



BYU Performing Arts Management

Sponsorship Guide

Introduction to BYU Performing Arts Management

Elevate your brand and connect with an engaged audience by supporting Brigham Young University's performing arts.

Touring groups, ranging from internationally acclaimed music ensembles to world-class dance companies, represent the pinnacle of artistic excellence. Each year, these BYU student performers reach 140 cities across 20 countries and perform more than 150 times. Their live performances captivate and uplift hundreds of thousands, while reaching millions through television and social media platforms.

19

PERFORMING
GROUPS



1.3M

YOUTUBE SUBSCRIBERS

650

STUDENT
PERFORMERS



627K+

SPOTIFY MONTHLY
LISTENERS

175

PERFORMANCES



267K+

INSTAGRAM FOLLOWERS

100K+

AUDIENCE MEMBERS



244K+

FACEBOOK FOLLOWERS



ANNUAL STATS

Bringing Your Brand to Center Stage

A FRONT-ROW SEAT TO UNRIVALED BRAND EXPOSURE

Sponsoring BYU Performing Arts Management places your brand at the center of cultural excellence. With prominent visibility in programs, digital media, and event signage, your company will reach arts enthusiasts, educators, and community leaders who value and support the arts.

FROM COUGAR COUNTRY TO VENUES WORLDWIDE

Your partnership connects your company with global audiences across cultures and continents. It attracts families, professionals, and cultural patrons eager to engage with organizations that champion the arts, ensuring your brand resonates far beyond local boundaries.

INSPIRE CULTURAL IMPACT, LOCALLY AND GLOBALLY

This partnership showcases your company's dedication to cultural enrichment, education, and community involvement. You directly empower student performers, providing them with transformative opportunities to grow as artists and ambassadors. Your support creates meaningful impact on both the local community and the global arts landscape.





