

The background is split vertically into a coral-colored left half and a dark blue right half. A large yellow semi-circle is positioned at the bottom, spanning across both colors. The El Paso Opera logo is centered in the upper half, with the words 'EL', 'PASO', and 'OPERA' stacked vertically in white, bold, sans-serif capital letters, each within its own white rectangular box.

**EL
PASO
OPERA**

**Sponsorship & Donation
Opportunities**

It's in your life.
2022-2023

DEAR EL PASO COMMUNITY MEMBER,

Thank you for your interest in El Paso Opera! Operating a performing arts organization during a world pandemic comes with unpredictability. Thank you in advance for your consideration of support to help us counteract this tremendous uncertainty.

2022-2023 marks our 29th Season of presenting quality opera content to El Paso, Texas and the surrounding bi-national and bilingual communities! This season includes a slate of events that we know El Paso appreciates and enjoys. In addition, with our plentiful calendar of free programming throughout the city, more people can enjoy El Paso Opera than ever before.

The enclosed brochure shares many details to help you get to know El Paso Opera better. When our season programming is chosen, it is done so with the El Paso community at the forefront of our minds. We strive to provide our community with programming and performers we know El Paso will enjoy, appreciate, and value.

Since the pandemic began we have suffered from plummeting ticket sales. Without the opportunity to present large performances, we have not been able to collect ticket revenue that would typically help support our expenses. However, during this same time period we have greatly increased the free programming we present to the community! With three free community programs—**First Fridays**, **#CurbsideOpera** and **Making Spirits Bright**—we provide over 30 free performances each year! In addition, our free Education program provides instruction plus free performances to local students!

Donations to El Paso Opera are vital to the continuation of our quality performances, our free community programs and our Education program. We are a very small organization with a large reach into the El Paso community. We contribute directly to El Pasoan's quality of life! In addition, our shows contribute a large amount to the local economy by employing multiple artists, multiple crew members, and renting city venues.

Our events help drive sales at surrounding restaurants, bars, parking garages and hotels. We cannot do these things alone. Ticket sales typically only cover the cost of approximately 40% of a production's expenses. Therefore, it is vital for donations and sponsorships to help us cover the remaining expenses as well as the expenses of our robust catalog of free programming.

Your commitment to support El Paso will help us continue to do all these things. Our upcoming plans include expanding to offer a second mainstage show within one season—***Frida*** in August 2022 and ***La Traviata*** in June 2023. We are committed to continuing our **First Fridays**, **#CurbsideOpera** and **Making Spirits Bright** programs and our Education program in our determination to bring music to as many people as possible. By contributing to El Paso Opera, you will be directly affecting the quality of life for this community while helping us support the local economy. It's the best of both worlds!

Your funding is integral to the continuation of these programs. Our past three seasons have focused heavily on accessibility, and we are dedicated to continuing this trend. We have done our best to weather the difficulties of the pandemic, but we know there are going to be long lasting effects. Therefore, your support of our programming is needed this season more than ever!

Thank you in advance for your consideration of support for El Paso Opera. We are determined to do our part to help our community heal from the emotional toll of the pandemic through the power of music and the arts. It is only through community support that El Paso Opera will continue to contribute to the quality of life of our wonderful city.

ARIANNE MARCEE
Executive Director

Season 2022-2023 Elements

AUGUST 27

Frida

ABRAHAM CHAVEZ THEATRE

OCTOBER 15

Encores & Overtures Gala

EL PASO COUNTRY CLUB

APRIL 21

Casino Night

THE MANOR AT 1011

JUNE 1 & 3

La Traviata

ABRAHAM CHAVEZ THEATRE

**FIRST FRIDAY OF
EVERY MONTH**

First Fridays

**MARCH –
SEPTEMBER**

#CurbsideOpera

**HOLIDAY
SEASON**

Making Spirits Bright

SPRING 2023

**EP Opera in the Schools:
Education Program**

FRIDA



LEVELS OF SUPPORT:

Title Sponsor: \$20,000

Principal Sponsor: \$15,000

Lead Sponsor: \$10,000

Season Sponsor: \$5,000

Support the Stars Underwriting Support

Principal Performer: \$5,000

Lead Performer: \$2,500

Supporting Performer: \$1,000

Musician: \$750

EPO Production Team Member: \$1,500

Donor benefits received at level of donation
as listed on pages 16-17.

