CORPORATE PARTNERSHIP
For more than 50 years, Washington Performing Arts has led the region in connecting artists, audiences, educators, and influencers. From clubs to classrooms, and concert halls to communities, we place a premium on partnerships with local organizations and establishing the arts as a presence in the lives of young people and adults.

WPA embodies the future of diverse programming: in concert halls, in classrooms, and in the community.

Partner with us and help deliver the power of the performing arts to the constituents you serve.
MAIN STAGE
Exceptional performances, prestige co-branding, client and stakeholder entertainment, government and diplomatic engagement

We feature an unparalleled array of artists and styles each season, spanning orchestras, recitalists, jazz, classical, gospel, and many global cultures. Sponsorships align your brand with the prestige of the artist and venue. Customized benefits are available to meet your VIP entertainment and visibility objectives.

GOSPEL MUSIC PROGRAMS
Exceptional performances, prestige co-branding, client and stakeholder entertainment, arts education, community impact and visibility, government and diplomatic engagement

For 25+ years, our two resident volunteer gospel choirs have bridged arts education and our main stage with a sterling reputation and vibrant spirit of community. Our programs give powerful voice to inspiration and issues of social justice for exceptionally diverse audiences across D.C., from the White House and Embassy Row to the Kennedy Center and Alfred Street Baptist Church.

MARS ARTS D.C.
Community impact and visibility, free events, prestige co-branding, government and diplomatic engagement

Our robust signature community engagement program in all eight D.C. wards features artists who work and live in the District. Events are a magnet for new audiences, and our collaborations with peer organizations and civic leaders give Mars Arts D.C. programs a wide footprint.

Mars Arts D.C. is a partnership of Mars, Incorporated and Washington Performing Arts, with support from Jacqueline Badger Mars.
GALA AND AUCTION

Prestige co-branding, client and stakeholder entertainment, government and diplomatic engagement

Described as one of the most diverse audiences at any D.C. event, our annual Gala raises funds for our education and main stage programming. Welcoming 600+ people, each gala is unique, with a VIP reception, cocktails, dinner, and after-party. Guests mingle among arts patrons, business and civic leaders, and members of the government and diplomatic corps.

EDUCATION PROGRAMS

Arts education, community impact and visibility, signature event invitations, government and diplomatic engagement

Social and emotional learning is the touchstone of our arts education programs. Fueling creativity, participation, and appreciation, our collaboration with 100+ D.C. Public Schools comprises arts residencies, curricular programs, and our Embassy Adoption Program.

EDUCATIONAL REACH

| More than 900 education events for students ages 3-103 | Serving more than 50,000 participants | With programs in 131 D.C.-area schools and all eight D.C. wards | 83 Embassies and Global Partners in the Embassy Adoption Program (a partnership between WPA and D.C. Public Schools) |

GALA AND AUCTION

Prestige co-branding, client and stakeholder entertainment, government and diplomatic engagement

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Align your brand with WPA and engage with our culturally sophisticated community of patrons and donors and receive unique access to both the world’s finest performers and local arts makers.

**BRAND AND MISSION ALIGNMENT**

Presenting over **100** performances annually, including over **50** free public events

In **40+** venues across the D.C. region

Reaching **50,000+** in-person audience members and **85,000+** virtual audience members

Offering nearly **800** $10 student tickets through our Gateway Student Ticket program

**COMMUNITY REACH**

**Corporate Partner benefits**

- Brand visibility and sponsorship recognition
- VIP access to artists and premium seating at performances
- Invitations to private WPA events at exclusive venues
- Opportunity to bring world class performances, arts education programs, and community events to D.C. audiences
- Engagement with local and national elected officials and members of the diplomatic corps at WPA programs on the stage and in the community
WHO’S WHO IN WPA CORPORATE PARTNERSHIP

A look at the people and companies—and artists presented by WPA—that power WPA’s corporate partnerships.


Cover (top to bottom): Luanne S. Gutermuth; Mars Arts D.C. Artist-in-Residence Jay Sun with Brad Figel; John Mason and guests with Gustavo Dudamel; WPA Junior Board


For more information and customized alignment opportunities, contact Elizabeth Racheva, Chief Philanthropy Officer at 202-533-1862

washingtonperformingarts.org/support/corporatepartnership