



ORION
AMPHITHEATER



MERRIMACK HALL

CASINO NIGHT 2024

Benefitting Merrimack Hall Performing Arts Center



EVENT OVERVIEW

LAY YOUR CHIPS ON THE TABLE FOR A GREAT CAUSE!

Join us for an evening of philanthropy at our second annual Casino Night in partnership with Merrimack Hall Performing Arts Center. Guests can donate to play various casino-style table games, enjoy cocktails crafted by Orion bartenders and hors d'oeuvres curated by Chef Josh Quick of Odette, and win spectacular prizes.

Proceeds from this event will directly benefit Merrimack Hall Performing Arts Center in Huntsville. Merrimack Hall thrives on diversity and inclusion, giving people with special needs the opportunity to participate in the arts and to creatively express themselves by hosting various events catering to different ages, skill levels and interests. These programs are currently not offered anywhere else in North Alabama. As a 501(c)(3) non-profit, the organization has relied on the generosity of local donors to provide these critical socialization and recreational opportunities.



EVENT INFORMATION

THE ORION AMPHITHEATER	TICKETED EVENT	GUEST EXPECTANCY
SATURDAY, NOVEMBER 16, 2024	SINGLE & BULK TICKETS AVAILABLE	ATTENDANCE
Event: 7:00 PM - 10:00 PM VIP: 6:00 PM - 10:00 PM	Single Ticket: \$75 VIP Ticket: \$125, Includes early entry for an exclusive cocktail hour with passed bites from 6:00-7:00PM Bulk Tickets: \$5 discount per ticket with the purchase of 10 tickets	Guests Anticipated: 400 - 600





CASINO NIGHT FEATURES



30+ Casino Tables/Games with Prizes



Full Bar Service



Passed Hors D'oeuvres & Stations



Live Local Music



Performances by Merrimack Hall Students



And more!



SPONSORSHIP OPPORTUNITIES



JACKPOT SPONSOR (EXCLUSIVE TIER - 1 AVAILABLE) FROM \$20,000

TITLE SPONSOR RIGHTS

- Right to use Title Event Sponsor designation in BTL comms- subject to approval, partner may promote association with the venue in BTL communications to develop customer engagement opportunities
- Title Event Sponsor designation on all Orion event communications
- Sponsor designation included in all applicable Casino Night x Orion marketing efforts including paid digital, out-of-home and email marketing, valued at over \$10,000

ONSITE BRANDING

- Sponsor designation featured prominently on onsite event signage with agreed logo lock up

SOCIAL AND DIGITAL RIGHTS

- Event Sponsor designation included on the Event Page featured on the Orion Website
- Supporting Sponsor designation included on the Event Facebook page
- Sponsor designation included in all social media posts (minimum 4 posts)
- Sponsor designation included on digital flyer

TICKETS

- 12 VIP tickets to the event for trade and corporate use

FURTHER ACTIVATION AND ENGAGEMENT OPPORTUNITIES (FOR DISCUSSION)

- Onsite brand activation with booth sizes extending 10x10 (if desired, must provide a representative to work the booth for the entirety of the event)
- Access to exclusive sponsorship lounge complete with dedicated bartender, hors d'oeuvre station, casino game, and more



ROYAL FLUSH SPONSOR (UP TO 2) \$10,000

EVENT DESIGNATION

- Supporting Sponsor designation

SOCIAL AND DIGITAL RIGHTS

- Supporting Sponsor designation included on the Event Page featured on the Orion Website
- Supporting Sponsor designation included on the Event Facebook page
- Name and link to business included in applicable Orion email marketing

ON-SITE BRANDING

- Name and logo featured on onsite event signage
- Name and logo on a casino table

TICKETS

- 10 VIP Tickets to the event for trade and corporate use
- Access to exclusive sponsorship lounge complete with dedicated bartender, hors d'oeuvre station, casino game, and more





STRAIGHT FLUSH SPONSOR (UP TO 5) \$5,000

- 8 VIP tickets to the event
- Access to exclusive sponsorship lounge complete with dedicated bartender, hors d'oeuvre station, casino game, and more
- Back of House Tour
- Acknowledgement during announcements
- Name and logo on a casino table



FULL HOUSE SPONSOR (UP TO 2) \$3,000

- 6 general admission tickets to the event
- Back of House Tour
- Acknowledgement during announcements
- Name and Logo on a Casino Table



