

**EL
PASO
OPERA**

Sponsorship & Donation Opportunities

It's in your life.

2023–2024

30th Anniversary Season

DEAR EL PASO COMMUNITY MEMBER,

Thank you in advance for your consideration of support for El Paso Opera! We are a small non-profit arts organization in our 30th season. We are a community organization whose success is largely determined by community support of our programming.

El Paso Opera's mission is to harness the transformative power of our art to engage with the local and larger community as a lasting and valued cultural service. We do this through a variety of ways that are outlined in the enclosed packet. From our quality programming to over 50 FREE performances in the community throughout the year, we actively work to fulfill our mission and contribute to El Pasoan's quality of life.

The enclosed packet shares plentiful information about our organization and this current season. I'd like to draw your attention to a few entry levels of support. Looking for a way to reach elite clientele? Sponsor our VIP Experience at our upcoming shows for \$5,000. Sponsor Casino Night with levels starting at \$1,000 or underwrite one of our performers starting at \$750.

El Paso Opera is the only professional opera organization in our region and therefore the product we offer is different from other local arts organizations. We take our position as the sole professional opera provider very seriously and strive to maintain quality both on the stage and off. In addition to our on-stage programming, as mentioned above we also offer a sizable amount of free community performances totaling over fifty free

performances each season. Lastly, our Education program provides support and assistance to local school districts as well as community groups outside of the traditional school setting (home school groups, scouts troops, youth groups) to introduce the next generation to opera! Between our stage performances, free community performances and educational programming, we are bringing opera to the people of El Paso, a mission which no other organization shares. In doing so, we are contributing to our community's quality of life, employing numerous working artists and increasing our region's desirability for recruitment purposes.

Donations to El Paso Opera are vital to the continuation of all of the above. We are a very small organization with a large reach into the El Paso community. We contribute directly to El Pasoan's quality of life! In addition, our shows contribute a large amount to the local economy by employing multiple artists, multiple crew members, and renting city venues. Our events help drive sales at surrounding restaurants, bars, parking garages, and hotels. By contributing to El Paso Opera, you will be directly affecting the quality of life for this community while helping us support the local economy. It's the best of both worlds!

I would love the opportunity to meet with you and discuss possible support for El Paso Opera. Please feel free to reach out to me at the information listed on page 19. I look forward to hearing from you!

ARIANNE MARCEE
El Paso Opera Executive Director

Season 2023-2024 Elements

SEPTEMBER 16

Mozart by Moonlight

MCKELLIGON CANYON AMPHITHEATRE

NOVEMBER 4

Encores & Overtures Gala

EL PASO COUNTRY CLUB

FEBRUARY 10

Casino Night

MAY 17 & 18

Sunday in the Park with George

ABRAHAM CHAVEZ THEATRE

**FIRST FRIDAY OF
EVERY MONTH**

First Fridays

**MARCH –
SEPTEMBER**

#CurbsideOpera

**HOLIDAY
SEASON**

Making Spirits Bright

SEPTEMBER/MAY

Youth Night at the Opera

featuring

EPSO



MOZART BY MOONLIGHT

SATURDAY SEP 16, 2023 • 7:30PM
MCKELLIGON CANYON AMPHITHEATRE

RESERVED SEATS: \$49 | GENERAL ADMISSION SEATS: \$39
CHILDREN 12 & UNDER: \$25

LEVELS OF SUPPORT:

Principal Sponsor: \$15,000

Lead Sponsor: \$10,000

Season Sponsor: \$5,000

Support the Stars Underwriting Support

Principal Performer: \$2,500

Supporting Performer: \$1,000

Musician: \$750

EPO Production Team Member: \$750

Donor benefits received at level of donation
as listed on pages 16-17.

ANTICIPATED REACH:

1,500 audience members

Back by popular demand! El Paso Opera and the El Paso Symphony Orchestra collaborate to transform McKelligon Canyon Amphitheatre into an al fresco opera hall for one night only. Experience the incomparable music of Mozart —widely regarded as among the greatest composers in the history of Western music— all under our incomparable desert starry sky. This enchanting concert of arias and ensembles from throughout the canon of Mozart's operas is headlined by world-class opera stars Brian Downen, Cherry Duke and Levi Hernandez, along with El Paso Opera's talented roster of Resident Artists. Join us for some magical music and a magical atmosphere, perfect for the entire family!

