



WE HAVE A SEAT FOR YOU



MORRISON
CENTER

IDAHO'S HOME FOR THE PERFORMING ARTS



For over 40 years, the 1,994-seat Morrison Center has been Idaho's destination for audiences to connect with touring Broadway, dance, music, comedians, compelling speakers, and unique experiences. The Morrison Center is a signature performing arts center with exceptional acoustics and state-of-the-art equipment housed on the vibrant, metropolitan campus of Boise State University.

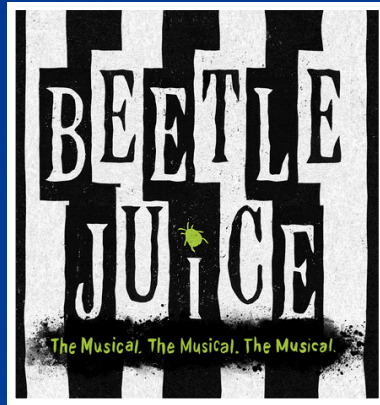
The Morrison Center aligns businesses with customized partnership opportunities for advertising, lead generation, audience access, client/employee entertainment, and more. As a catalyst for economic growth for downtown Boise and Idaho, we serve more than 200,000 guests each year, including students and partnerships with local businesses.

ENTERTAIN YOUR CLIENT

2024-2025 SEASON



Nov. 19 - 24, 2024



Dec. 17 - 22, 2024



Jan. 21 - Feb. 2, 2025



Feb. 25 - Mar. 2, 2025



Apr. 2 - 13, 2025

10,000 Broadway Season Ticket holders - Get your brand in front of our subscriber base through digital signage and playbill distribution.

Sponsor Perks - Corporate sponsors have the opportunity to purchase our box seats for the Broadway season. This is a great way to entertain clients or offer perks to your employees.

Our diverse, year-round programming delivers a variety of audiences and demographics.

Our partners do not get lost in the clutter. Exposure and use of assets is strategic, unique and highly visible.

IMPACT

Other
15.1%

Hotel
39.6%

Boosts the greater
Idaho economy by:

\$27M
annually

Food
26.6%

Travel
18.7%

Brings education programming to
17 school districts

OUR DEMOGRAPHIC

270+ Annual Performances **200k** Patrons Annually

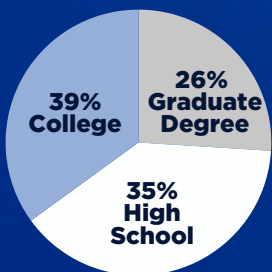
10k Broadway Subscribers

FINANCIAL STATUS

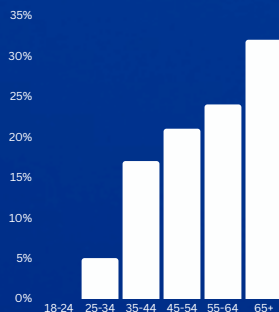
HH Income 133k **28%** Income >\$150k

Net Worth \$2.09M **38%** Net Worth >\$2M

Discretionary Income Index 103 **9%** DII >200



EDUCATION



AVG. AGE: 57

MEDIA REACH

WEBSITE

Monthly Views: 41,000
7,000 Monthly Google
Business Interactions
MorrisonCenter.com