BETTING ON THE HOUSE SPONSOR (UP TO 15) \$2,000

- Betting on The House sponsorship allows Merrimack Hall Performing Arts Center to send **8 students and staff** to attend the event at their own Merrimack Hall Table
- **Sponsor also receives:**
 - 4 general admission tickets to the event
 - Acknowledgement during announcements
 - Name listed on Orion web event page
 - Inclusion in (1) social media post
 - Name listed on onsite sponsor event signage
 - Name and logo on sponsored Merrimack Table



BLACKJACK SPONSOR (UP TO 4) \$1,000

- 4 general admission tickets to the event
- Acknowledgement during announcements
- Name and logo on a casino table






ROULETTE SPONSOR (UP TO 6) \$500

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

SPONSOR OVERVIEW

JACKPOT SPONSOR	ROYAL FLUSH SPONSOR	STRAIGHT FLUSH SPONSOR	FULL HOUSE SPONSOR	BETTING ON THE HOUSE SPONSOR	BLACKJACK SPONSOR	ROULETTE SPONSOR
(1 Available) from \$20,000	(UP TO 2) \$10,000	(UP TO 5) \$5,000	(UP TO 2) \$3,000	(UP TO 15) \$2,000	(UP TO 4) \$1,000	(UP TO 6) \$500
<ul style="list-style-type: none">• Right to use Title Event Sponsor designation in BTL comms- subject to approval, partner may promote association with the venue in BTL communications to develop customer engagement opportunities• Title Event Sponsor designation on all Orion event communications including• Sponsor designation included in all applicable Casino Night x Orion marketing efforts including paid digital, out-of-home and email marketing, valued at over \$10,000• Sponsor designation featured prominently on onsite event signage with agreed logo lock up• Event Sponsor designation included on the Event Page featured on the Orion Website• Supporting Sponsor designation included on the Event Facebook page• Sponsor designation included in all social media posts (minimum 4 posts)• Sponsor designation included on digital flyer• 12 VIP tickets to the event for trade and corporate use• Onsite brand activation with booth sizes extending 10x10• VIP Suite in Artist Room located backstage, complete with personal bar and bartender	<ul style="list-style-type: none">• Supporting Sponsor designation• Supporting Sponsor designation included on the Event Page featured on the Orion Website• Supporting Sponsor designation included on the Event Facebook page• Name and link to business included in applicable Orion email marketing• Name and logo featured on onsite event signage• Name and logo on a casino table• 10 VIP Tickets to the event for trade and corporate use	<ul style="list-style-type: none">• 8 VIP tickets to the event• Reserved Dining Table at Isadora's w/ bartender• Back of House Tour• Acknowledgement during announcements• Name and logo on a casino table	<ul style="list-style-type: none">• 6 general admission tickets to the event• Back of House Tour• Acknowledgement during announcements• Name and Logo on a Casino Table	<ul style="list-style-type: none">• Betting on The House sponsorship allows Merrimack Hall Performing Arts Center to send 8 students and staff to attend the event at their own Merrimack Hall Table• 4 general admission tickets to the event• Acknowledgement during announcements• Name listed on Orion web event page• Inclusion in (1) social media post• Name listed on onsite sponsor event signage• Name and logo on sponsored Merrimack Table	<ul style="list-style-type: none">• 4 general admission tickets to the event• Acknowledgement during announcements• Name and logo on a casino table	<ul style="list-style-type: none">• 2 general admission tickets to the event• Name and logo on a casino table
THE ORION AMPHITHEATER - CASINO NIGHT 2024						

ORION BRAND VISIBILITY



BRAND VISIBILITY

The Orion Amphitheater has a loyal and engaged audience since we opened in May of 2022. We will leverage both organic and paid marketing efforts in support of Casino Night across venue channels to ensure sponsor visibility.





ORION OWNED CHANNELS

Instagram

28,000

INSTAGRAM
FOLLOWERS

98,117

AVERAGE
MONTHLY REACH

Facebook

58,400

FACEBOOK
FOLLOWERS

478,997

AVERAGE
MONTHLY REACH

Email Marketing

147,800+

EMAIL
SUBSCRIBERS

21.7%

AVERAGE
OPEN RATE



NEXT STEPS:

- For more information on Merrimack Hall Performing Arts Center, visit their [website](#), their [Facebook page](#), or their [Instagram account](#) and follow along with their programs and events.
- A portion of all sponsorships are tax deductible, and a generosity receipt will be provided for tax purposes.
- To lock in your sponsorship, contact Kamerra Liles at [kamerra.liles@tvghospitality.com](mailto:kammera.liles@tvghospitality.com).



THANK YOU

