



**Become a Palladium PARTNER!**

# MISSION

Since it was established by a group of arts philanthropists in 1998, The Palladium's central mission has been to serve all of Tampa Bay as a performing arts center that welcomes everyone and serves the entire community.

With its two venues, the 850-seat main concert hall Hough Hall, as well as its intimate award-winning 175-seat candlelit listening room The Side Door, The Palladium fosters artistically and culturally diverse performing arts, educational and community programs that bring artists and audiences together in a first-class professional, affordable setting.

The Palladium reaches audiences throughout Tampa Bay and beyond by...

- Presenting and producing a schedule of innovative arts performances and events,
- Providing a full-service, affordable rental facility for artists, producers and community organizations,
- Nurturing relationships through partnerships with established and emerging local artists and cultural organizations that use the Palladium as a venue for artistic growth,
- Showcasing selected programs of St. Petersburg College and affording students myriad opportunities to work intimately with renowned touring professionals as well as with local artists.

**Become a Season, Creative Fellowship, Palladium Chamber Players, Beacon, Jazz, or Blues Partner of the Palladium!**





# Palladium Partnerships

A measure of a great city is its reputation as an arts and cultural center. Music, dance, and theater contribute to the social culture of our community, bringing us together for shared experiences that bridge borders. The arts are all about discovery. Our children love to discover arts, and how they can pursue expression through the arts. As adults we rediscover ourselves through intellectual and emotional experiences that only the performing arts can provide.



**We present up to 200 performances a year, featuring some 2,000 artists. Our two theaters draw 65,000 patrons, 150,000 guests via streaming media, and 3,000 school-based youth.**

The Palladium fosters artistically and culturally diverse performing arts, by offering educational and community programs that bring artists and audiences together in a first-class professional, affordable setting. Whether in the main concert hall or kicking back in the intimate Side Door, the historic Palladium Theater is consistently ranked as one of Tampa Bay's best, most affordable venues for classical, jazz, blues, theatre, opera, Celtic, comedy, dance, educational, literary and community events. The Palladium is part of what makes Tampa Bay great.

The first season began in 1998, and today, we are a successful hive of activity, serving as a local arts organization that supports a wide range of emerging talent along with presenting national and international acts.

# Opportunities and Levels -- Summary

## Season Partnership

Whether in the main concert hall or kicking back in the intimate Side Door, the historic Palladium is consistently ranked as one of Tampa Bay's best and most affordable performing arts centers. We present up to 200 performances a year, featuring some 2,000 artists. Our two theaters draw 65,000 patrons. [Become a season series or individual concert partner](#) and in advance promotion of the shows reach over 10,000 through social media; 26,000 via direct e-marketing, and the Tampa Bay region through advertising and publicity in local media outlets.



## Palladium Chamber Series Season Partnership

Founded by The Florida Orchestra's Concertmaster, Jeffrey Multer, and Palladium Executive Director Paul Wilborn, the Palladium Chamber Players series has been bringing world-class chamber music to Hough Hall since 2013. Every season promises a celebration of artistry at the highest level, with tour-de-force programming performed by some of the best chamber musicians in the world. Five concerts, one a month, attract 400-500 patrons each Wednesday evening.

## Side Door Season Partnerships

The Side Door is consistently ranked as one of Tampa Bay's best, most intimate, and affordable venues for jazz, blues, cabaret, folk, comedy, swing and more. The acclaimed listening room seats up to 175 people in classic nightclub style with a bar and candlelit tables for four, six or eight guests. There is simply not a better jazz or blues club in the region; and not another that presents local and national touring artists. Each season features approximately 60 shows. We average 20 blues and 40 jazz shows a year. [Become a partner](#) and reserve your own table at each performance for your favorite guests and reach thousands of music lovers over the season.

## BEACON Contemporary Dance Partnership

BEACON features contemporary dance artists and troupes that bring our communities to celebrate what dance alone has the power to do – honor the potential and beauty of every human body. This is the only contemporary dance event of the year in our region. The audience of 300-500 can expect virtuosic dancing, bold imagery, and multidisciplinary collaborations, often with live music showcasing the beauty, elegance, and dignity of the human form in motion.

