

OUR MISSION

We inspire creativity, support economic vitality, and bring people together through the power and the possibility of the arts.

SPONSORSHIP PROGRAM

2026-2027 Season



A CULTURAL ANCHOR FOR OUR REGION

Since 1982, the Hult Center for the Performing Arts has been one of Oregon's premier cultural venues and a central part of Eugene's arts community. Located in the heart of downtown Eugene's arts district, the Hult Center welcomes more than 200,000 patrons each year across two world-class venues: the 2,447-seat Silva Concert Hall and the intimate 495-seat Soreng Theater.

Operated by the City of Eugene and home to four resident companies, the Hult Center connects audiences with nationally touring Broadway productions, local performances and community-centered programming that strengthen the cultural life of our region.

200,000+
PATRONS

\$21.9M
ECONOMIC IMPACT



AN INVITATION TO PARTNER

The Hult Center is launching its first formal sponsorship program. Partners align their brands with a respected cultural institution while demonstrating visible support for arts, education and community life in Eugene and throughout Lane County.

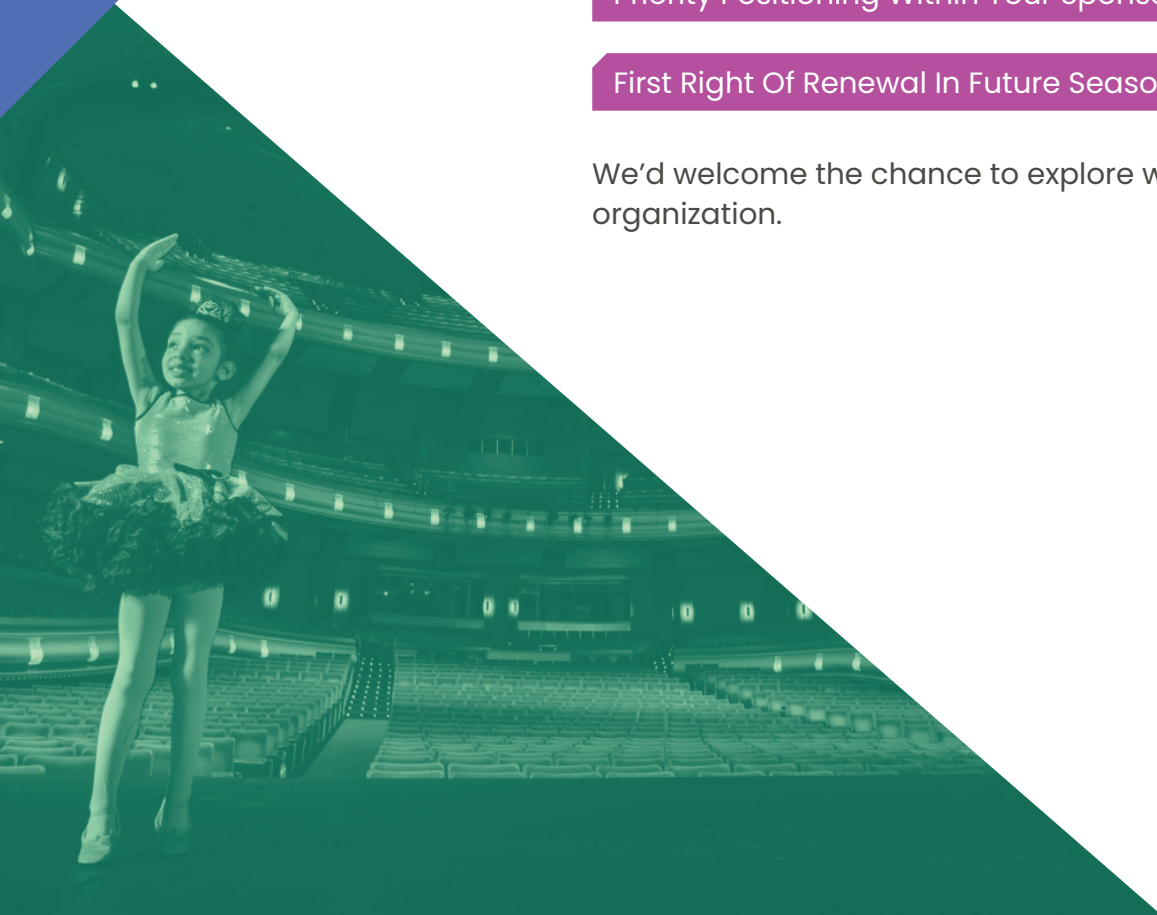
Partners in the program's first year will benefit from:

Category Exclusivity In Your Industry

Priority Positioning Within Your Sponsored Program

First Right Of Renewal In Future Seasons (Broadway Presenting Sponsor)

We'd welcome the chance to explore whether a partnership makes sense for your organization.



\$21.9M

Annual economic impact
on the City of Eugene.

