

Sample Sponsorship Names, Levels & Benefits for a concert by The Esteban Ramirez Octet

PLATINUM SPONSOR — \$7,500

- Listed as **Platinum Sponsor** in the concert program, press releases, invitations, organizational website, and at the merchandise table
- **Priority logo or personal name placement** on the welcome poster displayed in the venue's foyer entrance
- **Dedicated sponsorship slide acknowledgment** in the pre-show slideshow, featuring your name and/or business logo
- **Dedicated Facebook and Instagram posts** on the organization's pages highlighting your sponsorship and message of thanks
- **Verbal recognition from stage** by the organization's leader during the performance
- **Full-page ad or congratulatory message** in the printed concert program (5"W x 8"H)
- **Four complimentary tickets** with reserved VIP seating
- **Invitation to a brief meet-and-greet reception**—hosted by the organization's leader—with Esteban immediately preceding the concert
- **Autographed complimentary copy** of one of Esteban Ramirez's poetry books and CDs*

GOLD SPONSOR — \$5,000

- Listed as **Gold Sponsor** in the concert program, press releases, invitations, organizational website, and at the merchandise table
- **Logo or personal name recognition** on the welcome poster displayed in the venue's foyer entrance
- **Group acknowledgment** in the pre-show slideshow, featuring your name and/or business logo among Gold sponsors
- **Recognition in a dedicated social media post** on the organization's Facebook and Instagram pages, listing all sponsors by level and featuring each name and/or business logo
- **Verbal recognition from stage** by the organization's leader during the performance
- **Half-page ad or congratulatory message** in the concert program (5"W x 4"H)
- **Two complimentary tickets** with reserved VIP seating
- **Autographed complimentary copy** of one of Esteban Ramirez's poetry books*

SILVER SPONSOR — \$2,500

- Listed as **Silver Sponsor** in the concert program and organizational website
- **Name recognition** on the welcome poster displayed in the venue's foyer entrance
- **Group acknowledgment** in the pre-show slideshow, featuring your name and/or business logo among Silver sponsors
- **Recognition in a dedicated social media post** on the organization's Facebook and Instagram pages, listing all sponsors by level and featuring each name and/or business logo
- **Quarter-page ad** in the printed concert program (2.5"W x 4"H)
- **Two complimentary tickets** with reserved premium seating
- **Autographed complimentary copy** of one of Esteban Ramirez's CDs*

BRONZE SPONSOR — \$1,000

- Listed as **Bronze Sponsor** in the concert program and organizational website
- **Name recognition** on the welcome poster displayed in the venue's foyer entrance
- **Group acknowledgment** in the pre-show slideshow, featuring your name and/or business logo among Bronze sponsors
- **Recognition in a dedicated social media post** on the organization's Facebook and Instagram pages, listing all sponsors by level and featuring each name and/or business logo
- **Two complimentary tickets** with reserved premium seating

*These complimentary items are to be deducted from total ticket and sponsorship revenues.

Tax Deductions for Sponsorships

The amount of a sponsorship payment that exceeds the fair market value of goods or services received is tax-deductible to the extent allowed by law. For example, the Platinum Sponsor receives four tickets (\$35/ea. X 4 = \$140), one book (\$32), one CD (\$16), and a beverage at the reception (\$10 beverages). The total amount of goods received is \$198. The tax-deductible portion of this sponsorship is \$7,302 (\$7,500 - \$198 = \$7,302).