

Arizona School for the Arts

2026/27 SEASON PERFORMANCE SPONSORSHIP KIT

» SIGNATURE
SERIES

» SHOWCASE

COMMITMENT FORM

SET-UP A CALL



A NOTE FROM OUR HEAD OF SCHOOL

Every year, I watch our students surprise themselves: a hesitant fifth grader finding their confidence, a young musician perfecting a difficult measure, a senior taking a final bow, ready for what comes next. **At ASA, our educational mission is to give every student the instruction, encouragement, and support to grow through the performing arts and academics**—regardless of family resources, schedules, or access to arts opportunities outside of school.

Because ASA is a **tuition-free public charter school**, keeping that promise **takes a community willing to invest in the education we provide**. Sponsorship of our Signature Series and Showcase is one of the most direct ways to support that mission—helping make possible the faculty, resources, and performance opportunities that allow students to put their learning, creativity, and hard work on stage.

When you invest in ASA, you invest in the artists, scholars, and leaders our students are becoming. Thank you for standing with them.

With gratitude,



Elma Dzanic Bass
Head of School



GOASA.ORG/SPONSORSHIP



WHY ASA?

For more than three decades, Arizona School for the Arts has believed that young people deserve an education that develops the *whole person*.

That belief shapes everything we do. **Rigorous college preparation and deep engagement in the performing arts are woven into a single educational experience—not as an elective, club, or after-school activity;** they're part of every student's school day. The focus students build in the classroom sharpens their work on stage, and the persistence they learn in rehearsal makes difficult coursework feel possible.

The results are **students who graduate ASA knowing how to work hard at something difficult, collaborate with others, and stand confidently in front of an audience**, skills they carry into college, careers, and their communities.

THE ASA DIFFERENCE

- **Tuition-Free by Design**
Specialized dance, music, and theatre education in a tuition-free public charter school.
- **One School, Grades 5–12.**
An arts-centered education that grows with students from middle school through high school.
- **Education in Action**
Students rehearse, collaborate, create, and perform what they've learned throughout the year.
- **Professional Arts Instruction**
Students learn from highly qualified, professional arts faculty.

BY THE NUMBERS

ARTS & SMARTS

620

STUDENTS
GRADES 5–12

87+

ARTS CLASSES
EACH DAY

100+

PERFORMANCES
PER YEAR

7

ARTS
DISCIPLINES

58%

INTENDED MAJORS
STEM/ or +ARTS

23%

HUMANITIES or
+ARTS

19%

ARTS

98%

COLLEGE or
CONSERVATORY
BOUND

56%

IN-STATE

44%

OUT-OF-STATE
MATRICULATION

* Class of 2026



WHY SPONSOR ASA?

Your company can help bring exceptional student performances to the Phoenix metro community while investing directly in the arts education that makes those performances possible.

**For ASA students, a performance is never just an event.
*It is their education in action.***

\$1.5 MILLION NEEDED ANNUALLY

ASA invests approximately **\$1.5 million each year** in highly-qualified and professional arts faculty, instruments and specialized equipment, production resources, and performance opportunities for **nearly 620 students**.

Public funding covers our academic program, but not the added cost of daily performing arts education. That gap is filled each year by families, donors, and community partners.

Without that support, **the arts education our students count on would shrink.** Fewer ensembles and productions. Larger classes with less individual instruction. Aging instruments and equipment left unrepaired. Fewer guest artists, and fewer chances to perform for the Phoenix community. **For many students, ASA is their only access to this level of arts training, and that's exactly what would be at risk.**

WITH YOUR SUPPORT, OUR STUDENTS THRIVE! TOGETHER, WE CAN:

- Invest in daily arts instruction and mentorship from highly-qualified professional arts faculty
- Strengthen performance opportunities to collaborate, create, and share their art with the Phoenix-metro community
- Equip students with specialized technical tools
- Cover venue rental and related expenses
- Provide costume, set, props, and production materials
- Fund student transportation to performances
- Invite masterclass instructors and guest artists





YOUR BRAND. OUR COMMUNITY.

Connect your brand with one of Phoenix's most distinctive performing arts education communities while helping nearly 620 young artists **learn, create, and perform.**

YOUR REACH

- **5K** estimated annual audience across ASA student performances
- **2,800+** anticipated Showcase attendees over two nights
- **9K** social followers
- **1.7 million** annual social impressions
- **43K** annual social engagements
- **59K** annual website visitors
- **5K** email subscribers
- **60%** average email open rate

OUR COMMUNITY

Geography: Phoenix / Central Phoenix / Valley-wide reach with students representing **more than 100 zipcodes**

Audience: families, arts patrons, student and parent alumni, educators, civic leaders and community partners

Family Reach: **510 households** represented by 620 students

Alumni Network: **1,360+** student alumni



SPONSORSHIP OPPORTUNITIES



Signature Series sponsorship offers businesses a choice between supporting one performance, three selected performances, or the full six performance season.

