

WILLIAM PATERSON UNIVERSITY

Our mission is to provide a spectrum of engaging and significant live performances, accessible to students and all members of our community, throughout the year.

Why Invest in William Paterson University Performing Arts?

- The arts improve the wellbeing of our community
- Bring world-class talent to North Jersey
- Foster diversity and depth of experience
- Keeps ticket prices affordable
- Support sensory-friendly and school programming

WP PRESENTS SPONSORSHIP | \$50,000

Sponsor the entire UPA Series (more than 50 events)

JAZZ ROOM SPONSORSHIP | \$15,000

Sponsor the Jazz Room Series (10-12 events)

DLS SPONSORSHIP | \$7,500

Sponsor our Distinguished Lecturer Series (2 events)

SHEA SPONSORSHIP | \$2,500

Sponsor an individual event (other than DLS)

PIONEER SPONSORSHIP | \$1,000

Sponsor an individual event (other than DLS)

Contact Information

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University Performing Arts (UPA) seeks to forge partnerships by customizing sponsorship packages to meet the needs of your business.

RECOGNITION

Named sponsor of the UPA series/show of your choice (WP Presents, Jazz Room, DLS, Shea and Pioneer sponsorships)

TICKETS

Tickets to UPA-presented shows: ideal for entertaining colleagues and associates (WP Presents, Jazz Room, DLS, and Shea sponsorships). Number of tickets varies per sponsorship level.

ON-SITE SIGNAGE

Over 15,000 people attend UPA events each year

Logo signage year-round on lobby TVs (WP Presents, Jazz Room, and DLS sponsorships)

Logo placement in our pre-show slide show (WP Presents, Jazz Room, and DLS sponsorships)

UPA SEASON MATERIALS

Brochure placement (mailed to 17,000 people) (WP Presents, Jazz Room, and DLS sponsorships)

E-news logo placement (Emailed to 12,000 people) (WP Presents, Jazz Room, and DLS sponsorships)

UPA WEBSITE

Logo placement, company link and sponsorship credit (over 70,000 views) (WP Presents, Jazz Room, DLS, Shea and Pioneer sponsorships)

*Under current federal law, a portion of your gift may qualify as a deductible contribution.



Please scan the QR code to view the WP Presents website.