# Ten Opportunities Overview

Supporter Partner Benefits	Season (Hough Hall or Side Door)	Presenting (Chamber, Beacon, Jazz)	Community (Chamber, Blues Series)	Performance (Chamber, Jazz)	Concert (Blues Show)
Business exposure to patrons during each performance	65,000 patrons	300 - 500 patrons	300 - 500 patrons	200 - 500 patrons	100 - 300 patrons
Up to xx tickets for each "Palladium Presents" performance or a table in the Side Door	20 tickets each performance	20 tickets each performance	10 tickets each performance	4 tickets	4 tickets
Opportunity for Recognition on the screen onstage prior to performances	✓	✓	✓	✓	✓
Recognition in recorded pre-show announcement	✓	✓	✓	✓	✓
Inclusion in Palladium's weekly promotional emails to nearly 30,000 subscribers	✓	✓	✓	✓	✓
Social media mentions on Facebook, Twitter, and Instagram	✓	✓	✓	✓	✓
Rights to use event name/logo in your advertising and promotions	✓	✓	✓	✓	✓
Listed on the "Look Who's Supporting" page on the My Palladium website.	✓	✓	✓	✓	✓
Included on the "Friends of the Palladium" donor wall inside the Palladium Theater.	✓	✓	✓	✓	✓
Opportunity for reception before a concert or a reserved table in the Side Door	✓	✓	✓	✓	
Presenting partner posters in lobby throughout season	✓	✓	✓	✓	
Name on promotional banner outside the front of the Palladium as available	✓ year round	✓ season	✓ season		
Tabling opportunities in our lobby at select "Palladium Presents" performances.	✓	✓	✓		
Partnership recognition in media releases	✓	✓			
<b>*Chamber Series Partner has additional perks</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>

## Creative Fellowships Partnerships

The Palladium's Creative Fellowships program supports and fosters artistically and culturally diverse performing artists. We are the only theater in the region serving as an arts incubator, supporting performers in our community as they develop new ideas. We select 12-20 culturally diverse artists and their groups in the areas of jazz, pop, dance, blues, and new music to develop and new works every year since 2021. Some are presented on our mainstage and others in the Side Door. Partner benefits include knowing you are investing in local talent. [And you and your guests will be the first to see their work!](#)



# Palladium Season Partner Benefits

**\$25,000**

*Hough Hall*

*or*

*Side Door*



## **Palladium Season Partner Benefits:**

- Exposure to approximately 65,000 patrons in up to 200 performances a year.
- Opportunity for Recognition on the screen onstage prior to performances
- Recognition in recorded pre-show announcement
- Presenting partner posters in lobby throughout season
- Partnership recognition in media releases
- Inclusion in Palladium's weekly promotional emails to nearly 30,000 subscribers.
- Social media mentions on Facebook, Twitter and Instagram
- Rights to use event name/logo in your advertising and promotions
- Name on promotional banner outside the front of the Palladium as available
- Opportunity for reception before a concert in the Side Door
- Up to 20 tickets for each "Palladium Presents" performance or a table in the Side Door
- Tabling opportunities in our lobby at select "Palladium Presents" performances.

## Palladium Creative Fellowships Partner

*(formerly the Creative Class)*



The Palladium's Creative Fellowship program supports and fosters artistically and culturally diverse performing artists. The goal of the Creative Fellowship is to elevate artists in our community and give audiences an insight into their creative projects and performance goals. Creative Fellowships keeps our most talented local performing artists working in our community.

We are the only theater in the region serving as an arts incubator, supporting performers in our community as they create new works, advance existing works, implement new media, and develop new ideas. Creative Fellowship performers are awarded a stipend of \$2,500 to develop a project to be performed at the venue, also will be paid at least \$1,500 to present their performance with full technical and marketing support of our facilities.

