

SOPAC
SOUTH ORANGE
PERFORMING ARTS CENTER

2025-2026 Sponsorship Opportunities

Celebrating 20 Years
of Cultural Impact





South Orange Performing Arts Center (SOPAC)
is a cultural hub that brings world-class arts
and education to the community.

Nearly 20 Years of Impact

Founded in 2006, SOPAC's programming promotes creativity, connection, and accessibility while enhancing the region's cultural and economic vibrancy.

Centrally Located in Downtown South Orange

Only steps from the commuter train station, SOPAC occupies a prime location which sees thousands of visitors daily.

A Premiere Essex County Arts Institution

SOPAC contributed to a total economic impact of \$82.6 million from arts organizations. On average, attendees spent \$33.62 beyond the ticket price at local businesses¹.

439

seat Mainstage theater

3,000

campus visitors monthly

100

performances/year

¹ [Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Essex County](#), Americans for the Arts, 2023.

IMPACT & REACH

30,000 Annual Visitors

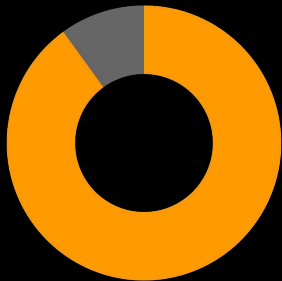


8K+

students served
annually through
Arts Education
Programs

90%

of Essex County
school districts
reached



25K

Digital Program
readers



443K

paid social
engagements



40K

in email
database

* Data reflects activity for 12 month window ending 12/31/24



SOPAC CELEBRATES

SOPAC Celebrates kicks off the organization's 20th Anniversary season and will highlight the contributions of individuals and companies who have demonstrated an extraordinary commitment to nurturing the local creative economy, while generating resources to support its next 20 years of impact.



YOU'RE INVITED

To an unforgettable evening honoring creativity, community & the arts, featuring Rock & Roll Hall of Fame legend, **Darlene Love**.



Thursday, June 12, 2025
South Orange Performing Arts Center
Mainstage Presentation: 7 PM

Support SOPAC's mission to make the arts more accessible & transformational!

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Purchase tickets at SOPACnow.org

SOPAC CELEBRATES

SPONSORSHIP LEVELS

	Presenting Sponsor \$20,000+	Platinum Sponsor \$10,000+	Gold Sponsor \$5,000+	Silver Sponsor \$2,500+	Bronze Sponsor \$1,000+
Named Sponsor of 2025 SOPAC Celebrates	Presenting	Platinum	Gold	Silver	Bronze
VIP SOPAC Celebrates Tickets (includes pre- and post-show event access; valued at \$300/ticket)	15	10	8	4	2
Advertisement in Digital Event Journal	Full Page Premium	Full Page	Half Page	Quarter Page	Quarter Page
Inclusion in SOPAC Local Business Network	X	X	X	X	X
Recognition on event and ticketing webpages	Logo + Link	Logo	Text	Text	
Recognition on digital lobby displays (SOPAC Season)	Standalone Slide 6 months	Standalone Slide 3 months	Shared Slide 3 months	Shared Slide 3 months	
Social Media Spotlights	Logo + Tag in Post	Tag in Post	Tag in Story		
Recognition in Event Press Release	Logo + Quote	Logo + Text	Text		
Onstage Event Signage Recognition	X	X			
Opportunity to provide branded product at SOPAC Celebrates	X	X			
Onstage remarks by corporate representative	X				

SOPAC sponsorships are tax deductible to the fullest extent allowable by law. Please consult with your tax advisor to determine the deductibility of your gift.

20TH ANNIVERSARY SEASON & SERIES SPONSORSHIP OFFERINGS



Partner with SOPAC to Celebrate 20 Years

Further Your Impact, Elevate Your Brand, Strengthen The Community

Join SOPAC in celebrating its 20th anniversary season through **2025-26 Season & Series sponsorships**. As a partner, your company can support world-class programming, ensure accessible cultural experiences, and contribute to a more vibrant and livable community and region. Sponsorships offer **prominent recognition, activation opportunities, and exclusive perks for employees and clients**—customized to align with your business goals.

Make a lasting impact while showcasing your commitment to the arts and community.

20TH ANNIVERSARY SPONSORSHIP LEVELS

Blues & Jazz, Comedy, Cabaret, Singer-Songwriter,
Kids & Family, Arts Education, Gallery, Public Programs

	Presenting Sponsor \$30,000+	Premiere Sponsor \$20,000+	Banner Sponsor \$10,000+	Community Sponsor \$5,000+	Benefactor Sponsor \$2,500+
Named Sponsor of SOPAC's Mainstage or Loft 2025-26 Season or Series	Presenting	Premiere	Banner	Community	Benefactor
Tickets to performances across 2025-26 Season or Series	30	20	10	5	2
Logo on SOPAC sponsor page with link to company website	X	X	X	X	Name
Ad in Digital Program	Full	Full	Half	Half	Quarter
Pre Show Announcement recognizing your company for sponsorship	X	X	X		
Recognition on season or series event and ticketing pages	Logo	Name	Name		
12 months of Recognition on lobby TVs	Standalone Slide	Standalone Slide	Shared Slide		
Collaborative social media post highlighting your support	X	X	X		
Opportunity to produce customized pre-show onsite activation to showcase your brand to show attendees (e.g. donor salons, member events, etc.)	2	2	1		
Press Release highlighting your brand's partnership with SOPAC	X				
Dedicated email to SOPAC's mailing list highlighting partnership	X				
Name/Logo on show tickets for 2025-26 Season	X				

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For sponsorship customization, please contact SOPAC's Development team.

SOPAC

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One SOPAC Way
South Orange, NJ 07079

Contact:

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