BARDO ARTS CENTER

Bardo Arts Center (BAC) enriches the vibrant artistic and cultural legacy of the Western North Carolina region through fine and performing arts.

BAC PERFORMANCE HALL

Our new Sunday Cinema Series features encore screenings from the National Theatre in London and Bolshoi Ballet in Moscow. In addition to this series, we offer performances with professional artists, a children’s theatre series, and educational opportunities such as symposiums and lectures.

WCU FINE ART MUSEUM

Open year-round, the WCU Fine Art Museum at Bardo Arts Center houses a permanent collection of modern and contemporary art and presents a rotating schedule of dynamic exhibitions.

OUR DEMOGRAPHIC AND GEOGRAPHIC REACH

A sponsorship with Bardo Arts Center offers the ability to reach tens of thousands of individuals each year, including the faculty, staff, and students at WCU. Please read below to see our current reach.

**Attendance and Engagement**

- 2017 Performance Hall Patrons: 26,930
- 2017 WCU Fine Art Museum Patrons: 5,744

**Current Digital Reach**

- E-blast Subscriber List: 15,368
- Facebook Reach: 3,271
- Bardo Arts Center Facebook: 791
- WCU Fine Art Museum Facebook: 1138
- WCU Friends of the Arts: 842
- Bardo Arts Center Instagram: 510

**Current Mailing Reach**: 961

GIS Graphic: Geographic Reach in Western North Carolina

Please note that Bardo Arts Center’s digital channels reach nationally and internationally.
**BAC SUNDAY CINEMA SERIES SPONSORSHIPS**

**Digital Playbill Plus Level One | $1,000**
- Linked shout out on social media and e-blast
- Listing on sponsor page of website
- Tier two digital advertising package ($300 value - see page four)

**Digital Playbill Plus Level Two | $2,500**
- First two benefits above
- Tier three digital playbill advertising package ($600 value - see page four)
- On-site vendor table at BAC Sunday Cinema Series screenings
- Curtain speech announcement during chosen performance
- Digital signage ad on rotation in lobby during chosen performance

**WCU FINE ART MUSEUM SPONSORSHIPS**

**Reception Sponsor Level One | $1,000**
- On-site name recognition during one reception (sponsor choice)
- Name recognition on all digital communication related to reception (enews, social)
- Listing on sponsor page of website

**Reception Sponsor Level Two | $2,500**
- All benefits above
- Listing in press release
- On-site vendor table during chosen reception
- Introduction during Executive Director speech over microphone + one minute plug from sponsor to reception guests (50-100 local individuals)
The benefit packages below can be tailored to meet the needs of your organization. In addition, if there are any benefits not listed below that are desired as part of your sponsorship, please connect with us to see if we can accommodate your needs.

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>PREMIER</th>
<th>BENEFACCTOR</th>
<th>PATRON</th>
<th>ADVOCATE</th>
<th>FRIEND</th>
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</thead>
<tbody>
<tr>
<td>Sole naming recognition as season sponsor for all BAC Fine and Performing Arts programming</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$20,000</td>
<td>$10,000</td>
<td>$5,000</td>
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<td>Name recognition preceding the presentation of public events in BAC</td>
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<td>Name recognition on BAC digital billboards on and off campus</td>
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<td>VIP invitations to behind the scenes artist meet + greets for your staff</td>
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<td>VIP invitation to curator-led preview tour of museum exhibitions for your staff</td>
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<td>Opportunity to record a video statement of support for BAC YouTube channel and website</td>
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<td>Name recognition on all press coverage of events</td>
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<td>Name recognition on all BAC print materials</td>
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<td>On site distribution at BAC of company’s promotional materials</td>
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<td>Up to five linked social media posts across BAC channels</td>
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<td>Sponsor specific e-blast sent to full list (18,000+)</td>
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<tr>
<td>Linked logo recognition on BAC website sponsor page</td>
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*All sponsors are listed in a block at the bottom of every BAC e-blast, sent bi-monthly.
BRAND NEW BARDO ARTS CENTER ADVERTISING OPPORTUNITY
Reach thousands of WCU faculty, staff, and students, along with residents and visitors from the WNC region!

SUNDAY CINEMA SERIES
Encore performance screenings from the National Theatre in London and the Bolshoi Ballet in Moscow

DIGITAL PLAYBILL ADVERTISING OPPORTUNITY
Similar to move-theatre style previews, the digital playbill plays before each screenings in the series.