ANTICIPATED REACH:

2,000 audience members

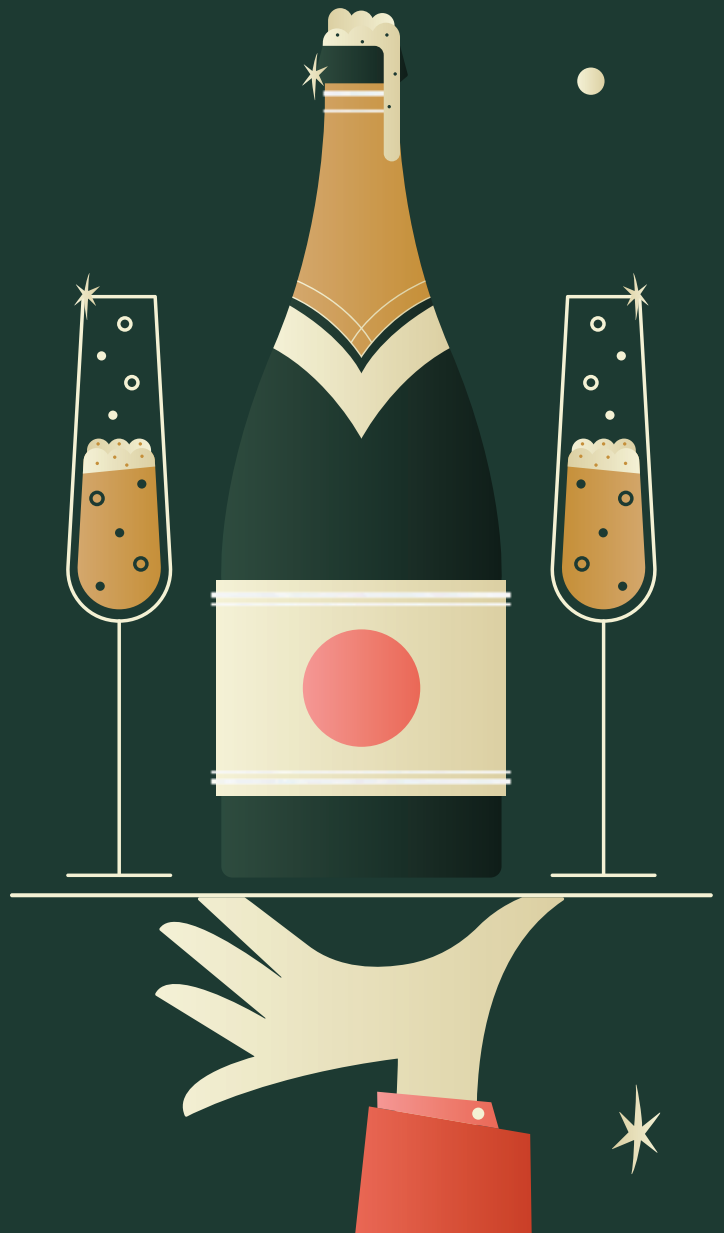
“¡Viva la vida!” The life and art of Mexican artist Frida Kahlo are the stuff of legend. Robert Xavier Rodríguez's kaleidoscopic music is a perfect match for the woman, her passion and her legacy, with its mesmerizing fusion of opera, Mexican folkloric and mariachi music, and Broadway musical theater. The hauntingly beautiful work, performed in Spanish and English with projected translations in both languages, presents a chronological account of the icon's life from her teenage embrace of revolutionary politics to her early death.

