



PORTAGE Center for the ARTS

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Artistic Director

Beth Edmondson

Founder

Dr. Xan Johnson

EXECUTIVE DIRECTOR
Heidi Royal

Hello!

April 2026

We often hear that ART is a luxury, not a necessity.

But ART is so much more. It is an unsung driver for economic growth: stimulating tourism, attracting business, increasing property values, and revitalizing neighborhoods.

It brings people together: bridging gaps between demographics, encouraging collaboration, and building a shared sense of community connection.

It nurtures individual well-being: providing a creative outlet to reduce stress, fostering self-expression and confidence, and improving critical thinking.

Supporting Portage Center for the Arts positively impacts our community in so many ways, and we are incredibly grateful for your continued support of our programming, ensuring affordable and accessible ARTS opportunities for everyone in our rural area. **In addition to sponsorships and advertisements for events, we also invite you to become a Business Patron of Portage Center for the Arts with your \$100 annual donation!** Thank you!

Sincerely,

Heidi Royal
Executive Director

YOUTH THEATRE: SERIES Presenter EVENT Sponsor Advertiser

PERFORMING ARTS SERIES: SERIES Presenter EVENT Sponsor Advertiser

VISUAL ARTS: SERIES Presenter EVENT Sponsor

CHORAL ARTS: SERIES Presenter Advertiser

BROWN BAG: SERIES Sponsor

ANNUAL BUSINESS PATRON: One-Time Gift Monthly Gift

Check or credit card information enclosed; I prefer to sponsor the following event(s): _____

I made my payment online at: www.portagecenterforthearts.com/sponsorship for the above program.

I pledge my support for the program indicated above; please bill me on this date: _____

Please submit your full color logo/ad in jpg or pdf format to:

info@portagecenterforthearts.com, or let us create an ad for you!

Name (as it will appear in print) _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Credit Card # _____ **Exp Date** _____ **Amt \$** _____

Portage Center for the Arts is a 501(c)3 tax-exempt non profit organization.

301 E. Cook | PO Box 866 | Portage, WI 53901
Email: info@portagecenterforthearts.com

Phone: 608-742-5655
Website: www.portagecenterforthearts.com



SPONSORSHIP OPPORTUNITIES

YOUTH THEATRE

SERIES \$4,000

- Present a series of one production & 4 workshops and receive 6 tickets for each event
- Welcome the audience from the stage
- Full page, color ad in each event program
- Recognition in all promotional materials and press releases plus onsite marketing materials
- Linked logo online, in social media, & on t-shirts

EVENT \$1,000

- Sponsor one production or one workshop and receive 6 tickets for that event
- Verbal recognition at the event
- Full color 2x4 ad in that event's program
- Recognition in all promotional materials
- Linked logo online and in social media marketing

ADVERTISER \$500

- Full color 2x4 ad in each production/workshop program for entire run of each of 5 events
- Social media shout-out

PERFORMING ARTS SERIES

SERIES \$5,000

- Present a series of 8 events minimum and receive up to 6 tickets for each event
- Welcome the audience from the stage
- Full page, color ad in each of 8 event programs
- Recognition in all promotional materials and press releases plus onsite marketing materials
- Linked logo online and in social media marketing

EVENT \$1,000

- Receive 6 tickets for the event you sponsor
- Verbal recognition at the event
- Full color 2x4 ad in that event's program
- Recognition in all promotional materials
- Linked logo online and in social media marketing

ADVERTISER \$500

- Full color 2x4 ad in each of 8 event programs
- Social media shout-out

VISUAL ARTS

SERIES \$2,000

- Present a series of 11 art exhibits plus additional added events
- Welcome participants at receptions/events
- Recognition in all promotional materials and press releases plus onsite marketing materials
- Linked logo online and in social media marketing

EVENT \$200

- Sponsor one art exhibit
- Verbal recognition at the reception
- Recognition in all promotional materials
- Social media shout-out



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SPONSORSHIP OPPORTUNITIES

CAPITAL CAMPAIGN

With community support, Portage Center for the Arts has completed upwards of \$1 million in renovations over the last 10+ years, ensuring the integrity of this historic building!

Projects since 2014 include:

A new metal roof, tuckpointing on exterior brick, and attic insulation. Improved accessibility to the Adams Street entrance with an ADA lift and restroom. Exterior signage, sound and light system upgrades, new main level flooring, updated HVAC systems, and a new grand drape. Reinforced foundation in support of a backstage storage wing, corrected drainage issues, expanded sound and light booth to enhance delivery of lighting system upgrades, and resurfaced stage floor.

Anticipated future projects include pedestrian safety, seating, additional signage, and basement updates, as funding allows.

Culver's of Portage has pledged \$75,000 over three years in support of renovations! Festival Foods, Milliken/Encapsys and private donors matched the first year installment in 2025.

Please help us match the second \$25K installment of their gift in 2026... contact us today!



CHORAL ARTS

SERIES \$1,500

- Present a series of 4 events minimum and receive up to 6 tickets for each event
- Welcome the audience from the stage
- Full page, color ad in each of 4 event programs
- Recognition in all promotional materials and press releases plus onsite marketing materials
- Linked logo online and in social media marketing

ADVERTISER \$500

- Full color 2x4 ad in each of 4 event programs
- Recognition in all promotional materials
- Social media shout-out

BROWN BAG SERIES

SERIES \$500

- Sponsor a series of 8 events and receive 8 tickets total
- Welcome the audience at events
- Recognition in all promotional materials and press releases
- Linked logo online and in social media marketing



Support general programming by becoming an ARTS Patron with your annual one-time gift and we'll include your name in select event programs and newsletters, as well on an honor board in the foyer!