- FALL DANCE RECITAL: NOVEMBER 17, 2026
- MAINSTAGE PLAY: NOVEMBER 20 - 22, 2026
- CHORAL COLLAGE: DECEMBER 15, 2026
- MASTERWORKS: FEBRUARY 23, 2027
- MAINSTAGE MUSICAL: MARCH 25 - 27, 2027
- SPRING DANCE RECITAL: APRIL 20, 2027

BY THE NUMBERS

620

STUDENTS
GRADES 5 -12

100+

DEPARTMENT &
SIGNATURE
PERFORMANCES
EACH YEAR

6

SIGNATURE
SERIES
PERFORMANCES

2,900+

SIGNATURE
SERIES
ATTENDEES



[GOASA.ORG/SIGNATURE](https://goasa.org/signature)



SPONSORSHIP OPPORTUNITIES

An inspiring season of Signature Series performances that supports students and puts your brand in front of ASA families, alumni, and arts patrons all season long. Logo size and placement reflect sponsor level, with Season sponsors first and largest, followed by Encore and Spotlight. Choose the level that fits your organization, and your recognition travels with you to every performance you sponsor.

	SEASON	ENCORE	SPOTLIGHT
Investment in ASA	\$2,500	\$1,500	\$500
Sponsor benefits received at:	6 performances	3 performances	1 performance
Reserved seating tickets	12	6	2
Logo on e-blast(s) and ticketing webpages			
Logo on e-Newsletters - The COOP Family Digest, weekly - Spotlight on ASA, quarterly - Alumni Pigeon Post, bi-annual			
Logo on social media posts recognizing sponsors	6x (1 per performance sponsored)	3x (1 per performance sponsored)	1x (1 per performance sponsored)
Logo on digital donor wall (ASA's front reception area)			
Advertisement in performance program(s)	Full Page (in all 6 programs)	Half-Page (in 3 programs)	Quarter-Page (in 1 program)
Verbal onstage recognition	(at all 6 performances)	(at 3 performances)	(at 1 performance)
Inclusion in The ASA Collective Business Directory distributed to families			
Certificate of Recognition & Door Decal			
BONUS VISIBILITY! Feature your ad in the Department Series digital programs	 Choose 2 Departments	 Choose 1 Department	

COMMITMENT FORM

SET-UP A CALL



Arizona School for the Arts is a registered 501(c)(3) non-profit organization. Sponsorships are tax-deductible to the full extent allowed by law. EIN/Tax ID: 86-0792809

QUESTIONS? CONTACT LESLIE RELIGIOSO
DIRECTOR OF ADVANCEMENT & COMMUNITY RELATIONS
602-257-1444 XT1118 | RELIGIOSO@GOASA.ORG

GOASA.ORG/SHOWCASE

Arizona School for the Arts **SHOWCASE**

MAY 26 - 27, 2027

Orpheum Theatre Phoenix

ASA's **two-night, all-school performance and celebration** uniting families, alumni, and arts patrons in a powerful reflection of what **sustained investment in arts education** makes possible.

[GOASA.ORG/SHOWCASE](https://goasa.org/showcase)

BY THE NUMBERS

600+

STUDENT
PERFORMERS

2,800+

SHOWCASE
ATTENDEES

31

YEARS OF
SHOWCASE

Arizona School for the Arts SHOWCASE

SPONSORSHIP OPPORTUNITIES

Showcase is ASA's most anticipated student performance event of the year, and the perfect stage to showcase your brand and organization! The evening also honors outstanding graduates and community champions with the Distinguished and Rising Star Alumni Awards and Community Leadership Awards. Put your organization in the spotlight at the historic Orpheum Theatre, alongside the creativity and talent of the next generation of arts leaders.

	DIRECTOR	CONDUCTOR	PATRON
Investment in ASA	\$5,000	\$2,500	\$1,500
VIP Welcome Reception (Night 1 only) & Showcase Tickets (Night 1 & 2)	6 each night	4 each night	2 each night
Logo on social media posts recognizing sponsors	3x	2x	1x
Logo on e-blast(s) and event webpage			Name only
Logo on sponsor signage			Name only
Logo on e-Newsletters - The COOP Family Digest, weekly - Spotlight on ASA, quarterly - Alumni Pigeon Post, bi-annual			Name only
Certificate of Recognition & Door Decal			
Inclusion in <i>The ASA Collective Business Directory</i> distributed to families			
Logo on campus banner and digital donor wall (ASA's front reception)			
Verbal onstage recognition			

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GOASA.ORG/SHOWCASE

Arizona School for the Arts
SHOWCASE

Looking for something more? Designed for partners ready to stand out and give back in a bigger way, these exposure-forward opportunities showcase your brand while expanding what's possible for Arizona School for the Arts students.