Through music, monologue, dance and visual spectacle, the opera showcases the major events of Frida's life that infused her incredible world-altering art, including her stormy love life with fellow artistic firebrand Diego Rivera, the Soviet and Marxist revolutionary Leon Trotsky, and others. Witness some of her best-known paintings come to life as this celebration of one of the greatest and most-beloved artists of the 20th century unfolds on the Abraham Chavez Theatre stage.

August 27, 2022 ONE NIGHT ONLY!
Abraham Chavez Theatre

ENCORES & OVERTURES GALA

*Feelin'
Bubbly**



LEVELS OF SUPPORT:

Encores & Overtures Benefactor:
\$3,000

Encores & Overtures Table Captain:
\$1,500 per table

Encores & Overtures individual
tickets: \$150

ANTICIPATED REACH:

200 guests
Plus countless others with social
media recognition

Our annual gala, Encores & Overtures, will be held October 15. This gala is a wonderful opportunity to celebrate El Paso Opera while raising funds to support the season. The evening will include a silent auction, dinner & opera performances. The theme for this year's gala is Feelin' Bubbly and will add to the celebration as we honor the Hunt family for their long standing support of El Paso Opera by presenting them with our Maestro Award!

October 15, 2022
El Paso Country Club

Maestro Award Honorees:
Stacey Hunt Spier & Peter Spier
Hunt Family Foundation

EL PASO OPERA
PRESENTS

VERDI
LA
TRAVIATA

featuring

EPSO

**LEVELS OF
SUPPORT:**

Title Sponsor: \$20,000

Principal Sponsor: \$15,000

Lead Sponsor: \$10,000

Season Sponsor: \$5,000

Support the Stars Underwriting Support

Principal Performer: \$5,000

Lead Performer: \$2,500

Supporting Performer: \$1,000

Musician: \$750

EPO Production Team Member: \$1,500

Donor benefits received at level of donation
as listed on pages 16-17.

**ANTICIPATED
REACH:**

4,000 audience members

El Paso Opera presents ***La Traviata***

Experience an opera – and love story – for the ages.

With its incomparable score of sweeping and tragic music, Verdi's version of the classic tale remains unmatched, though many have tried (*Pretty Woman*, *Moulin Rouge*): Parisian courtesan Violetta leaves her one true love in a courageous and heartbreaking act of self-sacrifice... and pays the ultimate price.

La Traviata, one of the world's most-beloved and most-performed operatic masterworks, is the perfect show for both first-time opera goers and tried-and-true opera fans.

June 1 & 3, 2023

Abraham Chavez Theatre

Featuring El Paso Symphony Orchestra



LEVELS OF SUPPORT:

Title Sponsor: \$10,000
*logo on all chips used

Gaming Sponsor: \$5,000
*logo on high dollar chips

Food Sponsor: \$2,500

Entertainment Sponsor: \$1,000

ANTICIPATED REACH:

150 people

Plus countless others with
social media recognition

Casino Night FUN-draiser has been a great recent addition to our event calendar! This fundraiser creates a great balance to our season and helps us reach new people. A fun-filled night with a variety of Casino games (poker, blackjack, craps & roulette), this event gives guests the opportunity to have a great time while supporting El Paso Opera!

April 21, 2023
The Manor at 1011



First Fridays

LEVELS OF SUPPORT

Season Sponsor: \$10,000
*underwrite full season

Sponsor of the Month: \$1,000
*underwrite individual month

Donor benefits received at level of donation as listed on pages 16-17.

FIRST FRIDAYS

El Paso Opera brings opera into the community! With our monthly First Fridays series, El Paso Opera will provide free performances throughout El Paso for the community to enjoy. Opera is a beautiful artform which should be enjoyed by everyone regardless of age, demographic and financial circumstance. Providing free performances allows us to ensure enjoyment by the masses!

Performances feature El Paso Opera Resident Artists

Calendar of First Friday locations can be found at epopera.org/community

#Curbside Opera



LEVELS OF SUPPORT

Season Sponsor: \$10,000
*underwrite full season

Location Sponsor: \$1,000
*underwrite specific location

Donor benefits received at level of donation as listed on pages 16-17.

