

Take Your Seat in History

The Janet Quinney Lawson Capitol Theatre Seat Naming Campaign

A collaboration between Salt Lake County Center for the Arts, Ballet West and Utah Opera

Salt Lake County Center for the Arts, Ballet West and Utah Opera would like to collaborate on a fundraising project. This project would seek donations in exchange for naming rights on individual seats in the Capitol Theatre.

We want to connect our community to this beautiful historic theatre in a personally meaningful way. This campaign would be a platform to raise awareness through our resident's relationships. Without the art that is performed here the building is just a building. This campaign will engage the community in a collaborative opportunity through a public/private partnership.

The timing for this project would commence this fall and run through July of 2019. A celebration and unveiling of new seat names would coincide with the re-opening of the theatre after a 6-month remodel project. The naming rights would last for a period of 10 years giving the opportunity for future campaign efforts.

Expenses for marketing, name plates and installation would be deducted from funds raised. Remaining monies would be divided equally between the three entities.

Ballet West and Utah Opera will use their portion of the funds to support their programming at the Capitol Theatre.

Suggestions for use of the Center for the Arts portion of the funds:

- Establish an Innovation Development Fund to support arts groups looking to bring new programs to the Capitol Theatre. This fund would be managed by the CFA Advisory Board with recommendations being brought to the mayor and council for approval.
 - Business development for both CFA and the participating groups.
 - Encourages new programming, event bookings and subsequent ticketing and preservation fees.
- Develop a formal education and outreach program
 - We have some programs in place but want to expand and grow.
 - High School technical outreach, public tours, EduHam-type programming, public art outreach.

We are seeking support to launch this as a pilot program with the intention of rolling out similar future programs with the residents at Abravanel Hall, Rose Wagner Performing Art Center and Mid Valley Performing Art Center.

Tentative Timeline

- September 11 – Council presentation
- September 15 – Soft launch to major donors
- Mid October – Public launch
- June 2019 – Formal campaign ends with ability to continue one-off orders
- End of September 2019 – Unveiling of newly remodeled Capitol Theatre with special reception for donors to meet their seat.

Marketing Plan

Ballet West and USUO will launch a marketing campaign to reach out to their season subscribers and major donors.

Additionally, all three entities will market through the following channels:

- Website – Ballet West, USUO and ArtTix/ArtSaltLake
- Dedicated emails
- Social media
- Playbill and ArtTix ticket envelope stuffers
- Lobby display
- Marquee and poster boxes

Projected Revenue and Expenses

Revenues

Suggested donation amounts:

\$100, \$250, \$500, \$1500, \$2500 (Pricing is based on seat locations in the theatre)

Potential total revenues if all 1645 seats are sold - \$1,668,500

Expenses

- Marketing – We will use assets we already have including website, social media and spend minimal dollars on a few printed pieces - \$10,000
- Name plaques, installation and maintenance - \$30 per plate = \$50,000
- Unveiling reception - \$5000
- Credit Card fees - \$45,000
- Total \$110,000

Estimated projected total to each entity after expenses by percentage of sales goal:

100% = \$489,500

75% = \$366,041

50% = \$247,358

25% = \$123,679

Accounting process

We will create a “show” in ArtTix/Tessitura where donors will be able to purchase their seats online. CFA will collect all monies via ArtTix. Funds will be paid out to Ballet West and USUO once all expenses have been paid. CFA will send all donor acknowledgement letters and process all donations for Mayor/Council approval per County policy 1006.

ArtTix disclaimer

Patrons will not be guaranteed use of their named seat. If the seat is available at their time of purchase they can reserve it. However, making this donation now does not guarantee future use of the seat.