

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



25K

Digital Program
readers



443K

paid social
engagements

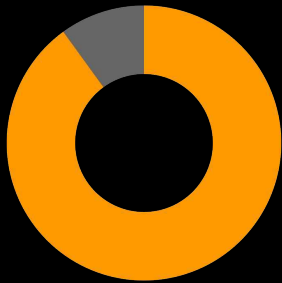


40K

in email
database

90%

of Essex County
school districts
reached



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



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				

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.

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

SOPAC

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PERFORMING ARTS CENTER

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