**We have supported numerous culturally diverse performers and groups featuring over 50 artists in the areas of jazz, pop, dance, blues, and new music since 2021.**

# Creative Fellowships Partner Benefits

## **\$25,000 - Palladium Creative Fellowships Presenting Partner Benefits:**

- 20 performance opportunities for recognition on the screen onstage prior to performances.
- On stage recognition or in recorded pre-show announcement.
- Presenting partner posters in lobby throughout season.
- Partnership recognition in media releases.
- Inclusion in Palladium's weekly promotional emails to nearly 30,000 subscribers.
- Social media mentions on Facebook, Twitter and Instagram.
- Rights to use event name/logo in your advertising and promotions.
- Name on promotional banner outside the front of the Palladium as available.
- Opportunity for reception before a performance in the Side Door.
- Up to 20 tickets for each performance or a table.
- Tabling opportunities in our lobby at each performance.



## **\$2,500 - Individual Performance Partner** *(choice of over 20 performances to support)*

- On stage recognition or in recorded pre-show announcement.
- Performance Partner mention on posters in lobby.
- Inclusion in Palladium's weekly promotional emails for concert to 30,000 subscribers.
- Up to 4 tickets for the performance you are supporting.
- Discount code to offer others for the performance.
- Listed on the "Look Who's Supporting" page on the My Palladium website.
- Included on the "Friends of the Palladium" donor wall inside the Palladium Theater.
- Reserved table inside the Side Door Cabaret.





## Palladium Chamber Players Series Partner



[The Palladium invites you to be a part of our critically acclaimed celebration of Chamber Music.](#)

We are very proud of what the Palladium Chamber Players has achieved in the past decade. The list of world-class musicians who have been featured is astounding. The exceptional quality of the Chamber Players' programs has garnered significant acclaim from our region's news media and audiences and has attracted musicians and their agents worldwide to seek out the Palladium as a chamber music destination.

Every season promises to be a highly anticipated celebration of artistry at the highest level, with tour-de-force programming performed by some of the best chamber musicians in the world and phenomenal guest artists. Each season features some your favorite repertoire from the chamber music canon as well works that may be new to your ears. We cannot produce such an acclaimed series without community wide support and hope you will join us.

Founded by The Florida Orchestra's Concertmaster, Jeffrey Multer and Palladium Executive Director Paul Wilborn, the Palladium Chamber Players series has been bringing world-class chamber music to Hough Hall since 2013. The dynamic group of internationally renowned soloists and chamber musicians will bring vibrant interpretations of the great classical repertoire monthly from January through May.

# Palladium Chamber Players Partnership Opportunities

## **Chamber Players Presenting Partner - \$10,000**

- Exclusivity in this category.
- Recognition on screen in theater prior to performance or pre-show recognition announcement.
- Presenting Partner mention on posters in lobby.
- Media release announcing partnership and season program line-up.
- Promotion with our media partner, WEDU.
- Inclusion in Palladium's weekly promotional emails over nine months.
- Full page advertorial in the Palladium Chamber Players season program.
- Name in social media posts with an audience reach of 30,000.
- Recognition on website promotion.
- Rights to use event name/logo in your advertising and promotions.
- Name on promotional banner on the front of the Palladium for each concert.
- On-site reception before the concert in the Side Door for you and your guests.
- Up to 20 tickets for each performance

## **Chamber Players Community Partner - \$5,000**

- Exclusivity in this category.
- Recognition on screen in theater prior to performance or pre-show recognition announcement.
- Half-page advertorial in Palladium Chamber Players season program.
- Name in social media posts with an audience reach of 30,000.
- Recognition on website promotion.
- Up to 10 tickets for each performance.



## **Individual Concert Partners -- \$2,500 (five available)**

- Chamber Players Concert is presented with partner support from "business name".
- Recorded pre-show announcement.
- Concert Partner mention on posters in lobby.
- Inclusion in Palladium's weekly promotional emails.
- Up to 8 tickets for the concert you are supporting.

## BEACON Presenting Partner - \$10,000

BEACON is a critically acclaimed platform for producing dance and multidisciplinary collaborations among artists working locally and nationally. Founded in 2015, BEACON was created to provide the St. Petersburg community with a fresh performance platform that celebrates dance and encourages artists to keep making art. BEACON is the only platform focused on bringing dance into greater prominence in the region.