SOCIAL MEDIA REACH

Impressions: 2M



21,680 followers
4.7% Engagement Rate



6,763 followers
1.5% Engagement Rate



233 followers
4.8% Engagement Rate

PLAYBILL DISTRIBUTION

140k Broadway Playbills

7k MC Presents Playbills

EMAIL MARKETING



167,963 Email
Newsletter Club
41% Open Rate

CORPORATE SPONSORSHIP OPPORTUNITIES 2024/25

SPOTLIGHT SPONSOR- \$40,000

- Exclusive recognition as the Title Sponsor for the 24/25 season
- Full Page Ad in all season printed programs (Over 50k to be distributed in 24/25)
- Logo on all season promotional materials
- Recognition on outdoor and indoor digital signage
- Special thanks from the stage at MC Presents (when applicable), the Patty Duke Awards, Season Reveal Party, and donor events
- Recognition in Morrison Center Annual Report
- Logo, link, or text recognition on event marketing materials, including programs, emails, social media, member lunch, and website
- Access to purchase season box seats for Broadway in Boise 24/25 season (comes with access to VIP donor lounge w/ complimentary beverages at Broadway performances)
- Access to box seats for non-Broadway events (as available)
- Custom activation as agreed upon between Morrison Center and Sponsor
- Host a private event on the Morrison Center stage (rental fee waived only)

(1 AVAILABLE)

CENTER STAGE SPONSOR- \$25,000

- Recognition in Morrison Center Annual Report
- Recognition in all season programs
- Recognition on digital signage
- Logo, link, or text recognition on event marketing materials, including programs, emails, social media, member lunch, and website
- Special thanks from the stage at MC Presents (when applicable), the Patty Duke Awards, Season Reveal Party, and donor events
- Access to purchase season box seats for Broadway in Boise 24/25 season (comes with access to VIP donor lounge w/ complimentary beverages at Broadway performances)
- Access to box seats for non-Broadway events (as available)
- Custom activation as agreed upon between Morrison Center and Sponsor

ENSEMBLE SPONSOR- \$15,000

- Recognition in all season programs
- Recognition on digital signage
- Logo, link, or text recognition on event marketing materials, including programs, emails, social media, member lunch, and website
- Access to purchase season box seats for Broadway in Boise 24/25 season (comes with access to VIP donor lounge w/ complimentary beverages at Broadway performances)
- Access to box seats for non-Broadway events (as available)
- Custom activation as agreed upon between Morrison Center and Sponsor

CHORUS SPONSOR- \$5,000

- Recognition in all season programs
- Recognition on digital signage
- Access to purchase season box seats for Broadway in Boise 24/25 season (comes with access to VIP donor lounge w/ complimentary beverages at Broadway performances)



MORRISON
CENTER

BOISE STATE
UNIVERSITY



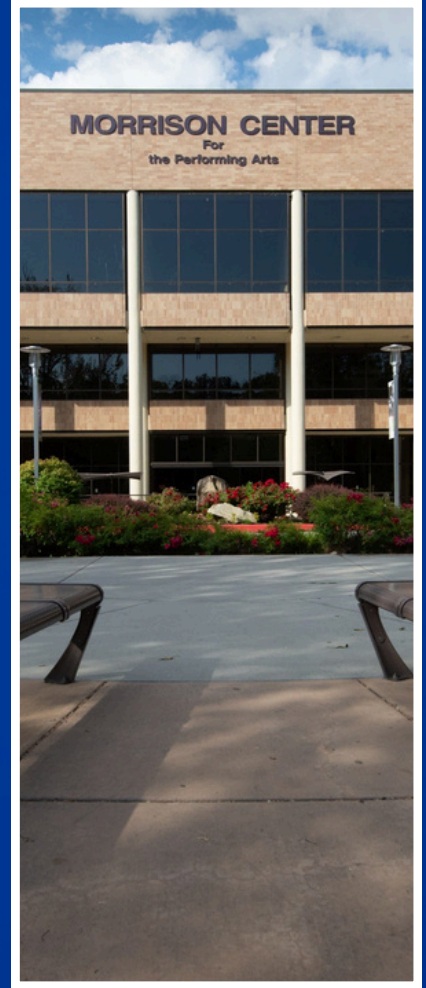
BRAVO BROADWAY HIGH SCHOOL ENSEMBLE PERFORMS AT THE 23/24 SEASON REVEAL PARTY



MORRISON CENTER MAIN HALL



23/24 SEASON REVEAL PARTY



MORRISON CENTER MAIN ENTRANCE



MORRISON CENTER LOBBY



PATTY DUKE AWARDS 2023

FOR MORE INFORMATION-

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