

April 28, 2023




COCAcabana 2023


CENTER OF CREATIVE ARTS

cocastl.org






Projected to serve
19,000
more students in
COCA's newly
expanded building




200+
zip codes in the
St. Louis region are
represented by
COCA students



5,000
students receive
scholarships or free arts
education programs



Nearly
\$1 M
in scholarships, tuition
assistance, and arts
programming at no cost to
students and schools without
access to arts education
every year



For more than
12
consecutive years, COCA
has been able to fulfill
every eligible tuition
assistance request



50,000
people served
annually



Since the program began,
100%
of Pre-Professional Division
students have started post-
secondary education or
professional careers upon
graduation



500
business and
community leaders
projected to attend
COCAcabana





For more than 30 years, COCA has used arts and education to build a vibrant, creative, and connected St. Louis community. Serving 200+ zip codes in the region, **COCA enriches lives and builds community through the arts** in our own studios, gallery, and theatres, as well as in schools, community centers, and corporate settings around St. Louis.

COCAcabana embraces creativity and bold performances to showcase our work and the amazing talent of our students. **As our only annual fundraising event**, COCACabana **raises more than 20% of our annual contributed revenue**. It is vitally important to sustaining COCA's ability to reach deep into our community, supporting our programs and our students. With your support, **COCA ensures that the arts are for everyone**.

Opportunities & Benefits

PRESENTING SPONSOR | \$50,000

- Exclusive sponsorship
- Company logo exclusively promoted on the front of all event-related invitations
- Exclusive individual signage at the event, including at the entrance and on the red carpet
- Opportunity to advertise/promote company products or services at the event
- Logo placement on the valet attire
- Opportunity for a corporate officer to greet all guests upon arrival
- Opportunity to speak from the stage at the event
- Recognition in all COCACabana marketing materials, including a full-page ad in the event program
- Recognition as the Presenting Sponsor in the Town & Style cover story about the event, with logo included on the Town & Style cover
- Additional customized benefits
- Twenty (20) VIP tickets

ENGAGEMENT SPONSOR | \$40,000

- Exclusive sponsorship
- Logo on all digital event elements, Supports community participation at the event
- Logo on event invitation (1,600 pieces)*
- Logo featured on the digital auction platform
- Logo in event program
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Eight (8) VIP tickets

AUCTION SPONSOR | \$30,000

- Exclusive sponsorship
- Opportunity to introduce the Live Auction
- Logo on event invitation (1,600 pieces)*
- Logo placement on bid paddles
- Logo featured on the virtual auction platform
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Eight (8) VIP tickets

LEAD SCHOLARSHIP SPONSOR | \$25,000

- Verbal recognition at the event
- Opportunity to provide a branded gift to event guests
- Logo on event invitation (1,600 pieces)*
- Logo in event program
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Eight (8) VIP tickets

GOLD SPONSOR | \$10,000

- Logo on event invitation (1,600 pieces)*
- Logo in event program
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Eight (8) VIP tickets

PERFORMANCE SPONSOR | \$15,000

- Exclusive sponsorship
- Verbal recognition during the introduction of COCACabana performance
- Logo on event invitation (1,600 pieces)*
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Eight (8) VIP tickets

SILVER SPONSOR | \$7,500

- Logo on event invitation (1,600 pieces)*
- Logo in event program
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Eight (8) Patron tickets

BRONZE SPONSOR | \$5,000

- Logo on event invitation (1,600 pieces)*
- Logo in event program
- Recognition in marketing materials and signage
- Logo featured on the COCACabana webpage
- Four (4) Patron tickets

FURTHER ENGAGEMENT

- COCAcabana Special Sponsorships range from \$15,000 to \$25,000 and offer customized benefits.
- Available sponsorships:
 - After Hours Sponsor | Band Sponsor
 - Bar Sponsor | Champagne Sponsor
 - Cocktail Sponsor | Dessert Sponsor
 - Dinner Sponsor | Honorary Chair Sponsor
 - Kickoff Party Sponsor
 - Raffle Sponsor | VIP Reception Sponsor | Wine Sponsor

For more information & sponsorship benefits, contact:

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*Pledge by February 3, 2023, for inclusion on the event invitation



PAST & PRESENT SPONSORS

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 U.S. Trust, Bank of America Private Wealth Management
 U.S. Bank
 USA Mortgage Company
 VICUS Financial Advisors
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 Wells Fargo Advisors
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