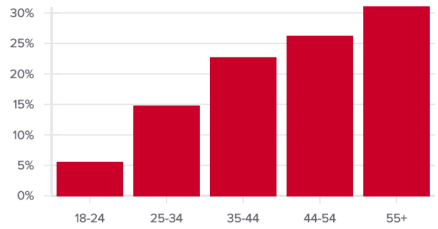
emens auditorium Sponsorship Opportunities

Ball State University's sixth president, John R. Emens (1945-1968), had a dream. He envisioned a "campus of the future" complete with an auditorium "large enough to house most college functions as well as major symphonies, Broadway productions, ballets, and other forms of entertainment for Muncie and east central Indiana audiences." In its first 25 years alone, more than 3.6 million people visited the then 3,581-seat auditorium to see 2,335 programs. Today, John R. Emens College-Community Auditorium presents 25 to 30 national touring productions annually in addition to numerous campus/community events.

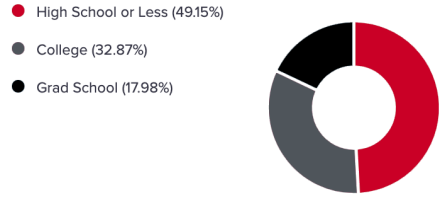
Demographics

Married **67%** | Child Present **68%** | Male **41%** | Female **59%**

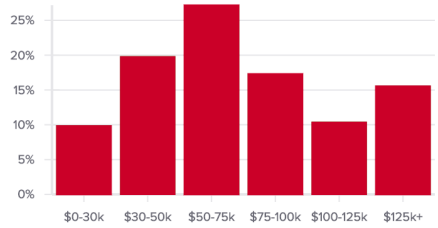
AGE RANGES



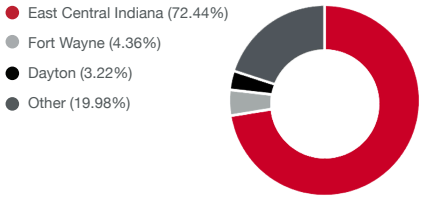
EDUCATION LEVEL

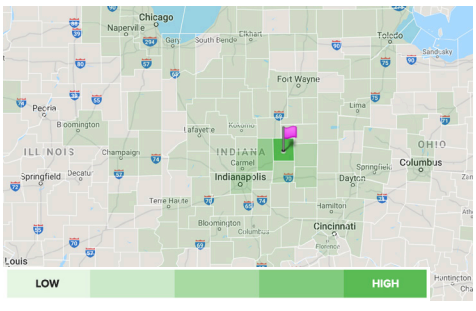


INCOME



HOUSEHOLD LOCATION





TOP TICKET BUYING ZIP CODES:

1. 47304 - NW Muncie
2. 47303 - NE Muncie
3. 47302 - SE Muncie
4. 47362 - New Castle
5. 47396 - Yorktown

Rates

Season Brochure

Placement	Cost	Ad Deadline	Run Schedule	Distribution
Full Page	$1,125	Fri, July 1, 2022	August - May	20,000+ Direct Mail 4,000 to Campus Staff 4,000 to Local Businesses
Half Page	$775			
Quarter Page	$425			

Full Page
5.5 x 11 in
No Bleeds
Full Color
PDF

Half Page
5.5 x 5.5 in
No Bleeds
Full Color
PDF

Quarter Page
2.75 x 2.75 in
No Bleeds
Full Color
PDF

Email Banner *(pre-show emails to all attendees* + monthly newsletters; *one sponsor per semester)*

Placement	Cost	Ad Deadline	Run Schedule	Distribution
Fall Semester	$450	Fri, Aug. 26, 2022	Sept. - Dec.	Estimated Reach 7,000-10,000 *(ALL EVENTS)*
Spring Semester	$450	Fri, Dec. 9, 2022	Jan. - May	

Banner
1000 x 250 px
Full Color
JPG

Event Programs

All Emens-Sponsored events when programs are printed + digital programs; excludes Promoter Shows.

Placement	Cost	Ad Deadline	Run Schedule	Distribution
Full Page	$750	Fri, Aug. 26, 2022	Sept. - May	Estimated Reach 10,000-15,000
Half Page	$550			
Quarter Page	$350			
Rear Cover Strip	$500			

Full Page
5x8 in
No Bleeds
Black & White
PDF

Half Page
5x4 in
No Bleeds
Black & White
PDF

Quarter Page
2.5x4 in
No Bleeds
Black & White
PDF

Strip
5x2 in
No Bleeds
Full Color
PDF

Rear Cover Location

Event Sponsorship - $5,000

Event sponsorship includes logo and/or name recognition on all event advertising, website event page, program cover, etc. Plus email banners on all event emails and full page program space.

Series Sponsorship - $10,000

Series sponsorship includes logo and/or name recognition on all events within the series including advertising, website event page, program cover, etc. Plus email banners on all event/series emails and full page program space in each program.

Need help designing your ad?
We offer hourly design services at just $8.25/hr.

BALL STATE UNIVERSITY
Emens Auditorium

Sponsorship Commitment Form

Organization Name _____

Address _____ City _____ State _____ Zip _____

Primary Contact _____

Phone _____ Email _____

Sponsorship Placement

Season Brochure ☐ Full Page ($1,125) ☐ Half Page ($725) ☐ Quarter Page ($425)

Email Banner ☐ Fall ($450) ☐ Spring ($450)

Events Programs ☐ Full Page ($750) ☐ Half Page ($550) ☐ Quarter Page ($350) ☐ Rear Cover Strip ($500)

Event Sponsorship ☐ $5,000 • • • • • Event Requested _____

Series Sponsorship ☐ $10,000 • • • • • Series Requested _____

Billing: Invoice will be sent 30 days prior to the first run date to the address/contact listed above. Checks payable to Ball State University.

Total Cost _____

Signature _____

Print Name _____

Date _____

To secure your ad, please submit completed form to

Kristi Chambers
Emens Auditorium
1800 W Riverside Ave
Muncie, IN 47306

kkchambers@bsu.edu
765-285-1544

Please Note:

Sponsorships May Include:

1. Name of Company/Business
2. Contact Information
3. Product Line/Type

Do NOT Include:

1. Call to Action
2. Quality of Product
3. Bargain/Discount/Offer
4. Ball State University Endorsement

If these sponsorship limitations pose a concern, please contact me and we can discuss other options.