#CURBSIDEOPERA

This program began as a response to COVID-19 closures. It was our way to reach out to the community and bring some brightness to people's day during a time of such isolation and uncertainty. **#CurbsideOpera** allows us to take our mobile opera 'stage' and perform in neighborhoods around the city. These locations include local city parks or other public spaces where there is enough space for people to join us while also maintaining appropriate social distance from each other. We have designed our mobile 'stage' to allow for maximum space between singers and audience members in order to maintain strict safety procedures. This allows us to perform while also keeping everyone involved safe and healthy.

Performances feature El Paso Opera Resident Artists

Calendar of #CurbsideOpera dates & locations can be found at epopera.org/community

EDUCATION & COMMUNITY ENGAGEMENT

"For most of my students this was their first experience with opera and they loved it!"

-Danielle Plane, Zia Middle School (Las Cruces Public Schools) 6th-8th US History and Drama teacher

"My students loved it!"

-Jamielynn Amato, Clint ISD Elementary Music teacher

"Absolutely loved the show! Students of all grades were able to easily enjoy the show. School edited version allowed me to create an engaging lesson in a good amount of time!"

-Desiray Correa, Eastwood Knolls International School (Ysleta ISD) 5th-8th Music and Guitar teacher

"What a fun way to expose young students to this art form."

-Matthew Reiter, Sonoma Elementary School (Las Cruces Public Schools) 3rd-5th Music teacher

"Cendrillon was amazing from start to finish. The soloists were great, the set inventive and the direction terrific!... a fine introduction to opera. The packets for teachers will be so helpful for them. As an educator, I'm a believer in the impact that can be made on students on so many levels..."

- Veteran area teacher

LEVELS OF SUPPORT:

Title Sponsor: \$20,000

Principal Sponsor: \$15,000

Lead Sponsor: \$10,000

Season Sponsor: \$5,000

Donor benefits received at level of donation as listed on pages 16-17.

ANTICIPATED REACH:

Approximately 1500 students at our Education workshops.

We recognize the importance of engaging with the youth in our community to share the historical art of opera. With this goal in mind, we work with schools across El Paso and the surrounding areas to educate our community's youth about opera. Our main goal with our Education Program is for the youth of our community to grow up with a good sense of the importance of the arts which will in turn provide a promising future for maintaining an opera organization in our community.

The pandemic demanded we rethink how to serve and interact with our area students and teachers. This situation presented the chance for us to totally rethink our Education program and come up with a new concept. When we turned to a digital delivery of this program we ultimately reached further than ever including an expansion into nearby Las Cruces and Chaparral schools.

The past two seasons we have offered a fun digital show with engaging supporting materials. In addition, we offer custom lesson plans and free digital or in-person guided lessons by our qualified and experienced Teaching Artists. This pivot has worked so successfully we plan to continue! This season we are also excited to offer Youth Night at the Opera to our local students once again. Area students are invited to attend the final dress rehearsal of our grand performance of La Traviata at no cost. There is no greater example of traditional grand opera than this-the most produced opera in the world. We are excited to open the doors to the Abraham Chavez Theatre and welcome 1000+ students once again!

EL
PASO
OPERA

SUPPORT THE

STARS

LEVELS OF SUPPORT:

Principal Performer \$5,000

Lead Performer \$2,500

Supporting Performer \$1,000

Musician \$750

EPO Production Team member \$1,500

ANTICIPATED REACH:

4,000 Audience members

5,000 Eblast recipients

Plus countless others with
social media recognition

This season our Support the Stars campaign will underwrite performers in our June 2023 production of *La Traviata*. Support the Stars allows us to provide exceptional performers and ensures the financial success of the production.

All donors to our **Support the Stars Campaign** will be invited to join us for our La Traviata Welcome Reception on May 17 and the VIP Cast Party immediately after *La Traviata* on June 3! By being an underwriter, you are a vital component of our show, and you will get to know the performers bringing this amazing opera to life.

