

# SPONSORSHIP OPPORTUNITIES

The 22<sup>nd</sup> Annual



## “Unto Us”

**Featuring Broadway tenor, Mike Eldred; Nashville recording artist, Shelley Jennings; the Christmas at The Cathedral Orchestra & Choir conducted by Music Director, Dan Goeller; and actor, Joe Obermueller as Isaiah**

**WHAT:** A nationally acclaimed community tradition that brings the people of the region together to celebrate Christmas – and to help the poor and vulnerable in our midst through the Bishop Dudley Hospitality House Endowment, as well as the ongoing care of the Cathedral of St. Joseph, one of the region’s most significant civic and sacred landmarks. Featuring national and local talent performing traditional and premier Christmas pieces.

**REACH/IMPACT:** “*Christmas at the Cathedral*” has been experienced live by twenty-one years of capacity audiences (5,000 people/year) and has been seen by thousands more across the country via national broadcasts on the CBS and NBC Television Networks, and regional commercial-free broadcasts on KELOland Television.

**WHEN:** Thursday and Friday evening, December 13 and 14 at 7:30pm  
Saturday, December 15: 1:00pm and 7:30pm  
Sunday, December 16: 2:00pm and 7:30pm  
The Saturday matinee performance will be taped and rebroadcast uninterrupted on Christmas evening across SD, parts of MN and IA, on KELO-TV (CBS affiliate).

**OPPORTUNITY:** A lead sponsorship at the \$5,000 to \$25,000 level. Providing the necessary support to make this event a financial success in partnership with other community leaders.

**BENEFICIARY:** Bishop Dudley Hospitality House – to support its mission of caring for the poor and vulnerable in our midst with emergency day and nighttime shelter – and – The Cathedral of St. Joseph – to support the ongoing care and preservation of one of the most prominent civic and sacred landmarks in South Dakota.

**Presenting Sponsorship:** \$25,000

**Benefits:**

- Recognition as the “exclusive” sponsor for one of the six performance (choice of performance based on availability).
- Prominent company logo on the front of the tickets for your specific presenting performance.
- Two front-row reserved pews for presenting performance, plus 50 additional reserved section tickets (to be used at sponsor’s discretion for employees, clients, family, etc.).
- Private thank you reception with Bishop Swain at The Bishop’s House prior to your presenting performance (20 guests total).
- Live recognition from stage at all performances.
- Prominent recognition at the beginning and end of the statewide television broadcast across South Dakota (including parts of Minnesota and Iowa) on Christmas night on KELOLAND Television; including a 30-second television spot at either the beginning or end of the broadcast.
- Logo recognition on a professionally produced 30-second promotional spot to be broadcast on KELO Television and Midco Cable channels in South Dakota, and parts of Minnesota and Iowa.
- Logo recognition on the back of all six performance tickets.
- Prominent logo and/or name recognition on the CCFESD website.
- Full-page color ad in show program (5,000 printed copies).
- Prominent logo recognition on all print material including posters and fliers.
- Digital Media recognition, including all social media platforms and e-blasts to past participants.
- Logo recognition on Argus Leader color promotional ads (2).
- Logo recognition on HyVee Store promotional ads and displays.
- Logo recognition in Bishop’s Bulletin Promotional & Thank you ads & (38,000 households).
- Limited edition tree ornament for patron guests.
- Patron reception for you and your guests following the concert on Thursday, Friday or Saturday evening.
- Valet Parking for the Thursday, Friday or Saturday evening concerts or reserved parking for the remaining performances.

**Foundation Sponsor:** \$10,000 to \$20,000

**Benefits**

- Three prominent reserved Patron Pews to your choice of performances.
- Recognition on the CCFESD website.
- Full-page black and white ad in show program (5,000 printed copies).
- Recognition on professionally produced 30-second commercial spot to be broadcast on KELOLAND Television and all Midco Cable channels in South Dakota, Minnesota and Iowa.
- Recognition on the backs of all six performance tickets.
- Logo recognition on printed promotional materials including posters and fliers.
- Logo recognition on HyVee Store promotional ads and displays.
- Recognition at the end of the statewide television broadcast across South Dakota (including parts of Minnesota and Iowa) on Christmas night on KELOLAND Television.
- Live recognition from stage at all performances.
- Digital Media recognition, including all social media platforms and e-blasts to past participants.
- Recognition on the Argus Leader color promotional ads (2).
- Recognition in Bishop’s Bulletin Promotional & Thank you ads & (38,000 households).
- Limited edition tree ornament for patron guests.
- Patron reception for you and your guests following the concert on Thursday, Friday or Saturday evening.
- Valet Parking for the Thursday, Friday or Saturday evening concerts or reserved parking for the remaining performances.

**Orchestra Sponsorship:     \$5,000**

**Benefits**

- Two prominently reserved Patron Pews at the performance of your choice.
- Live recognition from stage at all performances.
- Recognition on the CCFESD website.
- Half-page ad in show program (5,000 printed copies).
- Recognition in concert program as Orchestra sponsor.
- Patron reception for you and your guests following the concert on Thursday, Friday and Saturday evening.
- Recognition on printed promotional materials including posters and fliers.
- Digital Media recognition, including all social media platforms and e-blasts to past participants.
- Recognition in the Bishop's Bulletin Thank You promotional piece (38,000 households).
- Limited edition tree ornament for patron guests.
- Valet Parking for the Thursday, Friday or Saturday evening concerts or reserved parking for the remaining performances.

**Special Wednesday Night Performance Sponsorship:**

Contact the Catholic Community Foundation for more information – 605-988-3705

**Patron Pew Sponsor:         \$1,750**

**Benefits**

- One reserved pew at the performance of your choice.
- A quarter-page ad in the show program (5,000 printed copies).
- Recognition in the Bishop's Bulletin Thank You promotional piece (38,000 households).
- Patron reception for you and your guests following the concert on Thursday, Friday or Saturday evening.
- Limited edition tree ornament for patron guests.
- Valet Parking for the Thursday, Friday or Saturday evening concerts or reserved parking for the remaining performances.

*For more information regarding sponsorship opportunities, contact the Catholic Community Foundation at 605-988-3705.*