



THE **SMITH** CENTER **FOR THE PERFORMING ARTS**®

SHOW PROGRAM

ADVERTISING SPONSORSHIP OPPORTUNITIES





ABOUT THE SMITH CENTER

As a world-class performing arts center, The Smith Center provides cultural diversity for a wide variety of audiences. Since opening in the spring of 2012, it has revitalized downtown Las Vegas while enriching and inspiring the community for generations to come. The Smith Center for the Performing Arts is the centerpiece of Las Vegas' cultural arts scene, offering a blend of Broadway favorites, music, dance and theater from around the world. Our state-of-the-art, LEED® certified cultural campus houses three unique performance venues and an educational facility, while also serving as home to resident companies Nevada Ballet Theatre and Las Vegas Philharmonic.

Mission

To inspire artists, audiences, and our diverse community through great performances, enriching experiences, and engaging educational programming.

To see a full season line-up and to learn more about The Smith Center, visit our website at www.TheSmithCenter.com.



THE SMITH CENTER FOR THE PERFORMING ARTS
SHOW PROGRAM

DEMOGRAPHICS

LOCAL TO TOURIST RATIO



40%

**LAS VEGAS RESIDENT
> 10 YEARS**



60%

FEMALE



40%

MALE



34%

**HOUSEHOLD
INCOME >\$100K**



43%

**46 - 65
YEARS OLD**



49%

PRESENCE OF CHILDREN



97%

HOMEOWNER



54%

MARRIED STATUS



51%

COLLEGE OR HIGHER



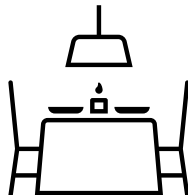
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INTERESTS & LIFESTYLE



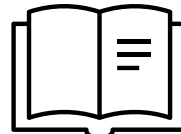
78%

have a passion
for travel



61%

have an interest in
dining & restaurants



66%

are avid readers



61%

are interested in
history & documentaries



54%

are outdoor enthusiasts



52%

have pets



67%

are film enthusiasts



56%

enjoy cooking from
scratch



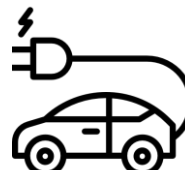
40%

are active and enjoy
health and fitness



51%

patronize art museums
and art galleries



40%

intend to move
toward a more
sustainable lifestyle
(solar power, hybrid
and electric vehicles)



35%

plan for their
financial future and
are equity builders

SPONSORSHIP ADVERTISING OPPORTUNITIES



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SHOW PROGRAM

PLATINUM PACKAGE

ANNUAL INVESTMENT: \$36,000

- Two-page spread in program for the full show season
- Premium front-of-book placement
- Season includes approximately 24 individual programs
- Featured partner listing on The Smith Center website
- Logo inclusion on 15 digital monitors consecutively as a “Proud Supporter of The Smith Center”
- Ticket fund – \$2,000 credit towards select Smith Center performances, based on availability
- Access to donor concierge services for ticket bookings
- Exclusive access for four (4) to the Founders Room during pre-show and performance intermission

GOLD PACKAGE

ANNUAL INVESTMENT: \$18,000

- Full-page ad in program for the full show season
- Featured partner listing on The Smith Center website
- Logo inclusion on 15 digital monitors consecutively as a “Proud Supporter of The Smith Center”
- Ticket fund – \$1,000 credit towards select Smith Center performances, based on availability
- Access to donor concierge services for ticket bookings

FULL PAGE AD

ANNUAL INVESTMENT: \$16,000

- Full-page ad in program for the full show season
- Featured partner listing on The Smith Center website
- Logo inclusion on 15 digital monitors consecutively as a “Proud Supporter of The Smith Center”

The Smith Center for the Performing Arts is a 501c3 nonprofit that relies heavily on support from its sponsors and program advertisers. Our partnership will allow you to watch your investment perform at a one-of-a-kind venue built for the community by the community. We look forward to collaborating with you in developing a customized partnership for your brand.

Thank you for supporting The Smith Center for the Performing Arts!



THE SMITH CENTER FOR THE PERFORMING ARTS
SHOW PROGRAM

PROGRAM PRINT DETAILS

DISTRIBUTION

The show program will be distributed at all Broadway, symphony and dance performances as well as select theater productions held in Reynolds Hall.

Estimated up to 200,000 copies annually

- Print and digital versions
- Digital versions archived on The Smith Center website

SUMMER/FALL DEADLINES

July 1, 2026 – Dec. 31, 2026

- Materials Due: Wednesday, May 27, 2026

WINTER/SPRING DEADLINES

January 1, 2027 – June 30, 2027

- Materials Due: Wednesday, November 25, 2026

AD SIZES AND SPECS

Please email ads to: LRogers@TheSmithCenter.com

File type requirement: 300dpi, print/camera ready file, PDF preferred

Hi-Res Logo: EPS or PNG preferred



SPREAD AD SPECS

BLEED: 17.25" x 11.375"
TRIM: 16.75" x 10.875"
LIVE: 16.25" x 10.25"

FULL PAGE AD SPECS

BLEED: 8.875" x 11.375"
TRIM: 8.375" x 10.875"
LIVE: 7.875" x 10.375"

AS A SPONSOR, Our audience becomes your audience.



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If you're looking for new ways to put your business in the spotlight, The Smith Center has a variety of sponsorship opportunities. As a sponsor, you'll get your brand in front of a diverse, educated, and engaged audience who share a passion for the performing arts and are all in on bringing vibrant cultural experiences to our city. And you can be assured you'll steal the show from your competition.

Title Season Sponsor

- Exclusive Recognition
- Logo Inclusion
- Database Direct Marketing
- Digital Signage
- Website Presence

Season Supporting Sponsor

- Category Exclusive Curated Packages
- Brand Alignment & Exposure

Series Sponsor

- Family, Heritage, Jazz, Speaker, World Stage
- Dedicated Series Communication

Holiday Sponsor

- Logo Inclusion on Group Holiday Programming
- Onsite & Digital Promotion

Event Sponsor

- Show Specific Sponsor Mention
- Partnership Activation Opportunities

Corporate Giving

- Education & Outreach Support
- Branding & Awareness



TO LEARN MORE ABOUT PARTNERING WITH US PLEASE CONTACT
KIRK HEIMAN- SENIOR MANAGER, PARTNERSHIP AND SALES
kheiman@thesmithcenter.com | 702.353.1777

THE SMITH CENTER IS...

THE **HE** **RT** OF THE ARTS.®

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