TITLE SPONSOR | \$15,000 (ONLY 1)

PRESENTING SPONSORS | \$10,000



Arizona School for the Arts **SHOWCASE**

TITLE SPONSOR | \$15,000

Only one Title Sponsor opportunity available!

Our exclusive Title Sponsor receives the highest level of branding and visibility, becoming a prominent part of Showcase across every platform.

PREMIER EVENT BRANDING

- Exclusive “Presented by [Sponsor Name]” title billing across all Showcase promotional materials and communications
- Top-billed logo placement above all other sponsors on the event website, registration page, invitations, email campaigns, social media, program, and signage
- Exclusive recognition banner on campus and inclusion in the digital donor slideshow displayed in ASA’s reception area
- One full-page premium Showcase program advertisement; inside front cover reserved for the Title Sponsor distributed to approximately 2,800 attendees

EVENT RECOGNITION

- Sole sponsor named during opening welcome: “Tonight’s event is made possible by our Title Sponsor, [Sponsor Name].”
- Opportunity for company/organization leadership to welcome the audience or introduce the opening student performance on both nights
- Exclusive recognition during the awards presentation

MEDIA & SOCIAL VISIBILITY

- Dedicated mention in Showcase press releases and media advisories
- “Presented by” recognition in Showcase-related social media content
- Minimum of three co-branded social media posts per platform, reaching 9,000+ followers
- Spotlight interview with company/organization leadership across ASA social media platforms
- Dedicated social media thank-you post
- Featured article in an ASA e-newsletter and the 2026–27 Annual Report

VIP EXPERIENCE & RECOGNITION

- 12 VIP tickets, including premium orchestra seating with ASA leadership each night and access to the pre-Showcase welcome reception on opening night
- Exclusive Title Sponsor plaque, presented by ASA students and staff, to display at your organization
- First right of refusal for Title Sponsorship at the following year’s Showcase

[GOASA.ORG/SHOWCASE](https://goasa.org/showcase)

COMMITMENT FORM

SET-UP A CALL



PRESENTING SPONSORS | \$10,000

Only two Presenting Sponsor opportunities available!

Presenting Sponsors play a prominent role in Showcase, receiving high-level visibility and recognition throughout the event and across ASA communications.

FEATURED EVENT BRANDING

- Logo featured on all promotional materials — invitations, flyers, email campaigns, and social posts — with secondary billing: "with support from [Sponsor Name]"
- Prominent logo placement on the event website, registration page, invitations, email campaigns, social media, program, and signage, second only to the Title Sponsor
- Recognition banner on campus and inclusion in the digital donor slideshow displayed in ASA's reception area
- One full-page Showcase program advertisement; inside and outside back covers reserved for the Presenting Sponsor(s)

EVENT RECOGNITION

- Named recognition during welcome remarks: "We're also grateful for the presenting support of [Sponsor Name]"
- Additional recognition during closing remarks or the awards presentation



MEDIA & SOCIAL VISIBILITY

- Mention in Showcase press releases and media advisories
- "Presenting Sponsor" recognition in Showcase-related social media content
- Minimum of two co-branded social media posts per platform, reaching 8,500+ followers
- Dedicated social media thank-you post
- Inclusion in an ASA e-newsletter and the 2026–27 Annual Report

VIP EXPERIENCE & RECOGNITION

- 10 VIP tickets, including premium orchestra seating with ASA leadership and access to the pre-Showcase welcome reception on opening night
- Presenting Sponsor plaque, presented by ASA students and staff, to display at your organization

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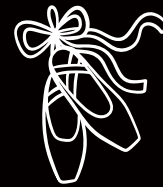
ASA GRADUATES: IN THEIR OWN WORDS



The high expectations that ASA set for both my **artistic and academic life** have helped me excel in both. There's a discipline that a life in the arts requires and a lot of people don't expect when they start working. **ASA gave me a real head start**, not just as an artist, but as a professional.

Mark Jacobson, Class of '07

Actor and coach
University of Southern California
B.A. Theatre



ASA's "Arts + Smarts" approach really shaped how I envision my life and future career...**Having dance intertwined with my education eventually led to my research interests in biomedical engineering**, a natural stem from my background in dance, movement, and performance. Even now, my work as a professional dancer influences my current research in medical devices, haptics, and human performance at Johns Hopkins.

Aaliyah Thompson-Mazzeo, Class of '21

Johns Hopkins University -School of Medicine
Ph.D. Student, Biomedical/Medical Engineering
NSF GRFP Fellow | Vivien Thomas Scholar



I will be eternally grateful for the time and experiences that I had at ASA. At ASA, I was able to **play guitar every day in different ensembles; play violin in the orchestra; learn to be a proficient vocalist and pianist...** and make deep connections with other students who would provide limitless creative projects: there is no doubt that, because of my experiences [at ASA], **I am successfully helping others pursue their dreams and take charge of their passions.**

Diego Miranda, Class of '12

classical guitarist, recording artist, and teaching artist
Arizona State University
Master of Music (MM)

