



Santa Clarita
PERFORMING ARTS Center
College of the Canyons

2026 - 2027
**SPONSORSHIP
GUIDE**

Incredible Artists • Spectacular Entertainment • Intimate Venue



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College of the Canyons

About the Santa Clarita Performing Arts Center

Your Gateway to Cultural Excellence in the Santa Clarita Valley

The Santa Clarita Performing Arts Center (PAC) is a modern, professionally operated performing arts venue located on the campus of College of the Canyons in Santa Clarita, California. Opened in 2004, the \$18.3 million facility spans 47,000 square feet and serves as the premier cultural hub for the Santa Clarita Valley.

The facility features two venues: the Main Stage and the more intimate Black Box Theater. This dual-venue configuration allows the PAC to host a diverse range of performances, from large-scale professional touring shows to experimental theatrical productions.



35,000+

Annual Attendees

70-80%

Local Audience

886

Main Stage Seats

500,000+

Total Visitors Since 2004

80-100

Events Annually

5,500+

E-Tickets Distributed

For sponsors, this means consistent exposure to an engaged, local audience across music, theater, dance, and community events.

Why Partner with the PAC?

Real Visibility. Real Audience. Real Impact.

886-SEAT VENUE

Reach a large and diverse audience in an intimate, high-impact setting that creates memorable experiences.

STRONG LOCAL ROOTS

70%–80% of our guests come from the Santa Clarita Valley, ensuring hyper-local brand exposure with a loyal, repeat audience.

ESTABLISHED COMMUNITY INSTITUTION

Serving the region since 2004 with a reputation for excellence, professionalism, and cultural enrichment.

STRONG AUDIENCE REACH

Over 500,000 guests have attended events at the PAC since opening, providing valuable exposure to engaged audiences in a focused performance environment.

YEAR-ROUND VISIBILITY

Host to 80–100 events annually, providing multiple touchpoints throughout the year for your organization or business to connect with the community.

DIGITAL ENGAGEMENT

Over 5,500 e-tickets distributed in the last year alone, offering measurable digital visibility and reach beyond the physical venue.

CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES

We build partnerships around your goals, not a one-size-fits-all package.



A Hub for Community Organizations

Diverse Programming Across Multiple Genres

The PAC serves as a cultural anchor for numerous community organizations and partners. Events span across genres and audiences, creating diverse opportunities for brand alignment with cultural, educational, and entertainment programming.

Our Community Partners Include:

- College of the Canyons Events and Performing Arts Programs
- Santa Clarita Master Chorale
- Santa Clarita Ballet
- E.S.C.A.P.E. Theatre
- Canyon Theatre Guild
- Local School Districts
- National Event Promoters
- Local Charities and Non-Profits

Strategic Significance for Sponsors

By partnering with the Santa Clarita Performing Arts Center, sponsors align with a regional cultural anchor, a highly visible venue delivering professional-level programming in a thriving mid-sized market. Sponsors benefit from alignment with education, arts access, and community enrichment — values that resonate strongly with Santa Clarita audiences.



How Sponsorship Works

Every sponsorship at the Santa Clarita Performing Arts Center begins with a conversation. We work closely with each partner to create a customized sponsorship that aligns with your goals, connects with your target audience, and aligns with your investment level. Whether your focus is visibility, community engagement, or brand alignment, we design a partnership that works for you.

1. Understand Your Goals

What do you want your sponsorship to achieve?

2. Identify Your Audience

Who are you trying to connect with in our community?

3. Design Your Package

What combination of benefits will best support your objectives?

4. Set Your Investment

What level of investment aligns with your goals and budget?



Custom Sponsorship Packages

Build Your Perfect Partnership

Every sponsorship is customized to align with your goals, audience, and budget.

Flexible Options to Match Your Goals



Increase Brand Awareness



Reach Target Audiences



Support the Arts



Activate On-Site



Expand Digital Reach



Entertain Clients



“
Incredible Artists
—
Spectacular
Entertainment
—
Intimate Venue
”

Custom partnerships deliver lasting visibility, meaningful engagement, and community connection.