September 16, 2023
McKelligon Canyon Amphitheatre
Featuring El Paso Symphony Orchestra

30th ANNIVERSARY SEASON

ENCORES & OVERTURES GALA



SATURDAY NOVEMBER 4, 2023

EL PASO COUNTRY CLUB

RSVP OCTOBER 24

6:00 P.M. COCKTAILS & AUCTION | 7:00 P.M. DINNER & ENTERTAINMENT

LEVELS OF SUPPORT:

Encores & Overtures Benefactor:
\$3,000

Encores & Overtures Table Captain:
\$1,500 per table

Encores & Overtures individual
tickets: \$150

ANTICIPATED REACH:

200 guests
Plus countless others with social
media recognition

Our annual gala, Encores & Overtures, will be held November 4th. This gala is a wonderful opportunity to celebrate El Paso Opera while raising funds to support the season. The evening will include a silent auction, dinner & opera performances. The theme for this year's gala is 'Pearl Anniversary' and will add to the celebration as we honor this season's Maestro Award recipient!

November 4, 2023
El Paso Country Club

Maestro Award Honoree:
John Colquitt

SONDHEIM'S
SUNDAY *in the PARK*
with **GEORGE**



**LEVELS OF
SUPPORT:**

Title Sponsor: \$20,000

Principal Sponsor: \$15,000

Lead Sponsor: \$10,000

Season Sponsor: \$5,000

Support the Stars Underwriting Support

Principal Performer: \$5,000

Lead Performer: \$2,500

Supporting Performer: \$1,000

Musician: \$750

EPO Production Team Member: \$1,500

Donor benefits received at level of donation
as listed on pages 16-17.

**ANTICIPATED
REACH:**

3,000 audience members

Inspired by the iconic Seurat pointillist painting ***A Sunday Afternoon on the Island of La Grande Jatte***, Broadway legend Stephen Sondheim's poetic masterpiece is a meditation on the art of making art. This Pulitzer Prize-winning classic features one of the most ravishing, moving and endlessly inventive musical scores ever written as it depicts the struggles and sacrifices of George, a fictionalized version of Seurat, immersing himself deeply in painting his magnum opus, and his great-grandson (also named George), a conflicted and cynical contemporary artist who finds the answer to his future in the past.

Our new production of this revolutionary, rapturous musical brings back the core creative team behind last season's sensational ***Frida*** and caps off our 30th anniversary season dedicated to the artists behind the art.

May 17 & 18, 2024
Abraham Chavez Theatre



LEVELS OF SUPPORT:

Gaming Sponsor: \$5,000
*logo on high dollar chips

Food Sponsor: \$2,500

Entertainment Sponsor: \$1,000

ACE Sponsor: \$500

ANTICIPATED REACH:

150 people

Plus countless others with
social media recognition

Casino Night FUN-draiser has been a great recent addition to our event calendar! This fundraiser creates a great balance to our season and helps us reach new people. A fun-filled night with a variety of Casino games (poker, blackjack, craps & roulette), this event gives guests the opportunity to have a great time while supporting El Paso Opera!

February 10, 2024



First Fridays

LEVELS OF SUPPORT

Season Sponsor: \$10,000
*underwrite full season

Sponsor of the Month: \$1,000
*underwrite individual month

Donor benefits received at level of donation as listed on pages 16-17.

FIRST FRIDAYS

El Paso Opera brings opera into the community! With our monthly First Fridays series, El Paso Opera will provide free performances throughout El Paso for the community to enjoy. Opera is a beautiful artform which should be enjoyed by everyone regardless of age, demographic and financial circumstance. Providing free performances allows us to ensure enjoyment by the masses!

Performances feature El Paso Opera Resident Artists

Calendar of First Friday locations can be found at epopera.org/community

#Curbside Opera



LEVELS OF SUPPORT

Season Sponsor: \$10,000
*underwrite full season

Location Sponsor: \$1,000
*underwrite specific location

Donor benefits received at level of donation as listed on pages 16-17.