ADVERTISING

SEASON

2022–2023

ADVERTISING

We will be producing an 8.5x5.5” full color program playbill for this season's productions *Frida* and *La Traviata*.

We anticipate a total reach of approximately 6,000 people. Our audience loves to read through our program where they can read biographies to learn about the cast and browse through our various informational pages. Advertising sales are a great source of fundraising for us and great way for you to market your business.

FULL PAGE 8" X 5.5"	1/2 PAGE VERTICAL 2.5" X 8.5"	1/4 PAGE VERTICAL 2.5" X 4.25"	1/2 PAGE HORIZONTAL 5.5" X 4.25"	
		1/8 PAGE 2.5" X 2"	1/4 PAGE HORIZONTAL 5.5" X 2"	
		1/8 PAGE 2.5" X 2"	1/8 PAGE 2.5" X 2"	1/8 PAGE 2.5" X 2"

FULL COLOR	AD PRICE
FULL PAGE	\$500
HALF PAGE	\$375
QUARTER PAGE	\$250
1/8 TH PAGE	\$125
BACK COVER	\$1,000
PROGRAM INSERT	\$1,000

**DONOR
BENEFITS
SEASON
2022–2023**

When you join our family of donors, you play a starring role in creating El Paso Opera's productions. El Paso Opera depends on the generosity of donors to close the significant gap between the price of tickets and the true cost of producing opera. Even with sold-out performances, ticket sales only cover approximately 40% of El Paso Opera's operating budget. Since maintaining accessible ticket pricings is fundamental to our mission, we can only be successful with additional annual charitable support.

In appreciation of your generosity, you will receive donor privileges to increase the enjoyment of your opera experience. Your contributions entitle you to the following benefits for one year from the gift date. Listing is by total gifts received.

BIZET CIRCLE (\$20,000+)

- Website & program playbill listing
- Invitations to special events
- Six tickets to all season performances & events
- Priority parking passes
- Full page advertisement in program playbill
- Logo placement on all marketing materials
- Social media recognition
- Table of 10 at Encores & Overtures Gala
- 10% discount for all employee ticket purchases
- Recognition on the Supertitle screen at all productions
- 30-minute Resident Artist performance at location of your choice

VERDI CIRCLE (\$10,000-\$19,999)

- Website & program playbill listing
- Invitations to special events
- Four tickets to all season performances & events
- Priority parking passes
- Half page advertisement in program playbill
- Logo placement on all marketing materials
- Social media recognition
- Four tickets to Encores & Overtures Gala
- 10% discount for all employee ticket purchases
- Recognition on the Supertitle screen at all productions



MOZART CIRCLE (\$5,000–\$9,999)

- Website & program playbill listing
- Invitations to special events
- Two dress rehearsal passes to winter opera
- Two tickets to performance of your choice
- Priority parking passes
- Quarter page advertisement in program playbill
- Logo placement on marketing materials

PUCCINI CIRCLE (\$2,500–\$4,999)

- Website & program playbill listing
- Invitations to special events
- Two dress rehearsal passes for winter opera
- Two tickets to performance of your choice
- Priority parking passes

ROSSINI CIRCLE (\$1000–\$2,499)

- Website listing
- Invitations to special events
- Two dress rehearsal passes for winter opera

FRIENDS OF THE OPERA (LESS THAN \$1000)

- Website listing



**WHEN YOU SUPPORT EL PASO OPERA FOR \$5,000 OR GREATER,
WE WILL DISPLAY YOUR LOGO PROUDLY IN A VARIETY OF WAYS!
WHO WILL SEE YOUR LOGO?**

- Ticket purchasers!
- 5,000+ direct mailing list
- 5,000+ E-blast electronic newsletter mailing list
- +10,500 social media followers
- Unlimited views of our posters,
flyers and billboards around town
- Sponsor posters on display at all our events
(productions, concerts, fundraisers)
- Representatives of local school districts who
participate in our Education Program

**THAT'S A LOT OF EXPOSURE FOR A SMALL
INVESTMENT AND IT'S ONE OF THE MANY
REASONS TO SUPPORT EL PASO OPERA!**

MISSION

To harness the transformative power of our art to engage with the local and larger community as a lasting and valued cultural service.

