CONCERT SPONSORSHIP OPPORTUNITIES

MIM MUSIC THEATER

The MIM Music Theater boasts more than two hundred world-class concerts per year, ranging from popular to eclectic to classical acts from across the globe. The diversity of the music represented in these performances attracts robust and diverse audiences, while the intimate three-hundred-seat theater was created specifically with the guest experience in mind. With its state-of-the-art acoustics and aesthetically superior architecture, the MIM Music Theater provides the ultimate concert-going experience.

"We have been invited to some of the world's greatest venues like the Sydney Opera House in Sydney, Australia, Carnegie Hall and Lincoln Center in New York, and also the John F. Kennedy Center for the Performing Arts. But I tell you one thing, this Theater and this Museum are second to none."—Allen Bailey, founder of Harlem Gospel Choir

OPPORTUNITIES

Sponsorship of theater performances includes the following opportunities:

- Single concert sponsorship
- Multi-concert sponsorship
- Concert series sponsorship
- Seasonal concert sponsorship
- Annual concert sponsorship
- MIM Music Theater naming rights

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE NOW

THE VALUE TO YOU

Align yourself with the MIM Music Theater and its excellence.

MIM WAS RECENTLY RANKED THE:

- #1 attraction in Phoenix and one of the top 25 museums in the nation on TripAdvisor
- #4 family-friendly museum in the United States by *USA Today* Travel's 10Best Readers' Choice Awards

RATIONALE FOR SUPPORTING MIM

To provide context for the growth experienced by MIM and to demonstrate why your company should support MIM, here are a few key statistics:

MIM Guest Admissions
- Over 220,000 guests visited MIM in the past 12 months (a 16% increase over the prior year)

MIM Website
- 48,879 visits in September 2014 (a 43% increase over the prior year)
- 1,200,000 visits in the past 12 months (a 9% increase over the prior year); 69% of those were new visitors

Social Media
- Facebook – 30,557 fans, reaching 266,458 people in September 2014 (a 50% increase over the prior year)
- Twitter – 4,414 followers (a 33% increase over the prior year)

Search Engine Optimization (SEO) Marketing
- Impressions – 357,000 in March 2014 (an 83% increase over the prior year)
- Clicks – 8,151 in September 2014 (a 3% increase over the prior month)

Music Theater
- Over 46,000 concert attendees in the past 12 months (a 17% increase over the prior year)
- Over 360,000 music theater website visits in the past 12 months (a 36% increase over the prior year); 57% of those were new visitors.

BENEFITS

Possible sponsor benefits may include, but are not limited to, the following (Please note that your specific benefits will be contingent upon the terms of your customized sponsorship package):

- Recognition on MIM concert marketing collateral
- Signage in and around the theater
- Recognition on MIM's Annual Donors Wall
- Recognition on MIM's Annual Chairman's Club Wall and/or MIM's Partners Wall
- Concert tickets
- Private reception with artists in MIM's Friends Suite
- Opportunity to address concertgoers
- Use of MIM as a venue for private events

For more information on partnering to build a sponsorship package tailored to your preferences, please contact **advancement@MIM.org** or **480.478.6062**.