Sponsorship Opportunities

À la carte options that can be selected individually or combined into a custom package.

Examples of Available Sponsorship Elements

Most Popular Sponsorship Opportunities



Logo Placement on All Print-at-Home Tickets

Branded visibility on every print-at-home ticket
Investment: **\$1,500**



Lobby Banners & Posters

High-visibility placement in main lobby areas
Investment: **\$1,500**

Digital Recognition Opportunities



Rotating Brand Recognition on Ticketing Site

Rotating logo placement across the ticketing site
Investment: **\$500**



Show Description Brand Visibility

Brand placement within show descriptions, including hyperlink
Investment: **\$750**



Sponsor Page on Ticketing Website

Dedicated sponsor listing with logo and description
Investment: **\$750**



Full-Page Recognition in Digital Programs

Full-page recognition featured throughout the season
Investment: **\$1,000**



Digital Program Sponsor

Logo placement and recognition across all digital programs
Investment: **\$1,500**

On-Site & Event Sponsorship Opportunities



Digital Lobby Screens

Rotating brand visibility on lobby screens
Investment: **\$100**



Table Sponsorship

Branded table presence throughout the season
Investment: **\$1,500**



Introduction PA Read Sponsor

Verbal sponsor recognition during show introductions.
Investment: **\$1,500**



Marquee Signage

Sponsor logo placement on event or season promotion
Investment: **Starts at \$10,000**



PAC Volunteer Usher Sponsorship

Branding tied to volunteer usher program
Investment: **\$3,000**

Additional customized opportunities are available. We would be happy to work with you to create a sponsorship aligned with your goals.



Single Event Partnership Example

You Pick The Show(s) You Want to Sponsor

This package can be customized based on your organization's goals.

Sponsoring a specific performance allows your organization to connect directly with engaged audiences in an intimate, high-visibility setting. Each partnership is tailored to the show, audience, and goals that matter most to you.

Partnership Elements May Include:

Premium Seats to your sponsored show(s)

Special Pre-Show Events and Opportunities

Sponsor Recognition on Digital Marquee

*marquee inclusion starts at 10K

Banner/Signage in Performing Arts Center Lobby

Informational Table in Lobby on Event Night(s)

Logo Placement on PAC Website

Investment Range - Starting at \$3,000

Pricing varies based on performance, benefits, and scope.



Season Partnership Example

Supporting the Spotlight Series Professional Season
This package can be customized based on your organization's goals.

Season-long partnerships provide the highest level of visibility and brand alignment opportunities across the PAC's professional Spotlight Series.

These partnerships are designed to maximize brand presence, audience engagement, and community visibility throughout the season.

Example Season Partnership Benefits:

VIP Backstage Tour Opportunities

Sponsor Recognition on Digital Marquee
marquee inclusion starts at 20K

Logo Visibility on All Print-at-Home Tickets

Premium Seats to All Spotlight Series Shows

Pre-Show Spotlight Logo in Theater

Lobby Posters and Digital Lobby Screen Visibility

Invitations to all Pre-Show Events

Banner Recognition in PAC Lobby

Logo Placement on PAC Website

Tickets to All College of the Canyons Theatre Productions

Front of House Promotional Table

Full-Page Brand Visibility in Digital Programs

Investment Range - Starting at \$10,000

Pricing varies based on benefits and scope.



Limited availability. Category exclusivity may be available.

Let's Build Your Partnership

Sponsorship and Partnership Inquiries

We're ready to create a sponsorship that works for you.

Every partnership starts with a conversation. Whether your goal is visibility, community engagement, or client experience, we'll build something aligned with your objectives.

Primary Contact (Sponsorships):

Will Murphy – Manager, Ticketing & Patron Services
(661) 362-5307 | will.murphy@canyons.edu

Operations & Venue Partnerships:

Michelle Wall – PAC Operations Manager
(661) 362-3667 | michelle.wall@canyons.edu

Institutional Partnerships:

Jeff Gregor – Asst. Superintendent/VP,
Workforce & Economic Advancement
(661) 362-3245 | jeff.gregor@canyons.edu



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