

MILLER PARTNERS

OUR AUDIENCE IS YOUR AUDIENCE

As a Miller Partner, your company will be closely associated with the high-quality performances and world-class performers who appear at Miller Auditorium. Audiences at Miller Auditorium are individuals with purchasing power—people who are likely to spread the word about your business, what's happening and who's who in our area. Audiences at Miller Auditorium come from diverse economic and geographic backgrounds and range in age from three years to retirement. More than 200,000 people from Southwest Michigan and Northern Indiana will attend performances at Miller Auditorium during this season. For more information about becoming a Miller Partner, contact Tracey Lawie at 269.387.2309.

MAGNIFY YOUR CORPORATE IMAGE

Your customers, clients and employees will link your company's name with the excellence of the programs that you support. As a Miller Partner, your participation helps cover the cost of bringing world-class entertainment to the region. Ticket sales account for just seventy percent of every dollar Miller Auditorium spends to bring the best performing arts to our community – your company's support means the show can go on. Support of the arts provides direct economic benefits for your business, your community and your state. A thriving, active community makes southwestern Michigan and northern Indiana attractive to your employees, new recruits and clients.

YOUR BUSINESS IS OUR BUSINESS

Stretch your marketing dollars, augment your promotions, reach an affluent customer base and enhance life in our area through participation in the Miller Partners program. As a Miller Partner, you will have a unique opportunity to develop a special customized package designed to meet your goals and budget to enhance your marketing efforts, improve market visibility and brand loyalty, impress clients or reward your employees. There are many business and corporate programs for you to choose from ranging from event sponsorship to program advertising to season ticket packages. Your Miller Auditorium representative will work with you to create a package that meets both your budget and goals!

PARTNER OPPORTUNITIES:

PERFORMANCE SPONSORSHIPS

Performance sponsorship as a Miller Partner affords you a unique market opportunity to develop a special customized promotion to enhance your marketing efforts and closely associate your company with the high quality performances at Miller Auditorium. You can share the glamour and excitement of an evening at the theatre and reach a select group of people by underwriting a single performance or a combination of performances. Opportunities to underwrite a single performance range in price depending upon the particular event and the degree of involvement by the sponsor. Discounts are available for multiple performance and series sponsorships, advertising and corporate ticket purchases. Other benefits are available depending on commitment level.

PRODUCT SPONSORSHIP

Your company can be an exclusive product or service sponsor at Miller Auditorium. Product sponsorships range in price depending upon the product/service, amount of cash versus trade and the degree of involvement by the sponsor. In addition to receiving some of the same benefits as Event Sponsors, Product Sponsors enjoy guaranteed product category exclusivity, "official" Miller Auditorium product designation, display space for selected performances for product sampling, free advertisement in annual program booklet, and a negotiated number of complimentary tickets to selected events for your local retailer to distribute in the market.

ADVERTISING OPPORTUNITIES

Your Miller Auditorium representative can work with you to plan advertising packages and programs including lighted signage, temporary banners, product sampling, temporary and permanent display areas.

SEASON & SERIES TICKETS

See the best names and shows in the entertainment business all season long at Miller Auditorium. The 2006–2007 Season includes performances of the top shows and names in the entertainment industry representing a great mix of Broadway, contemporary, classical and pop performances.