

TPAC TENNESSEE
PERFORMING
ARTS
CENTER

2025 FAMILY DAY PATRON LEVELS



All Patron Support Levels include a Family Ticket Package, plus benefits listed below:

\$500
OPENING NIGHT

- VIP Access to Family Day event, which includes:
- Early Entry – Enjoy exclusive access before the crowd
- Meet and Greet with themed characters
- Special recognition at event & listing on TPAC Family Day webpage

\$1,000
SHOWSTOPPER

Includes all previous benefits, plus

- Complimentary valet for seamless arrival
- Pre-sale access to youth camps and family programming

\$2,500
STANDING OVATION

Includes all previous benefits, plus

- Pre-sale access to 2025-2026 Family Show Series at TPAC
- Four tickets to a Neverland tea party at the Fairlane Hotel

\$5,000
TPAC IMPACT FAMILY

Includes all previous benefits, plus

As a TPAC Impact Family, you give access for fellow non-profit groups and families, regardless of background, to attend TPAC's annual Family Day fundraiser. Each Impact Family provides five (5) different families from fellow non-profit organizations to enjoy the event free of charge.

FAMILY DAY PARTNERSHIP LEVELS

TPAC's third annual Family Day, held on Saturday, February 8, 2025, aligns with our Vision Plan of bringing access to quality arts experiences and programming to families across the region, and also helps kick off our Family Show Series performances.

Family Day directly benefits TPAC's expansive family, education, and community outreach efforts. The day will include special interactive festivities including up-close live performances, sensory-friendly crafts, movement activities, photo opportunities, treats, and more! With over 700 attendees in 2024 and more expected this year, we are anticipating our BEST YEAR YET!



\$25,000 – PRESENTING PARTNER

As presenting partner of TPAC's Family Day, you are leading the effort with us to solidify TPAC as the cultural anchor for our region and build robust family programming that will provide much-needed access to performing arts to families across middle Tennessee. As the Presenting Sponsor, you will receive:

- Ten (10) ticket packages to Family Day event for your employees
- Access to pre-sale tickets to 2025-26 Family Show Series
- Logo inclusion at Family Day event and dedicated event webpage
- Inclusion in all promotional and marketing efforts, both earned and paid (over 8,000 mailings)
 - Email
 - (3) dedicated emails to 200K+
 - Paid Promotion
 - Print ad reached over 60,000 people
 - Digital over 140,000 impressions for Nashville Parent and over 315,000 impressions on TPAC digital
 - Invitations
 - Over 8,000 Mailed Print Invitations
- Dedicated inclusion in TPAC's Family Day social media posts
 - Seven (7) to Ten (10) Post Prior and Day Of Post to TPAC Social Followers
 - Facebook - 97.3k
 - Instagram 31.8k
 - Twitter - 25.9k
- Branding opportunity in Family Day goody bags
- Employee volunteer opportunities at Family Day Event
- Listing as annual corporate partner in playbill and website
- First right of refusal for Presenting Partner for Family Day 2026
- Recognition as exclusive Presenting Partner

\$10,000 – ENTERTAINMENT PARTNER

As a TPAC Entertainment Partner, you are helping to lead the effort with us to solidify TPAC as the cultural anchor for our region. As an entertainment partner, you are helping to ensure the presentation of quality and educational activations at Family Day to provide accessibility to performing arts to families across middle Tennessee. As an Entertainment Partner, you will receive: Sponsorship of event day activation station (Face Painting, Balloon Artists, Ballet stage, Theater stage, etc)

- Five (5) ticket packages to Family Day event for your employees
- Sponsorship of event day activation station (Face Painting, Balloon Artists, Ballet stage, Theater stage, etc)
- Company recognition at chosen activation station at event
- Access to pre-sale tickets to 2025-26 Family Show Series
- Logo inclusion at Family Day event and dedicated event webpage
- Inclusion in all promotional and marketing efforts
- Employee volunteer opportunities at Family Day Event
- Listing as annual corporate partner in playbill and website

\$5,000 – IMPACT PARTNER

As a TPAC Impact Partner, you give access for fellow non-profit groups and families, regardless of background, to attend TPAC's annual Family Day fundraiser. Each Family Day Impact Partner provides five (5) different families from fellow non-profit organizations to enjoy Family Day, free of charge. Additionally, as a Supporting Partner, you will receive:

- Two (2) ticket packages to Family Day event
- Access to pre-sale tickets to 2025-2026 Family Show Series
- Recognition at Family Day event
- Listed recognition on dedicated event page on TPAC.org
- Listing as annual corporate partner in playbill and website

A CHAMPION OF ARTISTIC EXCELLENCE

Tennessee Performing Arts Center (TPAC) is a private, non-profit organization that champions excellence in the performing arts and arts education, fosters support for our resident companies and community partners, and serves as an inclusive place for all to enjoy meaningful and relevant experiences that enrich lives and promote economic vitality.

As Tennessee's hub for the arts, TPAC attracts over 400,000 patrons annually. As a TPAC corporate partner, you give access of the power of the arts and arts education to thousands while enjoying employee benefits, client entertainment, and premier customer service with your partnership!

YOUR SUPPORT ALLOWS US TO:

- Define Artistic Excellence, committed to presenting unique works that inspire the best in each of us and celebrate diverse artforms, including the launching of three new performance series of Dance, Theatre, and Family programming.
- Inspire Leaders of Tomorrow: through the integration of art and culture in the curriculum of Tennessee schools, TPAC's educational programming has immense impact on student success; building confidence, encouraging self-expression, and fostering an appreciation for diverse art forms.
- Create a Welcoming Space for All: TPAC remains committed to a more fair and equitable society where all people feel valued. TPAC's new Amazon Arts Access program served over 500 Tennesseans in 2022 to experience the performing arts for the first time.
- Bolster our Local Economy TPAC recognizes the fine balance between economics, identity, commerce, and creativity. TPAC represents an economic impact of over \$150 million for the region, supporting more than 1,100 local jobs, and adding \$6.7 million in state tax revenues and \$3.7 million in local tax revenues from TPAC's annual activities.

TPAC AT A GLANCE

- 258K+ attendees experienced live performances
- 100K Facebook followers
- 35K+ Instagram followers
- 7K+ Linked In followers
- 1,190,681 Tickets Sold in the last five years. From 100% of Tennessee Counties.
- 55K + students inspired by Inclusive Arts education
- 14K Season Ticket subscribers

