THE **SMITH** CENTER **FOR THE PERFORMING ARTS**®

SHOW PROGRAM

ADVERTISING SPONSORSHIP OPPORTUNITIES





ABOUT THE SMITH CENTER

As a world-class performing arts center, The Smith Center provides cultural diversity for a wide variety of audiences. Since opening in the spring of 2012, it has revitalized downtown Las Vegas while enriching and inspiring the community for generations to come. The Smith Center for the Performing Arts is the centerpiece of Las Vegas' cultural arts scene, offering a blend of Broadway favorites, music, dance and theater from around the world. Our state-of-the-art, LEED® certified cultural campus houses three unique performance venues and an educational facility, while also serving as home to resident companies Nevada Ballet Theatre and Las Vegas Philharmonic.

Mission

To inspire artists, audiences, and our diverse community through great performances, enriching experiences, and engaging educational programming.

To see a full season line-up and to learn more about The Smith Center, visit our website at **www.TheSmithCenter.com.**

DEMOGRAPHICS

THE SMITH CENTER FOR THE PERFORMING ARTS
SHOW PROGRAM

LOCAL TO TOURIST RATIO



40%
Las Vegas residents for over 10 years

60%
female

40%
male

34%
household income over $100k

43%
46 – 65 years old

49%
have children

97%
are homeowners

54%
are married

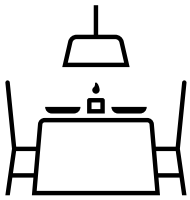
51%
college or higher

BASED ON INFORMATION COLLECTED FROM THE SMITH CENTER PATRON DATABASE

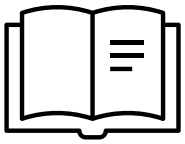
INTERESTS & LIFESTYLE



78%
have a passion for travel



61%
have an interest in dining & restaurants



66%
are avid readers



61%
are interested in history & documentaries



54%
are outdoor enthusiasts



52%
have pets



67%
are film enthusiasts



56%
enjoy cooking from scratch



40%
are active and enjoy health and fitness



51%
patronize art museums and art galleries



40%
intend to move toward a more sustainable lifestyle (solar power, hybrid and electric vehicles)



35%
plan for their financial future and are equity builders

BASED ON INFORMATION COLLECTED FROM THE SMITH CENTER PATRON DATABASE

SPONSORSHIP
ADVERTISING OPPORTUNITIES

THE SMITH CENTER FOR THE PERFORMING ARTS
SHOW PROGRAM

PLATINUM PACKAGE

ANNUAL INVESTMENT: $36,000

- Two-page spread in program for the full show season
- Premium front-of-book placement
- Season includes approximately 24 individual programs
- Featured partner listing on The Smith Center website
- Logo inclusion on 15 digital monitors consecutively as a "Proud Supporter of The Smith Center"
- Ticket fund — $2,000 credit towards select Smith Center performances, based on availability
- Access to donor concierge services for ticket bookings
- Exclusive access for four (4) to the Founders Room during pre-show and performance intermission

GOLD PACKAGE

ANNUAL INVESTMENT: $18,000

- Full-page ad in program for the full show season
- Featured partner listing on The Smith Center website
- Logo inclusion on 15 digital monitors consecutively as a "Proud Supporter of The Smith Center"
- Ticket fund — $1,000 credit towards select Smith Center performances, based on availability
- Access to donor concierge services for ticket bookings

FULL PAGE AD

ANNUAL INVESTMENT: $16,000

- Full-page ad in program for the full show season
- Featured partner listing on The Smith Center website
- Logo inclusion on 15 digital monitors consecutively as a "Proud Supporter of The Smith Center"

The Smith Center for the Performing Arts is a 501c3 nonprofit that relies heavily on support from its sponsors and program advertisers. Our partnership will allow you to watch your investment perform at a one-of-a-kind venue built for the community by the community. We look forward to collaborating with you in developing a customized partnership for your brand.

Thank you for supporting The Smith Center for the Performing Arts!

PROGRAM
PRINT DETAILS

THE SMITH CENTER FOR THE PERFORMING ARTS
SHOW PROGRAM

DISTRIBUTION

The show program will be distributed at all Broadway, symphony and dance performances as well as select theater productions held in Reynolds Hall.

Estimated up to 200,000 copies annually

- Print and digital versions
- Digital versions archived on The Smith Center website



WINTER/SPRING DEADLINES
January 1, 2027 – June 30, 2027

- Materials Due: Tuesday, November 24, 2026

SUMMER/FALL DEADLINES
July 1, 2027 – Dec. 31, 2027

- Materials Due: Wednesday, May 5, 2027

AD SIZES AND SPECS

Please email ads to: LRogers@TheSmithCenter.com
File type requirement: 300dpi, print/camera ready file, PDF preferred
Hi-Res Logo: EPS or PNG preferred

SPREAD AD SPECS

BLEED: 17.25" x 11.375"
TRIM: 16.75" x 10.875"
LIVE: 16.25" x 10.25"

FULL PAGE AD SPECS

BLEED: 8.875" x 11.375"
TRIM: 8.375" x 10.875"
LIVE: 7.875" x 10.375"

AS A SPONSOR,
Our Audience Becomes Your Audience.

If you're looking for new ways to put your business in the spotlight, The Smith Center has a variety of sponsorship opportunities. As a sponsor, you'll get your brand in front of a diverse, educated, and engaged audience who share a passion for the performing arts and are all in on bringing vibrant cultural experiences to our city. And you can be assured you'll steal the show from your competition.

Title Season Sponsor

- Exclusive Recognition
- Logo Inclusion
- Database Direct Marketing
- Digital Signage
- Website Presence

Season Supporting Sponsor

- Category Exclusive Curated Packages
- Brand Alignment & Exposure

Series Sponsor

- Family, Heritage, Jazz, Speaker, World Stage
- Dedicated Series Communication

Holiday Sponsor

- Logo Inclusion on Group Holiday Programming
- Onsite & Digital Promotion

Event Sponsor

- Show Specific Sponsor Mention
- Partnership Activation Opportunities

Corporate Giving

- Education & Outreach Support
- Branding & Awareness



TO LEARN MORE ABOUT PARTNERING WITH US PLEASE CONTACT
Kirk Heiman - Senior Manager, Partnership And Sales
kheiman@thesmithcenter.com | 702.749.2104

THE SMITH CENTER IS...

THE HEART OF THE ARTS.®

To Partner With Us, Contact

KIRK HEIMAN - SENIOR MANAGER, PARTNERSHIP AND SALES
kheiman@thesmithcenter.com | 702.749.2104