

75TH ANNIVERSARY GALA 6.8.09

Opportunities to Support and Celebrate the Legendary **Apollo Theater**

\$100,000 Tier

Gala Benefits

- 20 premium tickets to the 75th Anniversary Gala
- Industry-exclusive title sponsorship
- Prime recognition on the Apollo marquee throughout June
- Prime recognition on the Red Carpet and during the event
- Branding opportunities during the Concert and Supper Club
- Company logo on the Gala Invitation and Concert Program
- Dedicated content on lobby and outdoor plasma screens

Year-round Benefits

- Use of the Apollo Theater free-of-charge (*production fees apply*)
- 40 tickets to host four company nights at the Apollo
- 30 tickets to Apollo Amateur Night
- Complimentary curator-led Apollo historic tour
- Custom marketing opportunities with the Apollo audience
- Recognition in Apollo institutional media
- Use of the Apollo brand in corporate literature
- 10% discount on Apollo merchandise for employees

\$75,000 Tier – Diamond Salute Partner

Support at this level provides unique access to special events and shows during the 75th Anniversary Season

Gala Benefits

- 16 premium tickets to the 75th Anniversary Gala
- Preferred recognition on the Apollo marquee during June
- Preferred recognition on the Red Carpet and at the event
- Company logo on the Gala Invitation and Concert Program
- Preferred recognition on lobby and outdoor plasma screens

75th Anniversary Benefits

- Opportunity for senior executive to join the 75th Anniversary National Committee
- 6 tickets to *Dreamgirls* at the Apollo in November 2009
- Salute Sponsor recognition on all Anniversary media
- Concierge purchasing service for 75th Anniversary events

Year-round Benefits

- Use of the Apollo Theater free-of-charge (*production fees apply*)
- 20 tickets to host two company nights at the Apollo
- 20 tickets to Apollo Amateur Night
- Recognition in Apollo institutional media
- Custom marketing opportunities with the Apollo audience
- Use of the Apollo Theater brand in corporate literature
- 10% group discount for the curator-led Apollo historic tour
- 10% discount on Apollo merchandise for employees

\$50,000 Tier

Gala Benefits

- 12 premium tickets to the 75th Anniversary Gala
- Preferred recognition on the Apollo marquee throughout June
- Preferred recognition on the Red Carpet and during the event
- Company logo on the Gala Invitation and Concert Program
- Preferred recognition on lobby and outdoor plasma screens

Year-round Benefits

- Use of the Apollo Theater free-of-charge (*production fees apply*)
- 20 tickets to host two company nights at the Apollo
- 20 tickets to Apollo Amateur Night
- Recognition in Apollo institutional media
- Custom marketing opportunities with the Apollo audience
- Use of the Apollo brand in corporate literature
- 10% group discount for the curator-led Apollo historic tour
- 10% discount on Apollo merchandise for employees

\$25,000 Tier

Gala Benefits

- 8 premium tickets to the 75th Anniversary Gala
- Recognition on the Apollo marquee throughout June
- Recognition during the Concert and in the Supper Club
- Recognition on the Concert Program
- Recognition on lobby and outdoor plasma screens

Year-round Benefits

- Use of the Apollo Theater free-of-charge (*production fees apply*)
- 10 tickets to host one company night at the Apollo
- 20 tickets to Apollo Amateur Night
- Custom marketing opportunities with the Apollo audience
- Recognition in Apollo institutional media
- Use of the Apollo brand in corporate literature
- 10% group discount for the curator-led Apollo historic tour
- 10% discount on Apollo merchandise for employees

\$10,000 Tier

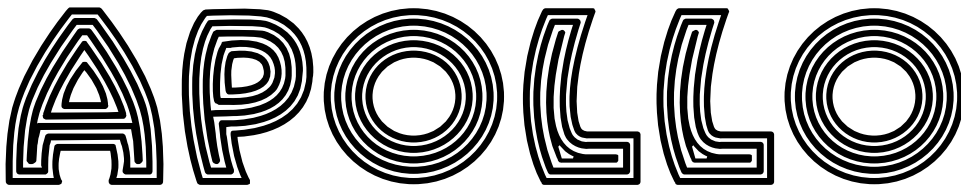
Gala Benefits

- 4 tickets to the 75th Anniversary Gala
- Recognition on the Apollo marquee during June
- Recognition on the Concert Program

Year-round Benefits

- 10 tickets to Apollo Amateur Night
- Recognition in Apollo institutional media
- 10% group discount for the curator-led Apollo historic tour
- 10% discount on Apollo merchandise for employees

Single Ticket - \$1,000



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In support and celebration of the **Apollo Theater**, please reserve:

- \$100,000 Tier
- \$75,000 Tier – Diamond Salute Partner
- \$50,000 Tier
- \$25,000 Tier
- \$10,000 Tier
- Single Ticket(s) - \$1,000 each
Quantity _____

Listing _____
Please print name or company as you wish it to appear in the evening's program

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Please charge my American Express MasterCard Visa Other _____

For the amount of \$ _____

Account Number _____

Security Code _____ Billing Zip Code _____ Exp. Date _____

Name as it appears on the card _____

Signature _____

Please make all checks payable to:
The Apollo Theater Foundation, Inc.
(Tax ID: 13-3630066)

and return to:
Development Department
Apollo Theater Foundation, Inc.
253 West 125th Street
New York, NY 10027

For more information, please contact
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or visit
www.apollotheater.org/75thAnniversaryGala

Companies that join the \$10,000 Tier or above become members of the Apollo Gold Circle corporate partnership program. The Apollo Theater Foundation, Inc., is a nonprofit, charitable organization as designated under section 501(c)(3) of the Internal Revenue Code. A portion of your contribution is tax-deductible, and that amount will be noted on your receipt.