



Casino Night At THE ORION

A benefit for



MERRIMACK HALL



Event Overview

This event will feature various casino-style table games, where guests can donate and play for fabulous prizes. Additionally, guests will be able to take advantage of hors d'oeuvres, themed cocktails, and drink specials. Proceeds from this event will be donated to Merrimack Hall Performing Arts Center in Huntsville.

Since 2007, this organization has been proudly supported by local families and donors. They thrive on diversity, inclusion, and giving people with special needs the opportunity to participate in the arts and to creatively express themselves. Merrimack Hall currently produces various types of events every year that cater to different ages, skill levels, and interests. The programs currently offered are not available anywhere else in North Alabama.

Event Information

- Friday, September 8, 2023
- 7pm-11pm
- The Orion Ampitheater
- Ticketed Event
- 400-600 Guests
- Bulk & Single Tickets Available

Presenting Sponsor (exclusive tier - 1 available) - \$50,000

- 12 tickets to the event
- Presenting Sponsor designation on Casino / Orion webpage and Facebook Event
- Dedicated social media post showing appreciation of sponsorship surrounding this event
- Logo included on digital material
- Inclusion in all Casino x Orion marketing efforts: social media posts, radio spots, and email marketing
- (1) Onsite brand activation with booth sizes extending 10x10 (if desired, must provided a representative to work the booth the whole time)
- VIP suite for presenting sponsors (*artist room 112 with personal bartender)

Event Sponsor (up to 2) - \$25,000

- 10 Tickets to the event
- Supporting Sponsor designation in Casino x The Orion Facebook Event description
- Logo included on digital material
- (2) dedicated sponsor social media post (general)
- Brand inclusion in sponsor list A-frames displayed onsite
- Listed in Casino email marketing verbiage
- (1) Onsite brand activation with booth sizes at 10x10 (cannot exceed dimensions)

ROYAL FLUSH SPONSOR (5 available) – \$5,000

- 8 tickets to the event
- Reserved Dining Table at Isadoras w/ bartender
- Back of House Tour
- Acknowledgement during announcements
- Name and logo on a casino table
- Logo/name placement on event promotional materials (website, newsletters, email blasts)
- Mention on event carousel social media outlets – Twitter, Facebook, and Instagram

FULL HOUSE SPONSOR (2 available) \$3,000

- 6 tickets to the event
- Back of House tour
- Acknowledgement during announcements
- Name and logo on event signage and on-screen
- Name and logo on a casino table
- Name and logo on Orion website event page
- Mentioned on event carousel social media outlets – Twitter, Facebook, and Instagram

BETTING ON THE HOUSE SPONSOR (up to 15) - \$2,000

For Merrimack Hall Performing Arts Center

- * 1-Table of 8 for Merrimack students/staff to attend event
- * 8- Tickets for Merrimack students/staff to attend event

For sponsor

- * 2 Sponsor tickets
- * Sponsor name on table tent
- * Sponsor name listed on sponsorship list on Orion website

7/11 CRAPS SPONSOR (2 available) \$1,250

- 4 tickets to the event
- Acknowledgement during announcements
- Name and logo on a casino table
- Name/logo on Orion website event page
- Mentioned on event carousel social media outlets – Twitter, Facebook, and Instagram

ROULETTE SPONSOR (4 available) \$1,000

- 4 tickets to the event
- Acknowledgement during announcements
- Name and logo on Orion website event page
- Name and logo listed a casino table

SLOTS SPONSORSHIP (6 available) \$500

- 2 tickets to the event
- Name and logo on a casino table

Activations During Event

- ~30 Casino Tables/Games
 - Full Bar Service w/ Casino Style Service
 - Heavy Hors d'oeuvres Stations/Passed
 - DJ Entertainment
 - Performances by Merrimack Hall Students
 - Casino Prizes
- And More!

Orion Marketing Stats

The Orion will deliver impressions and reach via paid marketing outlets and by engaging its captive and loyal social media & email database audiences built over the course of its inaugural season.

Social Impressions

Twitter

- Followers: 1,963
- Average Monthly Reach: 16,801.75

Instagram

- Followers: 21,343
- Average Monthly Reach: 352,628.6

Facebook

- Followers: 40,800
- Average Monthly Reach: 1,262,632.2

Email Marketing Data

- Subscribers: 92,033
- Average Open Rate: 28.8%
- Average Monthly New Subscribers: 5,707

Visitor Info

- Visitors from all 50 states and internationally
- Average visitors age: 25-65
- 57% of visitors are married
- 60% of visitors have children
- 36% of visitors reflect over \$100k in estimated household income