HOW DOES IT WORK?
• Choose your package (see below)
• Select and send your advertisement. Ads specs: 1920 (w) X 1080 pixels (H), saved as a jpeg*
• Each “DIGITAL PLAYBILL” runs for 30-minutes, serving as the “previews” shown before each screening in the series
• Each individual ad placement plays for 8 seconds
• Advertisements may be changed out for each screening; please send advertisement updates at least one week prior to each performance. Continue onto the next page to view the 2018-2019 BAC Cinema Series and read about our special bonus offers.

<table>
<thead>
<tr>
<th>TIER ONE</th>
<th>TIER TWO</th>
<th>TIER THREE</th>
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<tbody>
<tr>
<td>$150</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>Receive at least one placement of your ad every five minutes for a minimum of 6 ad views per screening</td>
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<tr>
<td>Receive at least two placements of your ad every five minutes for a minimum of 12 ad views per screening</td>
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<tr>
<td>Receive at least three placements of your ad every five minutes for a minimum of 18 ad views per screening</td>
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*Video advertisements are accepted; please enquire if you are interested in running video previews before screenings to learn about our video advertisement package

BECOMING A DIGITAL PLAYBILL ADVERTISER
Please complete and send the advertiser registration form to jilljacobs@wcu.edu or mail to the address below. Please return the form by August 6 the latest. All advertisements must be received by August 12.

ADDRESS: ATTN Jill Jacobs, Bardo Arts Center, 1 University Way, Cullowhee, NC 28723
BONUS OFFER ONE
As a digital advertiser, you have the opportunity to host a coupon on our website to be downloaded by our patrons to drive traffic back to your store. The link to download coupons will be aired during the previews at the screenings, and promoted through our newsletter and on social media year-round.

2018-2019 SEASON

BARDO ARTS CENTER SUNDAY CINEMA SERIES
ENCORE PERFORMANCES FROM THE NATIONAL THEATRE IN LONDON AND THE BOLSHOI BALLET IN MOSCOW

SUNDAYS AT 3PM
August 26, 2018: Verma
October 21, 2018: Follies
December 9, 2018: Don Quixote, ballet
January 20, 2019: Cat on a Hot Tin Roof
February 10, 2019: Hamlet, starring Benedict Cumberbatch
March 10, 2019: Sleeping Beauty, ballet
May 5, 2019: Macbeth

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<tr>
<th></th>
<th>Single Ticket Price</th>
<th>Subscription Price</th>
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<tbody>
<tr>
<td>Adult</td>
<td>$15</td>
<td>$90</td>
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<tr>
<td>Seniors (65+)</td>
<td>$10</td>
<td>$60</td>
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<tr>
<td>WCU F/S</td>
<td>$10</td>
<td>$60</td>
</tr>
<tr>
<td>Student</td>
<td>$5</td>
<td>$30</td>
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Subscriptions go on sale July 10, single tickets on August 15.

BARDO ARTS CENTER
WESTERN CAROLINA UNIVERSITY
828.227.ARTS | bardoartscenter.wcu.edu

BONUS OFFER TWO
As a digital playbill advertiser, your advertisement will also play before a special screening of Rocky Horror Picture show, on October 31 at 7:30PM. This special screening is not a part of the Sunday Cinema Series, but is another outlet for your advertisement to be seen by WCU faculty/staff/students and the local region.

HAVE QUESTIONS OR NEED FURTHER INFO?
Visit arts.wcu.edu/advertise or contact Jill Jacobs, Bardo Arts Center Marketing Manager at jilljacobs@wcu.edu or 828.227.ARTS.
Digital Playbill Advertising Request Form

Contact name:_______________________________________________________

Business name:_______________________________________________________

Number:____________________________________________________________

Address:____________________________________________________________

____________________________________________________________________

Please select your digital advertisement package. Ad deadline August 6th.

___$150  TIER ONE: Receive at least one placement of your ad every five minutes for a minimum of 6 ad views per screening

___$300  TIER TWO: Receive at least two placements of your ad every five minutes for a minimum of 12 ad views per screening

___$600  TIER THREE: Receive at least three placements of your ad every five minutes for a minimum of 18 ad views per screening

Design services are available for $50 per design. Design Services Requested: ___Yes ___No

Would like use to send you an invoice?

___ Yes please send to this address (if different from above)

____________________________________________________________________

___ No, I have included a check as payment or am sending in a check.

Please make checks payable to WCU Bardo Arts Center and send with this completed form to:

Melody Huddleston
Bardo Arts Center Box Office
Western Carolina University
1 University Way
Cullowhee, NC 28723

Please email your advertisements or design requests to jilljacobs@wcu.edu.

Jill Jacobs | Marketing Manager
WCU Bardo Arts Center | 828-227-ARTS