#CURBSIDEOPERA

This program began as a response to COVID-19 closures. It was our way to reach out to the community and bring some brightness to people's day during a time of such isolation and uncertainty. #CurbsideOpera allows us to take our mobile opera 'stage' and perform in neighborhoods around the city. This flexibility of movement allows us to reach into neighborhoods like never before! It also provides the opportunity to reach people who are not able to come to the theatre to watch our shows because of mobility or health reasons. The impact of #CurbsideOpera has been so strong that it is now a permanent part of our season programming!

Performances feature El Paso Opera Resident Artists

Calendar of #CurbsideOpera dates & locations can be found at epopera.org/community

EDUCATION & COMMUNITY ENGAGEMENT

"For most of my students this was their first experience with opera and they loved it!"

-Danielle Plane, Zia Middle School (Las Cruces Public Schools) 6th-8th US History and Drama teacher

"My students loved it!"

-Jamielynn Amato, Clint ISD Elementary Music teacher

"Absolutely loved the show! Students of all grades were able to easily enjoy the show. School edited version allowed me to create an engaging lesson in a good amount of time!"

-Desiray Correa, Eastwood Knolls International School (Ysleta ISD) 5th-8th Music and Guitar teacher

"What a fun way to expose young students to this art form."

-Matthew Reiter, Sonoma Elementary School (Las Cruces Public Schools) 3rd-5th Music teacher

"Cendrillon was amazing from start to finish. The soloists were great, the set inventive and the direction terrific!... a fine introduction to opera. The packets for teachers will be so helpful for them. As an educator, I'm a believer in the impact that can be made on students on so many levels..."

- Veteran area teacher

LEVELS OF SUPPORT:

Title Sponsor: \$20,000

Principal Sponsor: \$15,000

Lead Sponsor: \$10,000

Season Sponsor: \$5,000

Donor benefits received at level of donation as listed on pages 16-17.

ANTICIPATED REACH:

Approximately 1500 students at our Education workshops.

We recognize the importance of engaging with the youth in our community to share the historical art of opera. With this goal in mind, we work with schools across El Paso and the surrounding areas to educate our community's youth about opera. Our main goal with our Education Program is for the youth of our community to grow up with a good sense of the importance of the arts which will in turn provide a promising future for maintaining an opera organization in our community.

This season we are excited to expand our Education program! Teaching Artist Annie Pennies will bring opera to our region's students via in-person and virtual lessons. This instruction will happen both in the Fall to support **Mozart by Moonlight** and in the Spring to support **Sunday in the Park with George!** In addition to this instruction expansion, we are excited to expand Youth Night at the Opera to two nights this season as well! We are excited to open the doors to both the McKelligon Canyon Amphitheatre for **Mozart by Moonlight** and the Abraham Chavez Theatre for **Sunday in the Park with George**. Two wonderful opportunities for students to expand their understanding, knowledge and love of opera and the performing arts!

EL
PASO
OPERA

SUPPORT THE

STARS

LEVELS OF SUPPORT:

Principal Performer \$5,000

Lead Performer \$2,500

Supporting Performer \$1,000

Musician \$750

EPO Production Team member \$1,500

ANTICIPATED REACH:

4,500 Audience members

5,000 Eblast recipients

Plus countless others with
social media recognition

This season our Support the Stars campaign will underwrite performers in both our September 2023 *Mozart by Moonlight* concert and our May 2024 *Sunday in the Park with George* production.

All donors to our **Support the Stars Campaign** will be invited to join us for our *Sunday in the Park with George* Welcome Reception on April 29 and the VIP Cast Party immediately after *Sunday in the Park with George* on May 17-18! By being an underwriter, you are a vital component of our show, and you will get to know the performers bringing this amazing show to life.

OTHER WAYS TO SUPPORT EL PASO OPERA

El Paso Giving Day Matching Sponsor

Help us maximize our donations
by providing a 1:1 match!

Transportation Sponsor

Cover the transportation costs of
our incoming artists for \$5,000
or by donating rental cars!

