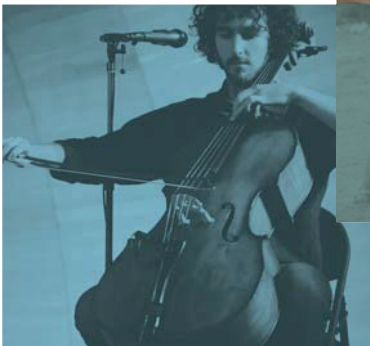




## Key Facts

- In 2011 almost 75,000 people attended our performances (an average of 1,500 per show).
- Over 5 million consumers were reached through our marketing efforts in 2011.
- We are located in the second most densely populated community in the United States, and the most densely populated Latino community in the United States.
- A significant number of the visitors to our performances include individuals from MacArthur Park/Westlake, Echo Park, Downtown Los Angeles, Silverlake, NE Los Angeles, and Pico Union.



## Who We Are

Levitt Pavilion for the Performing Arts at MacArthur Park inspires and strengthens community through free access to exceptional and diverse performing arts. Central to our mission is establishing a vibrant gathering space in the heart of Los Angeles - contributing to urban renewal and fostering greater appreciation of the arts, arts education and preservation of the immense cultural and artistic history of MacArthur Park. Each summer, we present 50 concerts, completely free of charge. We feature a diverse lineup of artists from acclaimed, emerging talent to seasoned, award winning performers.

## Why We Are Critical

Before the Levitt Pavilion opened in 2007, MacArthur Park was a gang and drug infested property, unfit for children, families of law abiding citizens. Since we opened, the community has taken the park back, making it a safe haven for families and others. In addition, over 200,000 individuals have attended our performances. Long the jewel of Los Angeles and the center of Arts and Culture, MacArthur Park is returning to its rightful place as the "Art & Soul of Los Angeles".

## How We Are Different

There are other free music venues, including other Levitt Pavilions, but none in a community like the MacArthur Park/Westlake District, the most densely populated immigrant community in the United States and one of the poorest. We have an impact that no other music venue can claim.

Through music, which crosses cultural, socioeconomic and language barriers, we offer hope and possibility, free to all, in a safe family friendly environment.



**LEVITT PAVILION**  
MACARTHUR PARK LOS ANGELES



## 2012 Sponsorship Opportunities

### Title Sponsor \$100,000 (limited to one)

- Naming rights for the concert series for 2011 (multi-year opportunities negotiable)
- Listed as Title Season Sponsor on all promotional materials
- Recognition of Company from the stage at all Summer Concert
- Recognition in all public relations efforts
- Activation opportunities included (up to five)
- Opportunity to display up to four banners and additional signage at all concerts\*\*
- Up to 3 booth spaces available
- Company logo on website (large size) with link
- Recognition as Title Season Sponsor on all of our social media networks
- First right of refusal for other sponsorship opportunities
- Additional benefit opportunities can be negotiated

### Lead Sponsor \$50,000

- Name recognition as Lead Sponsor for twenty concerts
- Listed as Lead Sponsor on the following promotional materials
  - Logo (medium) placement on full season calendar\*
  - Logo on all related event flyers
  - Logo on all related individual event posters
- Recognition of Sponsor in all related public relations efforts
- Opportunity to display two banners at all related concerts\*\*
- Booth space available at all related concerts
- Company logo on website (large size) with link
- Recognition as Lead Sponsor for related events on all of our social media networks

### Series Sponsor \$25,000

- Name recognition as Series Sponsor for ten concerts in series
- Listed as Lead Sponsor on the following promotional materials
  - Logo (small) placement on full season calendar\*
  - Logo on all series related event flyers
  - Logo on all series related posters
- Opportunity to display two banners at all related concerts\*\*
- Booth space available at all related concerts
- Company logo on website (medium size) with link
- Recognition as Series Sponsor for related events on all of our social media networks

### Week Sponsor \$10,000

- Name recognition as Week Sponsor for five concerts in series
- Listed as Lead Sponsor on the following promotional materials
  - Logo (small) placement on large full season calendar\*
  - Logo on all related event flyers
  - Logo on all related posters
- Opportunity to display a banner at all related concerts\*\*
- Booth space available at all related concerts
- Company logo on website (small size) with link
- Recognition as Series Sponsor for related events on all of our social media networks

\*Provided materials are submitted before the print deadline

\*\*Banner/s provided by sponsor

Please contact Joseph Saceric for information about these and other potential sponsorship packages at [joseph@levittla.org](mailto:joseph@levittla.org) or 213.632.9302



