

OPERA IN THE PARK Portland 2026 Sponsorship Packages

OPERA IN THE PARK Portland's mission is to enrich the cultural life of the city by providing professional opera performances of high artistic quality — major opera, international soloists, live orchestra, and chorus — free of charge. By supporting OPERA IN THE PARK Portland, your sponsorship will help maintain access to free grand opera and ensure the summer concerts remain a culturally significant occasion for Portland as they have for 23 years.



Impact

7,000+ Attendees
will enjoy our open-air concert
free-of-charge

85 Local Artists
will be employed by
OPERA IN THE PARK Portland

\$350,000+
will be the estimated
economic impact

Sponsorship Opportunities and Benefits

Presenting Sponsor: \$35,000+

As the exclusive Presenting Sponsor, your company will receive the most prominent recognition across all marketing materials and at the event itself. This level is limited to one organization that is seeking maximum visibility while supporting local talent and enriching our community's cultural landscape.

- ♦ **Exclusive** "Presenting Sponsor" billing on front page of printed program
- ♦ On-stage recognition in front of 7,000 attendees
- ♦ **Prominent logo placement** on all event materials, including:
 - ♦ Printed and digital program
 - ♦ Info booth signage
 - ♦ Printed event flyers & posters
 - ♦ Website homepage
 - ♦ Social media
 - ♦ Personalized e-blast recognizing your sponsorship
- ♦ **Recognition** in all press releases, media campaigns, and advertisements
- ♦ **VIP Access** for 25 guests, including the Donor Picnic and preferred seating
- ♦ Invitation to exclusive Artists' Dinner for 4 guests
- ♦ Dress rehearsal admission for 8 guests

Orchestra Sponsor: \$25,000+

As an Orchestra Sponsor, you will gain extensive visibility throughout the event and its promotional efforts, showcasing your support for the 30+ local musicians in our union orchestra.

- ♦ **Prominent Logo placement** on select event materials:
 - ♦ Printed and digital program
 - ♦ Info booth signage
 - ♦ Website homepage
 - ♦ Social media
 - ♦ Personalized e-blast recognizing your sponsorship
- ♦ **VIP Access** for 10 guests, including the Donor Picnic and preferred seating
- ♦ Invitation to exclusive Artists' Dinner for 2 guests
- ♦ Dress rehearsal admission for 4 guests

Chorus Sponsor: \$15,000+

A Chorus Sponsor will gain visibility and recognition as an important partner whose support directly benefits 40 local singers in our chorus.

- ♦ **Logo placement** on select event materials:
 - ♦ Printed and digital Program
 - ♦ Info booth signage
 - ♦ Website
 - ♦ Social media
 - ♦ Mentions in e-blasts
- ♦ **VIP Access** for 6 guests, including the Donor Picnic and preferred seating
- ♦ Dress rehearsal admission for 2 guests

Sponsorship Opportunities and Benefits

Park Sponsor: \$10,000+

A Park Sponsor will gain visibility and recognition as an important partner in transforming the park into a venue that can seat over 7,000 audience members.

- ♦ **Logo placement** on select event materials:
 - ♦ Printed and digital program
 - ♦ Website
 - ♦ Social media
 - ♦ Mentions in e-blasts
- ♦ **VIP Access** for 4 guests, including the Donor Picnic and preferred seating
- ♦ Dress rehearsal admission for 2 guests

Stage Sponsor: \$5,000+

A Stage Sponsor will gain visibility and recognition as an important partner whose support makes the stage and sound system possible. Without your sponsorship, the show couldn't go on!

- ♦ **Logo placement** on select event materials:
 - ♦ Printed and digital program
 - ♦ Website
 - ♦ Social media
 - ♦ Mentions in e-blasts
- ♦ **VIP Access** for 2 guests, including the Donor Picnic and preferred seating

Airline Sponsor: \$2,000+

Industry Exclusive: The Airline Sponsor will gain visibility and recognition for underwriting the flights for featured soloists.

- ♦ **Logo placement** on select event materials:
 - ♦ Printed and digital program
 - ♦ VIP Donor Picnic Signage
 - ♦ Website
 - ♦ Social media
 - ♦ Mentions in e-blasts
- ♦ **VIP Access** for 2 guests, including the Donor Picnic and preferred seating

Wine Sponsor: \$1,000+

Industry Exclusive: The Wine Sponsor will gain visibility and recognition for underwriting wine served at the VIP Donor Picnic.

- ♦ **Logo placement** on select event materials:
 - ♦ Printed and digital program
 - ♦ VIP Donor Picnic Signage
 - ♦ Website
 - ♦ Social media
 - ♦ Mentions in e-blasts
- ♦ **VIP Access** for 2 guests, including the Donor Picnic and preferred seating

Sponsorship Opportunities and Benefits

Why Sponsor OPERA IN THE PARK Portland?

Visibility: With an estimated 7,000+ attendees, your brand will be seen by a diverse, engaged audience. The event will also be heavily promoted through various media channels, ensuring that your company's name is front and center.

Community Engagement: Your support of this event aligns your brand with a free, accessible public cultural experience that strengthens the local community and promotes inclusivity.

Cultural Impact: By sponsoring OPERA IN THE PARK Portland, you contribute to Portland's rich cultural landscape, supporting the arts and fostering an appreciation for world-class performances among all community members.

Diverse Audience: This event will appeal to a wide range of demographics, from opera lovers to families, students, and cultural enthusiasts.

Budget Overview

Artist and Production Fees: \$70,000

Facilities & Equipment: \$35,000

Contract Services (Executive Director, Graphic Design, & Social Media): \$20,000

Operations (printing, postage, website, insurance): \$4,500

Outreach: \$3,000



*For more information or
to confirm your sponsorship,
please contact:*

Ashley Clark

Executive Director

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We hope you will consider joining us as a sponsor for OPERA IN THE PARK Portland. Your support will not only help bring this exciting event to life, but it will also demonstrate your commitment to cultural enrichment in Portland. We look forward to the opportunity to partner with you in making this event a resounding success.

Thank you for your consideration, and please don't hesitate to contact us with any questions.