Directors Helen French and Lauren Ree Slone, dancers, and choreographers themselves, share the stage with other inspiring, professional artists. They have created a unique multifaceted producing platform for dance that positively impacts artists and audiences. The Palladium includes BEACON in its Artists in Residence Program.

[Support BEACON to celebrate what dance alone has the power to do – honor the potential and beauty of every human body.](#)

### Benefits:

- On stage recognition or in recorded pre-show announcement prior to the performance.
- Presenting partner posters in lobby and partnership recognition in media releases.
- Inclusion in Palladium's weekly promotional emails to nearly 30,000 subscribers.
- Social media mentions on Facebook, Twitter and Instagram.
- Rights to use event name/logo in your advertising and promotions.
- Name on promotional banner outside the front of the Palladium.
- Reception before the performance in the Side Door .
- 20 tickets complimentary tickets.





## JAZZ Partner

The Side Door is consistently ranked as one of Tampa Bay's best, most intimate and affordable venues for jazz, blues, cabaret, folk, comedy, swing and more. Harkening back to the days of an emerging speakeasy, the room has a small, raised stage, and seats up to 180 people in classic nightclub style with a bar and candlelit tables for four, six or eight guests.

There is not a better jazz or blues club in Tampa Bay; and not another club that presents both national and international touring artists and the best Tampa Bay talent. For some, such as local blues artist Selwyn Birchwood, the Side Door is often their first ticketed performance, a professional step up after paying their dues playing venues for the door charge. Selwyn is now an international blues star who returns at least twice each year to play the Palladium.

Each season we host approximately 60 shows! We average 5 performances a month from fall to spring, and 20-25 more during the summer months.

In the Tampa Bay area the Palladium Theater is synonymous with great jazz. Our jazz programming has included some of the top names in the field – like Branford Marsalis, Chick Corea, Ramsey Lewis, Bob James, and David Sanborn. And the theater has also supported the careers of the bay area's top jazz performers including Nate Najjar, James Suggs, John Lamb, Whitney James, Synia Carroll, and dozens of others.

Each January the Palladium honors local jazz legends at the Palladium Jazz Awards concert.

Palladium jazz shows consistently draw diverse, upscale audiences that appreciate the talent presenting and the high-quality setting both in the Side Door and Hough Hall.



***All donations are used to continue bringing your favorite programming and artists up close and personal, all in the beautiful, historic venue that is the one and only Palladium.***

# JAZZ Partner Benefits

## **\$10,000 – Presenting Partner Benefits:**

- On stage recognition or in recorded pre-show announcement prior to all performances.
- Presenting partner posters in lobby throughout season
- Partnership recognition in media releases.
- Inclusion in Palladium’s weekly promotional emails to nearly 30,000 subscribers.
- Social media mentions on Facebook, Twitter and Instagram.
- Rights to use event name/logo in your advertising and promotions.
- Name on promotional banner outside the front of the Palladium as available.
- Opportunity for reception before a concert in the Side Door.
- Up to 20 tickets for each performance or a table in the Side Door.

