



CORPORATE
SEASON PERFORMANCE
PARTNERSHIP PROGRAM
developing, supporting & promoting **the arts**



262-670-0560 • SchauerCenter.org
147 N. Rural St., Hartford, WI 53027

Put Your Business in the Spotlight

From the excitement of the audience to the passion of the artist, there's nothing quite like the magic of live performance. When you partner with the Schauer Arts Center, your business takes center stage and helps ensure that our community continues to be a vibrant place to live, work, and play. Partner benefits include a visual presence on Schauer promotional materials, tickets, and website. Whether it is to maximize exposure or target a specific audience, we will work with you to find the partnership that works best in promoting your business.

Why Partner with the Arts?

Recruit & Retain Talent

Employees want to live and work in a vibrant community.

Put Your Company in the Spotlight

The arts help you build market share, enhance your brand, and reach new customers.

Foster Critical Thinking

Creativity is among the top applied skills sought by employers. Participation in the arts develops and enhances critical thinking skills.

Contribute to the Economy & Quality of Life

When you partner with local arts, you partner with the entire community.

The Schauer Arts Center Offers:

Mainstage Series *Potential Reach: 14,000+*
The Mainstage Series showcases world-class touring productions in the Ruth A. Knoll Theater.

Family Series *Potential Reach: 4,500+*
Each family-friendly performance is approximately 60-90 minutes in length and offers the opportunity to meet the cast after the show.

Spotlight Series *Potential Reach: 1,000+*
Cabaret events showcase high caliber local talent with a casual lounge atmosphere, cash bar, and intimate seating.

Courtyard Series *Potential Reach: 2,500+*
Held outside in the newly renovated Courtyard. Live music each week June through August.

Schooltime Matinee Series *Potential Reach: 8,000+*
Schooltime performances feature cultural programming aligned with state academic standards and are open to all public, private, and homeschool groups.



WHO WE ARE

Filled with culture and history, the Schauer Arts Center was transformed from a canning factory built in 1919 into a non-profit center for the arts.

Opening in 2000, the Schauer Arts Center presents professional performances and regional art exhibits, provides a school of the arts for all ages and levels, and serves as a beautiful event venue and home to the Hartford City Band, Hartford Community Chorus, Hartford Players, and Kettle Moraine Fine Arts Guild.

The Schauer Arts Center strives to be a vital resource that fosters, supports, and enriches the cultural, educational, and social well-being of the community by serving as a gathering place where people from all walks of life enjoy and participate in the arts. It's an entire arts district under one roof, and you are a vital part of its success. While ticket purchases cover a small portion of operating costs, your partnership is essential in helping us bring top quality arts programming to the area.

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Corporate Partnership Benefits

The Schauer Arts Center's Corporate Partnership program provides companies with a deeper connection to our community of patrons and supporters, and provides exclusive access to a range of benefits tailored to meet your business objectives.

	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Emerald \$1,000	Sapphire \$500
First right of sponsor selection for upcoming season	●						
Business logo on all online Schauer Center tickets	●						
Name mentioned with radio advertising of sponsored performance	●						
Social media advertising with business mention in posts	●						
Gobo display of logo in Schauer lobby during sponsored performance	●	●					
Option to be an exclusive sponsor of selected performance	●	●	●				
One complimentary use of Schauer Center facilities (Lodge, Pikes Peak, Art Gallery, or Courtyard) to host pre-show or private business function	●	●	●				
Lobby information table on day of sponsored performance	●	●	●	●			
Exclusive signed autograph by performing artists or guest	●	●	●	●			
Discount of up to 20% on business room rental Monday through Friday	●	●	●	●	●		
Name in email blasts with link to website	●	●	●	●	●		
Digital playbook advertising for entire season	FULL PAGE (COLOR)	FULL PAGE (COLOR)	HALF PAGE (COLOR)	QUARTER PAGE (COLOR)	EIGHTH PAGE (COLOR)		
Complimentary beverage vouchers (per season)	15	10	5	3	2	1	
Complimentary tickets to sponsored performance	30	20	10	6	4	2	
Opportunity to purchase half-price tickets to sponsored performance	30	20	10	6	4	2	
Curtain announcement acknowledging business as show sponsor	●	●	●	●	●	●	
Business name printed on all tickets of sponsored performance	●	●	●	●	●	●	
Business name acknowledged on electronic Marquee sign week of sponsored performance	●	●	●	●	●	●	
Business listed in advertising to sponsored performance (brochure, flyers, posters, newspaper, press releases, website, playbooks)	●	●	●	●	●	●	
Eligible for Work Perks discounted tickets (see next page for details)	●	●	●	●	●	●	●
Business name and address listed in digital playbooks	●	●	●	●	●	●	●



WORK PERKS

Give your employees access to discounted tickets without using additional time, money or staff support.

We will contact your Human Resources Department, or designated contact, to set up the Work Perks program within your company. We give you a personal Work Perks coupon code and provide you with all the materials to help get the word out to your employees.

Popular ways to inform your employees are:

- E-mail Blasts
- Company Newsletters
- Posters
- Intranet Post
- Paycheck Stuffers

Your employees can take \$4 off full priced adult tickets to 'Schauer Center Presents' events when they purchase tickets in person, online or by phone and use their Work Perks coupon code. Tickets may be held at the Box Office or mailed directly to the employee.

**Some exclusions apply. Offer not valid on benefit performances or performances presented by those renting the facility.*

REVISED AUGUST 2025

Did You Know?

45

Average number of performances each season.

30,000

Average annual attendance by patrons.

\$31

Socioeconomic return for every dollar invested in the arts.

Source:
Americans For The Arts

WHAT OUR PATRONS SAY

"It was a wonderful night! Thank you for providing this slice of heaven in Hartford!"

"We had the best night ever and we couldn't have done it without the Schauer Arts Center team. I can't recommend them enough!"

Corporate Volunteer Opportunities

The Schauer Arts Center has several different volunteer opportunities available throughout the year. Volunteering not only raises your company profile within the community, but also helps build relationships within teams and boost company morale.

To learn more about volunteer opportunities, call 262-670-0560 x0.

For More Information, or to Join:

Contact Us

262-670-0560 x218 • Dani@SchauerCenter.org
147 N. Rural St., Hartford, WI 53027

In-Kind Donations: The Schauer Arts Center also accepts a wide range of in-kind gifts and services. To learn more about in-kind donations, please contact our Development office.

The Schauer Arts & Activities Center is a 501(c)3 charitable non-profit organization. All contributions are tax deductible to the extent allowed by law.

