



WASHINGTON  
PERFORMING ARTS

# CORPORATE PARTNERSHIP





“Northern Trust was proud to help enrich the vibrancy of our community by sponsoring the West-Eastern Divan Orchestra in 2018. We value the unique and intimate experiences we can provide for our clients through such partnerships.”

*Kelly King Dibble, Senior Vice President and Director of Public Affairs and Government Relations, and Rebecca Chang, Vice President, Wealth Management, Northern Trust*

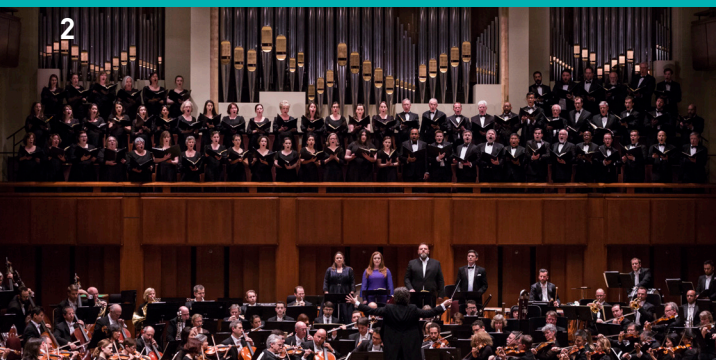
*Kelly and Rebecca serve on WPA's Board of Directors and Junior Board, respectively.*

## WASHINGTON PERFORMING ARTS INCLUSIVE • DYNAMIC • VIBRANT • CONNECTED

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.*





## 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

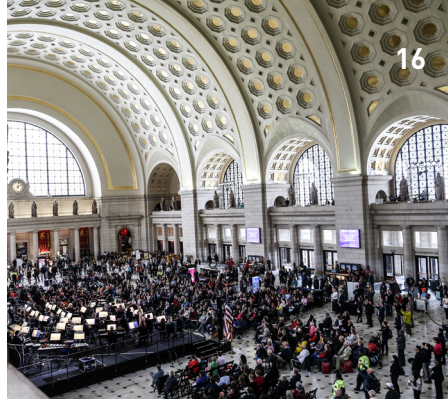
Prestige co-branding, client and stakeholder entertainment, government and diplomatic engagement

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.





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## BRAND AND MISSION ALIGNMENT

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.

## COMMUNITY REACH

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

## Corporate Partner benefits can include:

- 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



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## 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.

**MARS**



Altria

**DAIMLER FLUOR.**



GREAT JONES CAPITAL



NORTHERN TRUST



Pepco Holdings

An Exelon Company

Stillwater

**ENCOMPASS**  
SUPPLY

**GLENMEDE**

**OURISMAN**  
AUTOMOTIVE OF  
VIRGINIA

**PURPLE LINE**  
TRANSIT PARTNERS



Washington  
Gas  
A WGL Company

**Wiley  
Rein**  
LLP

**Step toe**  
STEP TOE & JOHNSON LLP

DyalCompass, EventsDC, Arnold & Porter, The Hay-Adams Hotel, Marriott International, Master Print, Inc., Nationwide, Quick Messenger Service, Republic Restoratives Distillery, Venable Foundation, Wells Fargo

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**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

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**Inside Left:** (1) Kelly King Dibble and Daniel Barenboim; (2) and (3) WPA performances

**Inside Middle:** (4) Rudy Burwell and Mona Mohib with Wynton Marsalis; (5) Children of the Gospel Choir; (6) Performance at The LINE DC; (7) Washington Gas Main Stage at *Politics & Art*; (8) Batalá Washington

**Inside Right:** (9) WPA Mini United Nations (part of Embassy Adoption Program); (10) D.C. Honor Ensembles; (11) D.C. Keys; (12) WPA 2019 Gala and Auction; (13) Jay Hammer, Reginald Van Lee, Phil West, and Tony Otten; (14) Purple Line Transit Partners

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**Foldover:** (15) Steptoe rooftop event; (16) SHIFT Festival at Union Station; (17) Jake Jones and Mars Arts D.C. Artist-in-Residence Chelsey Green; (18) Mars Arts D.C. *Politics & Art* presenters Nicholas Alexander Brown, Rayceen Pendarvis, Jenny Bilfield, Chairman Phil Mendelson, Luanne S. Gutermuth, Councilmember David Grosso, and Matthew Nocella; (19) E&G Group Gospel Brunch at Union Stage

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

**[washingtonperformingarts.org/support/corporatepartnership](http://washingtonperformingarts.org/support/corporatepartnership)**