AUDIENCE & COMMUNITY REACH

\$8.9M*

**114,189
tickets**

Eugene Residents

\$13.1M*

**94,456
tickets**

Outside Lane County

\$12M

**92,754
tickets**

Broadway in Eugene

AUDIENCE HIGHLIGHTS

350+

Events/Year

107,875

Email
Subscribers

208,600

Patrons
2024-25

939,693

Website
Visits/Year

2,447

Silva
Concert Hall

40,000+

Social
Followers

COMMUNITY & EDUCATION IMPACT

15,000+

Students, teachers and community
members served through Community
and Creative Learning programs

2,100+

Youth experienced live
Broadway through Bridge to
Broadway since 2023

440

Arts for All tickets (EBT cardholders,
\$5 Broadway tickets)

4,299

Students attended free matinees in
2025-26

18 High Schools, 1,000+

Students in the first Hult Musical
Theatre Awards

520

Hult Cultural Pass (free tickets
through local libraries)

*Source: Americans for the Arts, AEP 6
Audience and community data from 2024-2025 season

SIGNATURE PROGRAMS

BROADWAY IN EUGENE

The Hult Center's flagship series brings nationally touring Broadway productions to the 2,447-seat Silva Concert Hall. Five main-season shows plus add-on performances, promoted through a comprehensive regional marketing campaign. The highest-visibility sponsorship opportunity in the program.

BETTER TOGETHER FAMILY BUNDLES

Accessible, affordable live performance for families. Designed to introduce younger audiences to the arts and build the next generation of supporters.

HULT SOCIAL CLUB

Live performance meets community gathering. A free lobby experience hosted by a local organization, followed by a show in the Soreng Theater on a pay-what-you-choose model. Five to 10 shows per season. The series opens the arts to new audiences and positions the sponsor alongside the Hult as the community's hub for cultural connection.

YOU'RE INVITED SERIES

A free community event series welcoming audiences into the Hult Center through creative, interactive programming. Five events per season. High-traffic, relaxed and community-focused.

HULT HIGH SCHOOL MUSICAL THEATRE AWARDS

Celebrating excellence in high school musical theater across Oregon. Up to 30 productions evaluated each season, with top performers advancing to the national Jimmy Awards in New York City. The inaugural ceremony drew 18 high schools and more than 1,000 students.

PARTNERSHIP OPPORTUNITIES

The Hult Center offers three tiers of sponsorship, each designed to match different levels of investment and visibility goals.

Benefit / Feature	TIER 1 Broadway in Eugene Presenting Sponsor	TIER2 Community Program Sponsor	TIER3 Supporting Sponsor
Investment Cost	\$15,000	\$3,000 - \$5,000	\$1,500 - \$3,000 or In-Kind
Category Exclusivity	✓	✓	—
Naming Recognition	"Presented By"	"Presented By"	—
Logo on Marketing Collateral	✓	✓	—
Website Placement	✓	✓	✓
Lobby Display Boards	✓	✓	✓
Social Media Inclusions	12 / Season	5-12 / Season	At Least 3
Program Advertising	Half Page (Broadway)	Lobby Display Boards	—
Hospitality Tickets	10 / Season	2 / Program Event	—
First Right of Renewal	✓	—	—

Benefits are subject to producer approvals for Broadway productions. Full benefit details are provided in individual partnership agreements.

► TIER 1

BROADWAY IN EUGENE PRESENTING SPONSOR

\$15,000

Category Exclusive · First Right of Renewal

BENEFITS

- Series naming integration (Broadway in Eugene presented by [Sponsor])
- Logo on season marketing collateral (subject to producer approval)
- Website recognition on the Broadway series page
- Recognition on Hult Center lobby display boards
- Inclusion in select email and social media promotions (12 per season)
- Half-page advertising in all Broadway programs (subject to producer approval)
- Two tickets to each Broadway performance (10 total across five shows)
- First right of renewal in future seasons

► TIER 2

COMMUNITY PROGRAM SPONSOR

\$3,000–\$5,000

Category Exclusive Per Program

BENEFITS

- Series naming integration for your chosen program
- Logo placement on program webpage and marketing materials
- Social media recognition (5–12 inclusions depending on program)
- Recognition on Hult Center lobby display boards
- Two tickets to your program's events
- Speaking opportunity or award presentation (Musical Theatre Awards only)
- First right of refusal to host a Social Club lobby experience (Social Club only)

► TIER 3

SUPPORTING SPONSOR

\$1,500–\$3,000 OR IN-KIND

BENEFITS

- Website recognition on the Hult Center sponsor page
- At least three social media mentions per season
- Recognition on Hult Center lobby display boards
- Opportunities for creative in-kind partnerships

LET'S BUILD SOMETHING TOGETHER

The Hult Center is looking for partners who share our commitment to strengthening arts, education and community engagement in Eugene. We'd welcome the opportunity to discuss how a sponsorship can work for your organization.

Contact us to get started:

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Sponsorships are commercial agreements with the City of Eugene, which operates the Hult Center, and payments are not charitable contributions.