Mahler’s “Resurrection” Symphony, featuring the Erie Philharmonic Chorus.
Promotional Benefits

- Program acknowledgment in our Warner Theatre program book
- Logo recognition on seat card for your sponsored concert
- Listed as concert sponsor in applicable marketing materials
- Acknowledgment during pre-concert informational message
- Logo recognition in 2021-22 Season Brochure (deadline June 1)
- Logo recognition during pre-concert slide show
- Logo recognition on banner displayed in Warner Theatre lobby
- Logo recognition year-round on the Philharmonic website
- Invitation to all major donor events throughout the season, including events in the exciting new addition to the theatre!

Benefits are tiered per sponsorship level.
Warner Theatre Hospitality Benefits

$5,000
• VIP Encore Club parking/lounge pass for the 2021-22 season
• Full-page, color acknowledgment for 13 concerts
• 10 complimentary concert vouchers for your sponsored concert

$2,500
• VIP Encore Club parking/lounge pass for sponsored concert
• Half-page, color acknowledgment for 13 concerts
• 8 complimentary concert vouchers for your sponsored concert

$1,500
• VIP Encore Club parking/lounge pass for sponsored concert
• Half-page, b/w acknowledgment for sponsored concert
• 6 complimentary concert vouchers for your sponsored concert

$1,000
• Half-page, b/w acknowledgment for sponsored concert
• 4 complimentary concert vouchers for your sponsored concert

$500
• Quarter-page, b/w acknowledgment for sponsored concert
• 2 complimentary concert vouchers for your sponsored concert
Sponsor Add-on Benefits*

Season Passes - $500
- 2 tickets to all 2021-22 subscription concerts (10)
- Sponsor-exclusive discount ($796 value)

Junior Philharmonic - $500
- Program acknowledgment in 75th Anniversary Program Book
- 2 complimentary tickets and reserved seating to use for any concert throughout the season, or the ability to donate them to an organization of your choice

Junior Philharmonic Chorus - $500
- Logo acknowledgment on all marketing materials and program books
- 2 complimentary tickets and reserved seating to use for any concert throughout the season, or the ability to donate them to an organization of your choice

Handel’s Messiah - $250
- Program acknowledgment in exclusive Messiah program book
- 2 complimentary tickets in reserved seating section

* See info sheet for more details on these programs as well as a listing of our 2021-22 season.
Educational Underwriting

You can help support our life-changing educational programs by underwriting our Community Engagement initiatives specifically.

Levels of any amount are welcomed and your donation is 100% tax-deductible.

Your business will be recognized as an Educational Underwriter on our Community Engagement website as well as in all applicable marketing materials.

When possible, we will work to connect you and your business with the programs that you support, via in-school visits, thank you cards from students, mini performances and more.

eriephil.org/communityengage

See info sheet for more details on these programs
Thank you for considering!

STEVE WEISER
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