VIP Experience Sponsor

Headline sponsorship of our VIP
Experience at both shows this
season for \$5,000!

ADVERTISING

We will be producing an 8.5x5.5” full color program playbill for this season's productions *Mozart by Moonlight* and *Sunday in the Park with George*

We anticipate a total reach of approximately 4,500 people. Our audience loves to read through our program where they can read biographies to learn about the cast and browse through our various informational pages. Advertising sales are a great source of fundraising for us and great way for you to market your business.

FULL PAGE 8" X 5.5"	1/2 PAGE VERTICAL 2.5" X 8.5"	1/4 PAGE VERTICAL 2.5" X 4.25"	1/2 PAGE HORIZONTAL 5.5" X 4.25"	
		1/8 PAGE 2.5" X 2"	1/4 PAGE HORIZONTAL 5.5" X 2"	
		1/8 PAGE 2.5" X 2"	1/8 PAGE 2.5" X 2"	1/8 PAGE 2.5" X 2"

FULL COLOR	AD PRICE
FULL PAGE	\$500
HALF PAGE	\$375
QUARTER PAGE	\$250
1/8 TH PAGE	\$125
BACK COVER	\$1,000
PROGRAM INSERT	\$1,000

**DONOR
BENEFITS
SEASON
2023–2024**

When you join our family of donors, you play a starring role in creating El Paso Opera's productions. El Paso Opera depends on the generosity of donors to close the significant gap between the price of tickets and the true cost of producing opera. Even with sold-out performances, ticket sales only cover approximately 40% of El Paso Opera's operating budget. Since maintaining accessible ticket pricings is fundamental to our mission, we can only be successful with additional annual charitable support.

In appreciation of your generosity, you will receive donor privileges to increase the enjoyment of your opera experience. Your contributions entitle you to the following benefits for one year from the gift date. Listing is by total gifts received.

BIZET CIRCLE (\$20,000+)

- Website & program playbill listing
- Invitations to special events
- Six tickets to all season performances & events
- Priority parking passes
- Full page advertisement in program playbill
- Logo placement on all marketing materials
- Social media recognition
- Table of 10 at Encores & Overtures Gala
- 10% discount for all employee ticket purchases
- Recognition on the Supertitle screen at all productions
- 30-minute Resident Artist performance at location of your choice

VERDI CIRCLE (\$10,000-\$19,999)

- Website & program playbill listing
- Invitations to special events
- Four tickets to all season performances & events
- Priority parking passes
- Half page advertisement in program playbill
- Logo placement on all marketing materials
- Social media recognition
- Four tickets to Encores & Overtures Gala
- 10% discount for all employee ticket purchases
- Recognition on the Supertitle screen at all productions



MOZART CIRCLE (\$5,000–\$9,999)

- Website & program playbill listing
- Invitations to special events
- Two dress rehearsal passes to winter opera
- Two tickets to performance of your choice
- Priority parking passes
- Quarter page advertisement in program playbill
- Logo placement on marketing materials

PUCCINI CIRCLE (\$2,500–\$4,999)

- Website & program playbill listing
- Invitations to special events
- Two dress rehearsal passes for winter opera
- Two tickets to performance of your choice
- Priority parking passes

ROSSINI CIRCLE (\$1000–\$2,499)

- Website listing
- Invitations to special events
- Two dress rehearsal passes for winter opera

FRIENDS OF THE OPERA (LESS THAN \$1000)

- Website listing



**WHEN YOU SUPPORT EL PASO OPERA FOR \$5,000 OR GREATER,
WE WILL DISPLAY YOUR LOGO PROUDLY IN A VARIETY OF WAYS!
WHO WILL SEE YOUR LOGO?**

- Ticket purchasers!
- 5,000+ direct mailing list
- 5,000+ E-blast electronic newsletter mailing list
- +12,000 social media followers
- Unlimited views of our posters,
flyers and billboards around town
- Sponsor posters on display at all our events
(productions, concerts, fundraisers)
- Representatives of local school districts who
participate in our Education Program

**THAT'S A LOT OF EXPOSURE FOR A SMALL
INVESTMENT AND IT'S ONE OF THE MANY
REASONS TO SUPPORT EL PASO OPERA!**

MISSION

To harness the transformative power of our art to engage with the local and larger community as a lasting and valued cultural service.