## 2012 Sponsorship Opportunities

### Two Concert Sponsor \$5,000

- Name recognition as Concert Sponsor for two concerts in series
- Listed as Concert Sponsor on the following promotional materials
  - Logo on all related event flyers
  - Logo on all related posters
- Opportunity to display a banner at all related concerts\*\*
- Company logo on website (small size)
- Recognition as Concert Sponsor for related events on all of our social media networks
- Opportunity sponsor one concert at Levitt MacArthur Park and one at Levitt Pasadena



### Single Concert Sponsor \$3,000

- Name recognition as concert sponsor
- Listed as Concert Sponsor on the following promotional materials
  - Logo on all related event flyers
- Opportunity to display a banner concert\*\*
- Company logo on website (small size)
- Recognition as Concert Sponsor for related events on all of our social media networks



## Other Sponsorship Opportunities

### Booth Sponsors

- Opportunity to staff a booth for the entire season
- Recognition from the stage at each related concert
- Distribute materials and display one banner\* at booth
  - All concerts - \$5,000
  - Ten concerts - \$2,500
  - A week of concerts - \$1,000
  - One concert - \$500



### Banner Sponsors\*\*

- Opportunity to display a company banner for the entire season
- Recognition from the stage at each related concert
  - All concerts - \$2,500
  - Ten concerts - \$1,000
  - A week of concerts - \$500
  - One concert - \$250

\*Provided materials are submitted before the print deadline

\*\*Banner/s provided by sponsor



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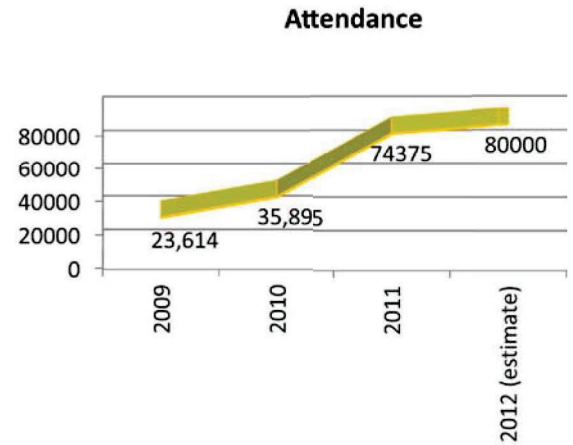
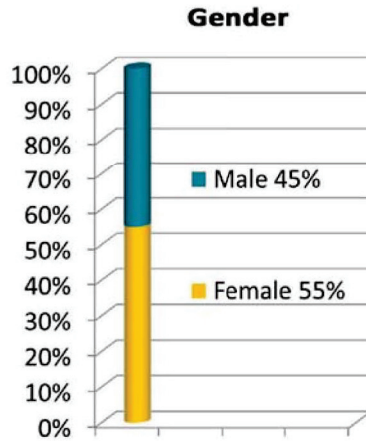


## The Schedule

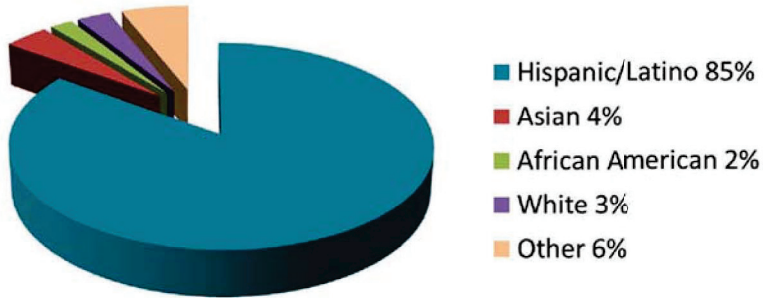
The 2012 concert season begins on July 5th and runs until September 9th. During this period there will be a concert every Thursday, Friday, & Saturday beginning at 7pm, and every Sunday there will be two concerts each day, one beginning at 4pm and one at 7pm.



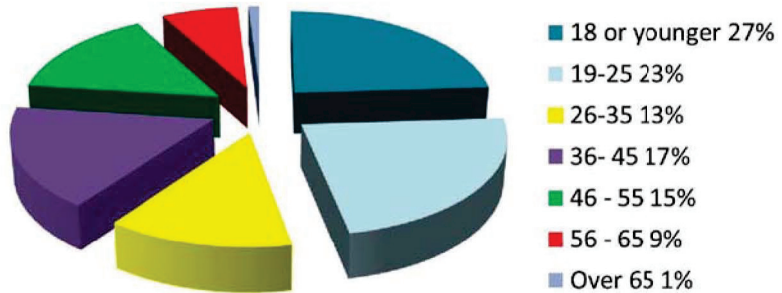
## Demographic Information



### Ethnicity



### Age



\*The data in this document was compiled from a season-long survey conducted in 2011

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