LUHRS CENTER℠
H. Ric Luhrs Performing Arts Center
Shippensburg University

H. Ric Luhrs Center Corporate Sponsorship Opportunities

Creating cultural opportunities for the region and beyond.

- H. Ric Luhrs

Regional Impact of the Luhrs Center

In addition to serving as a teaching and learning facility serving the students at Shippensburg University and area schools, the Luhrs Performing Arts Center has a major impact on the economy of the Cumberland Valley and surrounding region.

- The Luhrs Center provides a wide range of cultural programming including full-scale Broadway performances, comedians, symphonies, Pop and Rock performances, kid/family shows and internationally-known speakers.
- The Luhrs Center is a great setting for professional training programs, youth programs, and senior citizen programs that attract regional and national business conferences, professional meetings and planning sessions.
- The Luhrs Center attracts visitors and guests to the area resulting in a positive impact on the local and regional economy in areas such as hotels, restaurants, specialty shops and other support services.

Check out the H. Ric Luhrs Performing Arts Center

Our Vision

The H. Ric Luhrs Center at Shippensburg University will enhance the University's programming while serving as an academic and cultural focal point along the Interstate 81 corridor in three states. In addition to serving as an academic resource for the University and its students by supplying space for the music and theatre arts department, the center will offer cultural programming to enrich the quality of life for students and others throughout the region.

CORPORATE SPONSORSHIP BENEFITS

(based on sponsorship levels)

Hosting and Hospitality

Corporate sponsors receive show tickets, Circle of Friends gala tickets, have use of the Orrstown Bank Lobby or the John L. and Cora Grove theater for events, and can participate in VIP Meet and Greets.

On-site Recognition

Corporate sponsors receive recognition in the main theatre corridors and welcome announcements at every performance. Based on sponsorship levels, sponsors also have the opportunity to have a display table and distribute corporate literature at a show.

Media Communications

Corporate sponsors are featured in print and electronic advertising.

- Logo featured on the Luhrs Center homepage along with a link to the sponsor's website
- Logo is featured in brochures, press releases, e-newsletters, flyers, and posters
- Sponsorship includes an advertisement in the show program
- Access to the ticket promo mailing list (Platinum Level)

Luhrs Center sponsorships extend your marketing reach

SEASON LAUNCH: 500,000 impressions
(Print, e-mail, digital including retargeting)

SHOW PROMOTIONS: 250,000 impressions
(Digital display, social, radio, print, television)

DIGITAL

- LuhrsCenter.com: 80,000+ views per month
- Luhrs social media: Facebook has 11,000 followers, post reach is more than 200,000 per month
- New acquisition emails: Pennlive, Local IQ, Bands in Town, over 100,000 per season
- Weekly Emails: Luhrs proprietary list 43,000 subscribers and a 35% open rate

PRINT/DIRECT MAIL

- Program advertising: 30,000-50,000 per season
- Season brochure: 40,000 printed (36,000 direct mail)
- Mid-season brochure: 44,000 direct mail

Sponsorships packages are available at the Platinum, Silver, and Bronze levels.
Individual show sponsorships and naming opportunities are also available.

Please contact Austin Sanders at the Shippensburg University Foundation for assistance in selecting a sponsorship level that aligns with your company's strategic marketing goals,
ASanders@SUFoundation.org or 717-477-1377

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John L. and Cora Grove Theater

1,500 seat theater with state-of-the-art sound and light technology. In addition to performances, this space may be used for corporate meetings/ speakers.

Orrstown Bank Lobby

This space may be used for banquets and reception and is located on the second level. Catering is available through Shippensburg University.

The Reviews are IN!

"We have been to several shows here, including bands, and comedians. This is a wonderful venue, and a great addition to our town located right next to Shippensburg University. It is very easy to access, and there is a lot of parking and it is handicap accessible. In actuality, my number one favorite thing about this venue are the employees. The staff is absolutely wonderful. They are mostly volunteers and obviously enjoy their job and I enjoy talking with the staff almost as much as I enjoy the show experience itself."
–geinslunchbox (Trip Advisor, Apr 2023)

"What a beautiful venue. You can't go wrong if you're coming here. Great parking. Smooth transition from the front door to your seat. Enjoying the show is all you need to do here..."
- R Rick (Google review)

"Shows are always great, and the center is beautiful. Restrooms are easy to find. And every seat we have sat at has allowed good views of the shows."
- Peggy Szekeres (Google review)

"Beautiful venue, plush seats, so easy to get there and free parking was a dream. Husband and I went to Fab 4 concert on a Friday night. Excellent."
- B Morris (Google review)

SPONSORSHIP OPPORTUNITIES	Platinum	Silver	Bronze
HOSTING AND HOSPITALITY			
Four comp tickets *(based on availability)*	4 shows	2 shows	1 show
Tickets to the Circle of Friends Gala *(Spring)*	6 tickets	4 tickets	4 tickets
Use of upper lobby or stage for corporate events	2 per year	1 per year	
VIP Meet & Greet events*	2 per year		
ON-SITE EXPOSURE/CORPORATE IDENTITY			
Oral announcements at every performance*	YES	YES	YES
Recognition in main theatre corridors	Mid-size logo	Small-size logo	Small-size logo
Meet & Greet photos*	2 shows		
Gala photos with guests, attendees	YES		
Corporate use of LPAC facility photos	YES		
Distribute corporate literature/1 display table	*($500/show x 1)	YES	
Electronic logo on external and interior monitors	YES	Add on: $2,500	Add on: $2,500
Opportunity to participate in two on-site surveys per year	2 questions/3,000 recipients		
MEDIA COMMUNICATIONS			
Print & digital ads	1/4 page or larger	(est. 10% of our buy)	local newspaper
Advertisement in program (B&W)	1/2 page	1/4 page	1/4 page
Website presence & link	Homepage Rotating	Homepage Rotating	Homepage rotating
Logo on promo brochures, flyers, and posters	Mid-size logo	Small-size logo	Small-size logo
Logo on occasional promo postcards	Mid-size logo	Small-size logo	
Logo in press releases	YES	YES	
Logo in e-newsletter	YES	YES	YES
One-time use of ticket promo mail list	YES		
Corporate use of Luhrs Center logo	YES	YES	YES
INVESTMENT IN CULTURAL ARTS	**$25,000**	**$10,000**	**$5,000**
VALUE	**$70,000**	**$30,000**	**$15,000**

Individual show sponsorships and naming opportunities available upon request.

* Based on artist management approval

Shippensburg University FOUNDATION

SUFoundation.org | 717-477-1377