FUTURE OUTLOOK

To position ourselves as a valuable member of El Paso's Arts Community by continuing to provide a product unlike any other in our region. Through a combination of tradition and innovation El Paso Opera will continue to reach new audiences and prove itself and this art as relevant.

ORGANIZATION HISTORY

El Paso Opera began in 1992 as Opera a la Carte offering excerpts of classical opera. After overwhelming support indicated a desire for fully-staged, complete operatic productions, the organization expanded into a full company in 1994 with Puccini's *Tosca* and Mozart's *The Magic Flute*. By 2000, El Paso Opera had more than 1000 season subscriptions. El Paso Opera is proud to be known as the first opera company in the United States to display dual supertitle translations in both English and Spanish. El Paso Opera has continued to give the region high-quality art and entertainment despite financial difficulty, a trying economy and worldwide pandemic. El Paso Opera strives to give El Pasoans even greater access to opera through expanded outreach and engagement, lower ticket pricing and innovative presentations. Accessibility and approachability have become the cornerstones of content we offer the community. We have found the best way to highlight both accessibility and approachability is to offer varied content. Our last few seasons have showcased a combination of beloved opera classics with new and innovative programming. In addition, we focus on presenting traditional titles in non-traditional ways. By offering such varied content in such varied ways, we have expanded our reach throughout the community and solidified our presence as an important member of the El Paso arts community.

We are a small organization serving a predominantly Hispanic population. El Paso is a bi-lingual, bi-cultural and bi-literate community. The community in which an organization exists in large part dictates who and what the organization serves. We feel this very deeply and have established an annual celebration of Latinx voices within the opera field. We are situated perfectly to lift up the voices of this historically marginalized population of performers and in doing so we will demonstrate their and our worth to our community and the industry as a whole.

We are very excited about this anniversary season! With two great shows and other fun events throughout the year, we know our audience will be celebrating along with us at every turn. With innovation, new ideas and varied programming, El Paso Opera has consistently attracted new audience members to join longtime supporters, setting us up for a successful 2023-2024 season!



CONTACT

FOR MORE INFORMATION ABOUT SPONSORSHIP OR DONATIONS CONTACT:

ARIANNE MARCEE
Executive Director
amarcee@epopera.org
915-581-5534
www.epopera.org

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**SUPPORT EL PASO OPERA AND YOU ARE
SUPPORTING YOUR COMMUNITY!
THE IMPACT OF THE ARTS IS FELT EVERYWHERE!**

FINANCIAL

- The arts in El Paso have a combined \$103.4 million economic impact on our city!
- Event-related spending by arts & culture audiences totaled \$43.5 million in restaurant, hotel and other event-related spending (excluding admission fees) .
- Arts & culture tourists stay longer, bring more people and spend more money than other types of tourism. In fact, these non-resident attendees spent DOUBLE the dollars at El Paso restaurants and hotels than residents did!

HEALTH

- The arts have been shown to improve a patient's overall health outcomes, treatment and quality of life.
Behold the healing power of music!
- The arts help to reduce anxiety, pain, hospital length of stay and hospital readmissions.

EDUCATION

- Students who complete more arts courses have up to 15% higher passing rates on standardized tests.
- Students involved in the arts are more likely to stay in school.
- Students involved in the arts have 3.3% higher attendance rates.

QUALITY OF LIFE

- A thriving arts scene contributes to El Pasoans' overall quality of life.
- Art affects a person's mood making people happier, calmer and more inspired.
- Enjoyment of Fine Art brings a person happiness.
- Arts reflects our culture and community back to us.
- Arts encourages critical thinking.
- Arts helps bridge communication gaps between different cultures.

WHY OPERA?

Opera is the only artform that combines the greatest performing arts! We are a combination of music, theater, acting, dancing and the visual arts. Opera is unique and it is valuable.

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OPERA**

It's in your life!