Sponsorship Packages

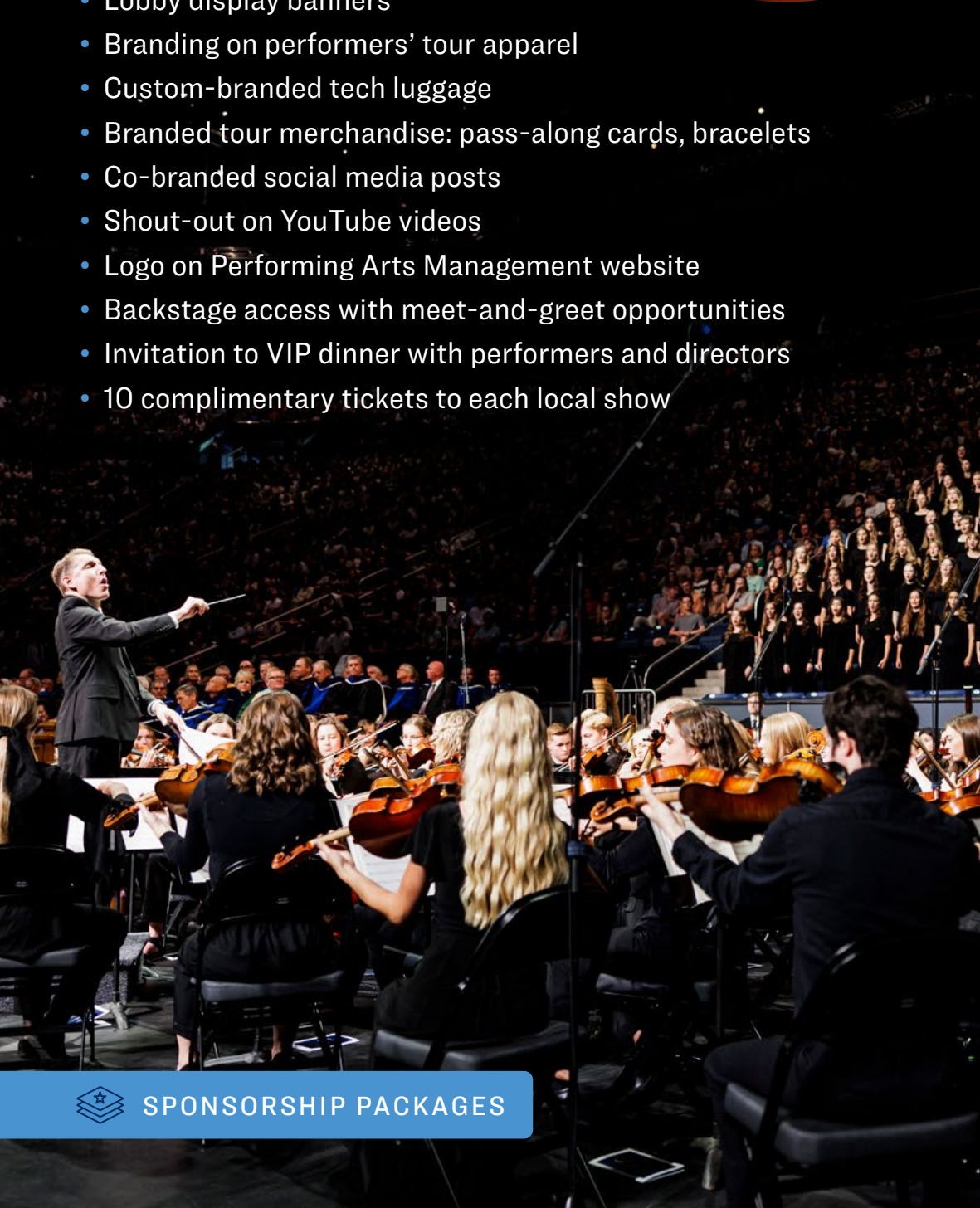
STANDING OVATION SPONSOR

- Top billing on show posters and program covers
- Logo featured prominently on all promotional materials
- Recognition as presenting sponsor in media and press releases
- Featured in preshow slides
- Onstage acknowledgment before performances
- Full-page ad in program
- Lobby display banners
- Branding on performers' tour apparel
- Custom-branded tech luggage
- Branded tour merchandise: pass-along cards, bracelets
- Co-branded social media posts
- Shout-out on YouTube videos
- Logo on Performing Arts Management website
- Backstage access with meet-and-greet opportunities
- Invitation to VIP dinner with performers and directors
- 15 complimentary tickets to each local show



CENTER STAGE SPONSOR

- Logo displayed on programs and promotional materials
- Full-page ad in program
- Featured in preshow slides
- Lobby display banners
- Branding on performers' tour apparel
- Custom-branded tech luggage
- Branded tour merchandise: pass-along cards, bracelets
- Co-branded social media posts
- Shout-out on YouTube videos
- Logo on Performing Arts Management website
- Backstage access with meet-and-greet opportunities
- Invitation to VIP dinner with performers and directors
- 10 complimentary tickets to each local show



SPONSORSHIP PACKAGES

CURTAIN CALL SPONSOR

- Logo displayed on programs and promotional materials
- Half-page ad in program
- Co-branded social media posts
- Logo on Performing Arts Management website
- Meet-and-greet opportunities with performers
- Invitation to VIP dinner with performers and directors
- 5 complimentary tickets to each local show

SOCIAL MEDIA SPONSOR

- Logo displayed on programs and promotional materials
- Co-branded social media posts
- 2 complimentary tickets to each show

IN-KIND SPONSOR

- Recognition tailored to contribution level
- 2 complimentary tickets to each show



Contact Us

Elevate your mission through strategic arts partnerships with BYU Performing Arts Management. Connect to explore collaborative opportunities that amplify your organizational impact and global reach.

Hayley Shepherd

SPONSORSHIP COORDINATOR

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PAM.BYU.EDU