

arvada  center

# ELEVATING BRANDS

ENRICHING COMMUNITIES



“

Intermountain Health is proud to partner with the Arvada Center for the Arts and Humanities. Our **shared commitment to enhancing community well-being** and providing greater access to healthcare services **aligns perfectly with our mission.** Together, we are dedicated to helping people live the healthiest lives possible.

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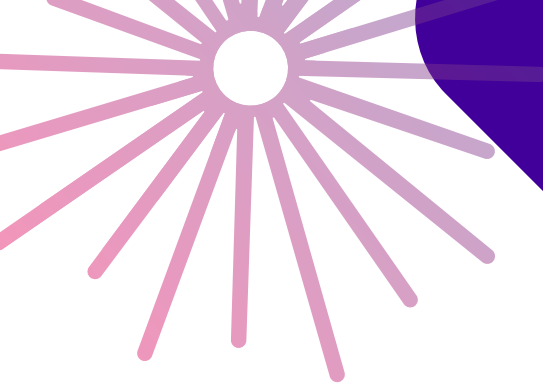


**STEPHANIE BAKER,**

Manager, Corporate Partnerships at Intermountain Health

2025

Waitress (2024), photo by Amanda Tipton Photography



# About the Arvada Center

## Reach and Community Impact

- Welcomes **300,000+** visitors annually
- Engages audiences ages 5–95 across **10+ Denver metro counties**
- Reaches **136,000+** Jefferson County residents each year
- Presents **200+ performances**, 6 exhibitions, and 75 community events annually
- Offers 700 educational programs, enriching **70,000+ students**
- Builds a digital community of **50,000+ social followers** and **75,000 newsletter subscribers**
- Partners with **35+ community organizations** for accessibility and outreach
- Generates **\$14.2 million** in local economic impact annually

## Operational Excellence

- Celebrating **50 years** of artistic excellence **since 1976**
- One of the nation's largest multi-disciplinary arts centers
- Home to **3 theaters**, **3 galleries** (10,000 sq. ft.), and cutting-edge educational facilities
- Employs **100+ arts professionals** and engages **250+ volunteers** annually

## Sponsorship Value

- Generates **3.5+ million annual impressions** through integrated marketing
- Reaches affluent, culturally engaged target audiences
- Offers customized recognition across print, digital, and on-site platforms
- Maintains a **95% corporate sponsor retention rate**, reflecting strong partnership value



# Signature Programs

## Theatre

- **3 professional productions** annually in our **500-seat Main Stage Theatre**
- **2 productions** in our flexible **250-seat Black Box Theatre**
- **200+ performances** reaching **100,000+ annual patrons**
- Presenting classic stories, beloved Broadway hits, and compelling plays
- Professional, local actors, directors, and creative teams
- Full costume and scene shops create everything in-house
- Educational study guides and sensory guides for each production
- Post-show talkbacks and engagement opportunities
- The perfect venue for client entertainment and employee events

## Gallery Exhibitions

- **10,000 square feet** of professional gallery space
- **4 major exhibitions** annually
- Free admission to all gallery spaces
- **35,000+** annual visitors
- Contemporary living artists from Colorado and the West
- Opening reception events for each exhibition with 200-700 attendees
- Educational tours and programs
- Opportunities for private events and receptions
- Interactive and multimedia installations
- Artist talks and demonstrations





# Summer Concert Series

- 20 unique performances each summer
- 9,000+ music lovers annually
- 1,500-seat outdoor amphitheatre
- Food and beverage service available
- VIP seating options
- Perfect for corporate entertainment
- Brand activation opportunities

## National touring artists have included:

Stephen Stills &	Trombone Shorty
Judy Collins	George Thorogood
Melissa Etheridge	Keb' Mo'

## Partnerships with cultural organizations:

Colorado Symphony  
Cleo Parker Robinson Dance  
Denver Brass

# Arts Education & Outreach

- Theatre for Young Audiences program, reaching **30,000+ students**
- **700+ classes** annually for all ages
- Dance studios and art classrooms
- Summer camps and workshops
- Scholarship programs ensure broad access
- Professional teaching artists
- STEAM education initiatives
- School outreach programs
- Special needs programming
- Adult continuing education
- Masterclasses with visiting artists
- Student matinee performances
- Teacher resource materials
- After-school programs



# Partnership Opportunities

## Presenting Partner (\$75,000-\$100,000)

- Premier brand alignment with all Arvada Center programming
- Comprehensive marketing exposure across multiple platforms
- VIP access to exclusive events and performances
- Custom engagement opportunities for your team and clients

## Program Sponsor (\$1,000-15,000)

### Choose your focus:

- **Theatre Season:** 200+ performances reaching 100,000+ patrons
- **Theatre for Young Audiences:** 30,000+ children annually
- **Gallery Exhibitions:** 35,000+ visitors to free public art spaces
- **Summer Concerts:** 20+ national acts entertaining 9,000+ fans
- **Arts Education:** Enriching 30,000+ lives through classes and youth programs

## Sponsor Benefits

- Prominent logo placement in marketing materials
- Event hosting privileges
- Employee ticket discounts (5-40%)
- Exclusive networking opportunities
- Custom engagement packages

## Impact Areas

- **Community Access:** Support arts education and scholarship programs
- **Brand Visibility:** Reach influential community members
- **Employee Engagement:** Create memorable team experiences
- **Innovation:** Demonstrate your commitment to creativity

# In-Kind Partnership Opportunities

Transform your products and services into **meaningful support for the arts**. In-kind partnerships provide essential resources that help us **create exceptional experiences** while offering your company **valuable visibility and engagement opportunities**.

## High-Impact In-Kind Opportunities

### Media & Promotion

- Advertising space
- Radio spots
- Digital marketing
- Billboard space
- Print media coverage
- Social media promotion

### Professional Services

- Marketing and advertising services
- Graphic design and printing
- Legal counsel
- IT support and software
- Photography/Videography
- Website development
- Social media expertise

### Hospitality & Events

- Catering services
- Beverage/wine partnerships
- Hotel accommodations for artists
- Transportation services
- Event rentals
- Floral design

### Technical & Production

- Audio/visual equipment
- Lighting equipment
- Construction materials
- Set design materials
- Production supplies
- Digital technology

## Benefits of In-Kind Partnership

### For Your Company:

- Recognition in program materials
- Event access and ticket benefits
- Network with arts supporters
- Employee engagement opportunities
- Tax benefits, where applicable
- Brand alignment with the arts

### For the Arvada Center:

- Enhanced production quality
- Reduced operational costs
- Access to professional expertise
- Improved patron experience
- Extended marketing reach
- Strengthened community ties

## Partnership Recognition

In-kind partners receive recognition and benefits comparable to cash sponsorships, with values determined based on the fair market value of goods or services provided.

Contact us to discuss how your company's unique resources can support the arts while achieving your marketing and community engagement goals.

# Make Your Impact

Reach out to Kathy to learn more



## Contact

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The Arvada Center celebrates and elevates the human condition with engaging arts, humanities, education, and entertainment that expand the cultural landscape for everyone who visits us.