

The S. Rudolph Alexander Performing Arts Series

WORLD CLASS PERFORMANCES IN WRIGHT AUDITORIUM SINCE 1962

In 1962, Rudy Alexander offered four classical concerts in Wright Auditorium, a building that was then a basketball facility, chapel and student union. Today, the space is dedicated to world-class performances in a series that bears Mr. Alexander's name.

The series is dedicated to presenting the best artists touring today. With five decades and more than 365 performances behind us, our legacy includes appearances by cellist Yo-Yo Ma, the Bolshoi Ballet, Issac Stern, the mime Marcel Marceau, PDQ Bach, the Preservation Hall Jazz Band, folksinger Burl Ives, the Vienna Boys Choir, clarinetist Woody Herman, jazz trumpeter Wynton Marsalis, violinist Itzhak Perlman, the Kingston Trio, Ray Charles, *A Chorus Line's* Marvin Hamlisch, Garrison Keillor and Broadway productions of *Grease*, *My Fair Lady*, *Carmen* and *HMS Pinafore*. The best is yet to come...



Fast facts:

- The series sells over 10,000 tickets annually.
- Current and recent sponsors include Public Radio East, WITN-TV7, Bailey's Fine Jewelry, Starbucks, the Hilton, East Carolina Bank and the ECU Alumni Association.
- Current and recent grant supporters include the National Endowment for the Arts, Southern Arts Federation, North Carolina Arts Council, Pitt County Arts Council at Emerge, James J. and Mamie Richardson Perkins Trust, the New England Foundation for the Arts, Target Stores, the West Memorial Fund and Wal-Mart.

FRIENDS membership

FRIENDS memberships are split 60/40 between the FRIENDS endowment and the FRIENDS operating account. Endowment funds support the series in perpetuity, and the operating account is used to support fundraising, hospitality and special projects as determined by the board.

All FRIENDS receive

- first priority on seat upgrade requests when renewing subscriptions,
- an invitation to an annual kickoff event,
- the first opportunity to purchase season and added attraction tickets, and
- formal recognition in printed programs.

Giving levels (each level receives the benefits of the previous level)

- **Patrons** (\$150-\$249) enjoy access to our FRIENDS lounge at intermission.
- **Benefactors** (\$250-\$499) receive extra tickets (2) to bring guests to a performance.
- **Leaders** (\$500-\$999) receive a reserved parking space next to Wright Auditorium on performance nights and an invitation to an appreciation event.
- **Directors** (\$1,000-\$2,499) receive membership in the Chancellor's Society.
- **Guarantors** (\$2,500-\$4,999) sponsor an individual performance and receive a private invitation to meet guest artists as available, as well as recognition on the front of the program and in related marketing materials.
- **Title Sponsors** (\$5,000 and up) receive:
 - prominent listing of sponsorship (text) on the front of all SRAPAS programs,
 - four complimentary tickets to all performances,
 - two complimentary tickets to an annual dinner dance,
 - listing of sponsorship in promotion related to the series (print ads, posters, direct mail),
 - full-page (6" wide x 7.5" high) sponsorship messages in all SRAPAS programs; and
 - the option to display signage in the Wright Auditorium lobby during performances.

FRIENDS Membership Application

Your name

Name/Business name (as you would like it to appear in the program)

Address

City, State, Zip

Phone

Email (required for weather updates)

Indicate your level of membership:

- Student \$50
- Patron \$150-\$249
- Benefactor \$250-\$499
- Leader \$500-\$999
- Director \$1,000-\$2,499
- Guarantor \$2,500-\$4,999
- Title Sponsor \$5,000 and up

Indicate your payment preference:

- Check, payable to ECU Foundation/SRAPAS
- Credit card (complete the following)

I authorize East Carolina University to charge my Visa Mastercard in the amount of _____.

Card number

Expiration date

Signature

Printed name of signatory

Fax to 252-328-0968 or mail to S. Rudolph Alexander Performing Arts Series, attn: Mary Jane Gaddis, College of Fine Arts and Communication, East Carolina University, MS #528, Greenville, NC 27858-4353

Sponsorship messages must be submitted camera-ready in an InDesign compatible file (Photoshop, TIF, JPEG, Illustrator, EPS, *but not MS Word*) on CD or by e-mail. Sponsor is responsible for proofing of ads. All copy is subject to the approval of the Series management. Messages should not be referred to as advertisements and should not include comparative statements, endorsements to purchase, calls to action or pricing information.

Sponsorship messages

Your name

Business name

Address

City, State, Zip

Phone and Fax

Email

Sponsorship message size:

	<i>By May 1</i>	<i>After May 1</i>
<input type="checkbox"/> Full page (6" wide x 7.5" high)	\$1,200	\$1,400
<input type="checkbox"/> Inside front cover (full page)	\$1,400	\$1,600
<input type="checkbox"/> Back cover (6" wide x 6" high, unavailable)	\$1,200	\$1,400
<input type="checkbox"/> Half page horizontal (6" wide x 3.75" high)	\$800	\$1,000
<input type="checkbox"/> Quarter page horizontal (6" wide x 1.875" high)	\$600	\$800

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