



CORPORATE PARTNERSHIP OPPORTUNITIES

Providing transformative experiences that
connect our community through the arts.



Educational Programs | Guest Artist Events | Family Series | Community Initiatives | Creative Campus | Accessible Arts

ABOUT US



Zoellner Arts Center at Lehigh University

Over 25 years ago, Lehigh University had a vision to design a vibrant arts environment where students, artists, faculty and community could create and learn. It wanted to educate, captivate and inspire performers and patrons by presenting a variety of outstanding performing arts events, exhibits and educational programs, and to develop new works. In 1997, this vision manifested in Zoellner Arts Center—home to the Lehigh University Music Department, the Department of Theatre, the Art Galleries and the Guest Artist Series—a place for creativity and innovation; for exploring all corners of artistic disciplines; and for opening up minds to new ideas and new ways of seeing the world.

In a recent year, the center held 240 events, including over 350 artists from 10 countries, and more than 50 campus and community events, lectures, business meetings, convocations, recitals, concerts, conventions, and more. In total, the center provided arts engagement and communal space to over 55,000 people in attendance from 12 states and to over 3,000 local school children. Additionally, we created partnerships with 35 community organizations in the arts, sciences, health and literacy.



As we step forward, Zoellner Arts Center will continue building organizational partnerships like those achieved as the lead organization for the Kennedy Center's *Ensuring the Arts for Any Given Child* program in Bethlehem. We will further expand into the community by focusing on K-12 education to deliver arts enrichment programs, cultural programs, social-emotional learning programming, and artist-in-residencies specifically tied to school curriculum.

Zoellner Arts Center strives to go beyond our four walls and challenge people to think while encouraging them to see the world through a different lens to connect and understand our community. We seek to be a leader in the arts and culture scene in the Lehigh Valley by being bold, forward thinking, innovative, and by bringing our diverse community together through shared experiences. And we are dedicated to presenting arts for all through being inclusive, diverse, equitable and accessible.

Art has the power to change lives and engage our community

Your support is the key ingredient in creating an arts rich community for our residents. The philanthropy and partnership you provide will help us enrich the lives of students across the Lehigh Valley. Together, we can make the arts accessible to areas in our community where geographic location and economics pose barriers. An arts rich community is able to mold creative critical thinkers to lead us into the future. We look forward to collaborating with your organization through our corporate partnership opportunities. Thank you for your commitment to our community.



Our Mission

The mission of Zoellner Arts Center is to infuse the arts into the life of Lehigh University and the greater Lehigh Valley community by presenting high-quality multi-disciplinary programs, by fostering life-long patronage of the arts, and by integrating our educational resources to enhance our human experience.



The Numbers

- Over **55,000 patrons** come to Zoellner Arts Center each year
- Over **7,000 students** attend Lehigh University
- Over **90,000 children** of all ages have visited the center since 1997
- Over **85 community organizations** have benefited from ticket donations



Where Community Gathers

- Zoellner Arts Center is proud to host events for many Lehigh Valley organizations including:
- Pennsylvania Youth Ballet
 - Touchstone Theatre Young Playwrights' Festival
 - The Bach Choir concerts
 - Ben Franklin TechVentures I-xchange
 - St. Luke's Youth Sports All-star Awards



\$1,000 ARTIST

- Season-long recognition with hyperlink on Zoellner Arts Center's website
- Season-long Artist recognition in the playbill
- Two (2) complimentary tickets to one Guest Artist performance of your choice
- Concierge ticket assistance via Audience Services

\$2,500 MAESTRO

- Educational Program Sponsorship
- Website hyperlink & Season-long Maestro recognition in the playbill
- Four (4) complimentary tickets to one Guest Artist performance of your choice
- 10% Employee discount to Guest Artist events

\$5,000 PRODUCER

- Sponsorship of **One Guest Artist Event**
- Season-long Producer recognition in the playbill
- Six (6) complimentary tickets to sponsored event
- 15% Employee discount to sponsored show
- Logo visibility in marketing collateral for select performance with hyperlink on event webpage
- 1/4 page acknowledgment in playbill

\$10,000 MARQUEE

- Sponsorship of **Two Guest Artist Events**
- Season-long Ovation recognition in the playbill
- Eight (8) complimentary tickets to each sponsored event
- 20% Employee discount to sponsored show
- Logo visibility in marketing collateral for select performance with hyperlink on event webpage
- 1/2 page acknowledgment in season playbill
- Invitation to Prelude Receptions (if avail.)
- Complimentary backstage tour for 10

\$15,000 SPOTLIGHT

- Sponsorship of **Three Guest Artist Events**
- Season-long Spotlight recognition in the playbill
- Ten (10) complimentary tickets to each sponsored performance
- 25% Employee discount to sponsored show
- Logo visibility in marketing collateral for select performance with hyperlink on event webpage
- Full page acknowledgment in season playbill
- Invitation to Prelude Receptions (if avail.)
- Corporate information table in lobby at sponsored events

\$20,000 BRAVO

- Sponsorship of **Four Guest Artist Events**
- Season-long Marquee recognition in the playbill
- Twelve (12) complimentary tickets to each sponsored event
- 30% Employee discount to sponsored show
- Logo visibility in marketing collateral for select performance with hyperlink on event webpage
- Full page acknowledgment in season playbill premium spot
- On-stage verbal recognition of sponsored events
- Invitation to Prelude Receptions (if avail.)
- Complimentary use of a Zoellner space for private corporate event

What does your partnership with Zoellner Arts Center do for you?

- Distinguish your brand
- Connect you with other art-centered organizations
- Create targeted promotions to reach your audience
- Demonstrate a strong commitment to the community
- Help bring world-class arts & culture to the Lehigh Valley

Note: All levels include an Invitation to the Corporate Season Preview Event

Please contact Mark Wilson for Overture partnerships of \$25,000+ to specifically craft a branded series for your company.





ARTS HAVE **IMPACT** **INVEST** IN YOUR COMMUNITY



Through your partnership with Zoellner Arts Center we can:

- Engage the **COMMUNITY** with your brand using strategic corporate visibility opportunities
- Create **AWARENESS** marketing to targeted audiences
- Develop **PARTNERSHIPS** with non-profit organizations throughout the community
- Demonstrate your **COMMITMENT** to the Lehigh Valley

To Support the Arts Contact:
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“Zoellner Arts Center is one of the great conveners of our community. It’s a venue that can bring together faculty, students, staff, and local residents all in one location to have a shared experience and then to talk about what they see and learn here at the center.”

— President John Simon | Lehigh University

“Even though this [Zoellner Arts Center] is housed within Lehigh University and part of Lehigh University, the performances are open to everyone. It’s really a gem in our own backyard.”

— Kirk Kozero | Modus Consulting



“It gave us the opportunity to make a profound difference in the lives of the students, faculty, community and the university itself.”

— Robert E. '54 and Victoria Zoellner

“For 150 years, Lehigh University has been doing amazing things. And over 20 years ago, when they had the foresight and innovation to build Zoellner Arts Center, it was a wonderful gift to the Lehigh Valley. Since then, they’ve really reinvented themselves. Zoellner reacts to what the community wants, to what the students want, what the faculty want, and what business partners want.”

— Laurie Gostley Hackett | Air Products





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