FUTURE OUTLOOK

To position ourselves as a valuable member of El Paso's Arts Community by continuing to provide a product unlike any other in our region. Through a combination of tradition and innovation El Paso Opera will continue to reach new audiences and prove itself and this art as relevant.

ORGANIZATION HISTORY

El Paso Opera began in 1992 as Opera a la Carte offering excerpts of classical opera. After overwhelming support indicated a desire for fully-staged, complete operatic productions, the organization expanded into a full company in 1994 with Puccini's *Tosca* and Mozart's *The Magic Flute*. By 2000, El Paso Opera had more than 1000 season subscriptions. El Paso Opera is proud to be known as the first opera company in the United States to display dual supertitle translations in both English and Spanish. El Paso Opera has continued to give the region high-quality art and entertainment despite financial difficulty, a trying economy and worldwide pandemic. El Paso Opera strives to give El Pasoans even greater access to opera through expanded outreach and engagement, lower ticket pricing and innovative presentations. Accessibility and approachability have become the cornerstones of content we offer the community. We have found the best way to highlight both accessibility and approachability is to offer varied content. Our last few seasons have showcased a combination of beloved opera classics with new and innovative programming. In addition, we focus on presenting traditional titles in non-traditional ways. By offering such varied content in such varied ways, we have expanded our reach throughout the community and solidified our presence as an important member of the El Paso arts community.

We are a small organization serving a predominantly Hispanic population. El Paso is a bi-lingual, bi-cultural and bi-literate community. The community in which an organization exists in large part dictates who and what the organization serves. We feel this very deeply and have established an annual celebration of Latinx voices within the opera field. We are situated perfectly to lift up the voices of this historically marginalized population of performers and in doing so we will demonstrate their and our worth to our community and the industry as a whole.

Season 29 is sure to resonate with our audience and our community. This season offerings include both a contemporary opera about a Mexican icon and a traditional opera that is the most produced opera in the world. With innovation, new ideas and varied programming, El Paso Opera has consistently attracted new audience members to join longtime supporters, setting us up for a successful 2022-2023 Season!



CONTACT

FOR MORE INFORMATION ABOUT SPONSORSHIP OR DONATIONS CONTACT:

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Executive Director
amarcee@epopera.org
915-581-5534
www.epopera.org

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**SUPPORT EL PASO OPERA AND YOU ARE
SUPPORTING YOUR COMMUNITY!
THE IMPACT OF THE ARTS IS FELT EVERYWHERE!**

FINANCIAL

- The arts in El Paso have a combined \$103.4 million economic impact on our city!
- Event-related spending by arts & culture audiences totaled \$43.5 million in restaurant, hotel and other event-related spending (excluding admission fees) .
- Arts & culture tourists stay longer, bring more people and spend more money than other types of tourism. In fact, these non-resident attendees spent DOUBLE the dollars at El Paso restaurants and hotels than residents did!

HEALTH

- The arts have been shown to improve a patient's overall health outcomes, treatment and quality of life.
Behold the healing power of music!
- The arts help to reduce anxiety, pain, hospital length of stay and hospital readmissions.

EDUCATION

- Students who complete more arts courses have up to 15% higher passing rates on standardized tests.
- Students involved in the arts are more likely to stay in school.
- Students involved in the arts have 3.3% higher attendance rates.

QUALITY OF LIFE

- A thriving arts scene contributes to El Pasoans' overall quality of life.
- Art affects a person's mood making people happier, calmer and more inspired.
- Enjoyment of Fine Art brings a person happiness.
- Arts reflects our culture and community back to us.
- Arts encourages critical thinking.
- Arts helps bridge communication gaps between different cultures.

WHY OPERA?

Opera is the only artform that combines the greatest performing arts! We are a combination of music, theater, acting, dancing and the visual arts. Opera is unique and it is valuable.

**EL
PASO
OPERA**

It's in your life!