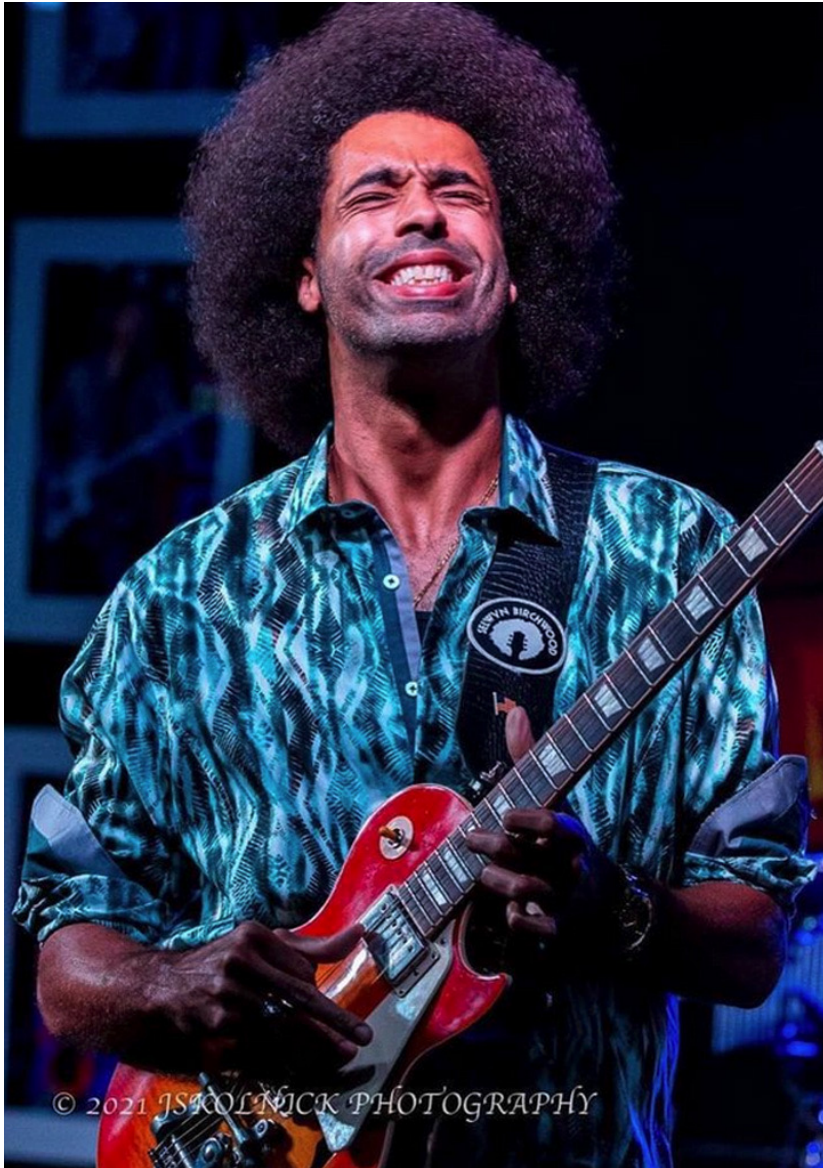
## **\$2,500 – Individual Performance Partner**

*(choice of over 10 performances to support)*

- On stage recognition or in recorded pre-show announcement prior to selected performance.
- Concert partner mention on posters in lobby.
- Inclusion in Palladium’s weekly promotional emails for concert to 30,000 subscribers.
- Up to 4 tickets for the performance.
- Discount code to offer others.
- Listed on the “Look Who’s Supporting” page on the Palladium website.
- Included on the “Friends of the Palladium” donor wall inside the Palladium Theater.
- Reserved table inside the Side Door Cabaret



## Blues Series Partner and Benefits



For the past 15 years, the Palladium has been one of Tampa Bay's top venues for blues artists. Our blues programming has included some of the top names in the field – like Taj Mahal, Keb Mo, Tab Benoit, Dr. John, Jonny Lang, Samantha Fish and many more.

Beyond the big names, the Palladium supports the careers of local and regional artists like Selwyn Birchwood, Damon Fowler, Jose Ramirez, T.C. Carr, Southern Hospitality, Backtrack Blues Band, and dozens of others. The Palladium is also home to the annual Tampa Bay Blues Fest opening night party and concert.

### **\$5,000 – Blues Series Partner**

- Benefits listed below plus a table reserved at **EACH** performance at the Side Door or 12 tickets if the concert is in Hough Hall.

### **\$1,500 – Individual Concert Partner**

*(choice of over 20 performances to support)*

- On stage recognition or in recorded pre-show announcement prior to selected performance and concert partner mention on posters in lobby.
- Inclusion in Palladium's weekly promotional emails for concert to 30,000 subscribers as well as social media mentions.
- Up to 4 tickets for the performance.
- Listed on the "Look Who's Supporting" page on the Palladium website & included on the "Friends of the Palladium" donor wall inside the Palladium Theater.





*Please Consider Partnering  
with the Palladium Today!*