

THE CENTER  
**CELEBRATION**  
**2025**

PRESENTED BY

**IceMiller**

**Sponsorship Opportunities**

# THE CENTER CELEBRATION 2025

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**Ice**Miller

## **One Night. One Event. Unlimited Impact.**

Step into a night of glamour, music, and purpose on Saturday, September 20, 2025, at the Palladium for the **Center Celebration 2025 Gala**, presented by Ice Miller. This isn't just a gala—it's a night to ignite creativity, open doors for students, and ensure the arts are accessible to all.

Every ticket, every bid, and every moment of celebration results in free school matinees, arts education programs, and outreach initiatives that bring the magic of the performing arts to thousands.

Last year's event generated more than \$588,000 to support Allied Solutions Center's arts and education programming.



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Gala attendees will be greeted with valet parking and live music before posing on the red carpet for a commemorative photo and heading into the Palladium for the First Merchants Bank Gala Cocktail Reception.

The program begins with a musical welcome by five-time GRAMMY® Award nominee and Allied Solutions Center Artistic Director, Michael Feinstein, followed by an elegant seated dinner. After a live auction of luxury items, getaways, and experiences, a special guest headliner will take the stage for an incredible performance.

After the headliner performance, gala guests can enjoy two after-parties in the Palladium. The Brham Founders Club will become a lively cabaret room with live piano music that will have you singing along to your favorite tunes, and for those in the mood to celebrate and dance, the Robert Adam Room will host a live band sure to keep you moving.



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Sponsorship opportunities offer customized recognition and exclusive benefits designed to align with your corporate goals while supporting the arts in our community.

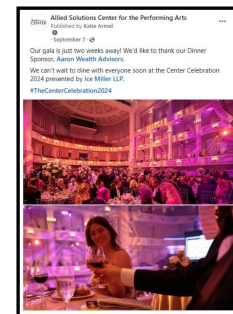


## Media & Marketing

- Recognition in Gala print and digital advertising campaign
- Recognition in select Gala social media posts and on the Allied Solutions Centers website
- Opportunity to utilize Allied Solutions Center and Center Celebration marks pending approval

## Center Presents Ticket & Hospitality Benefits

- Access to private concierge ticket service
- Dedicated discount code for sponsor employees to receive up to 20% off single ticket purchases for *Center Presents* performances during the 2025-2026 season
- Access to VIP pre-performance and intermission hospitality in the Brham Founders Club for sponsor employees and their guests attending a *Center Presents* performance
- One (1) complimentary room rental of the Brham Founders Club, Shiel Saxton Songbook Lounge, or Robert Adam Room during the 2025-2026 *Center Presents* season (Non-transferable and based on availability. Food, beverage, AV, and labor not included.)



# PERFORMANCE SPONSOR | \$25,000

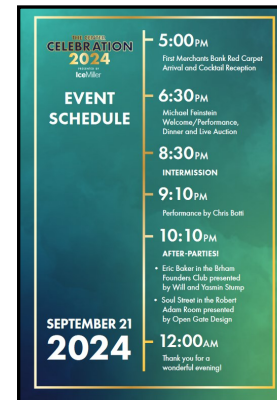
The performance by a special guest headliner is the undeniable highlight of the evening. The Performance Sponsor will be directly associated with this extraordinary moment, gaining prominent visibility and recognition leading up to the performance and throughout the evening.

We are thrilled to announce singer-songwriter Richard Marx will deliver an intimate solo performance as the Center Celebration 2025 headliner. A pop/rock and adult contemporary icon, Marx has sold more than 30 million albums worldwide and made history as the only male artist to reach the Billboard Top 5 with his first seven singles.



## Performance Sponsor benefits

- One (1) Silver-level table of ten (10) seats located on the main floor
- Opportunity for table guests to attend a meet & greet with Richard Marx
- One (1) full-page ad in the Gala program
- Recognition in stage remarks before the performance
- Recognition on signage throughout the Palladium during the event including:
  - Logo on six (6) digital lobby screens
  - Logo on stage Video Wall during dinner
  - Name recognition on the Gala Event Schedule page of the program
- And more...



# DINNER SPONSOR | \$25,000

The elegant, seated dinner inside the stunning Palladium is a signature experience of the Center Celebration Gala. For this special night, a custom-created floor is installed over the theater-style seating, transforming the space into an extraordinary dining setting. Following a welcome and special performance by five-time GRAMMY® Award nominee Michael Feinstein, guests will be served a delicious meal before the live auction begins.



The Dinner Sponsor will receive significant recognition, including exclusive name placement on the dinner menu, placed prominently at each guest's seat.



## Dinner Sponsor benefits

- One (1) Silver-level table of ten (10) seats located on the main floor
- Opportunity for a meet & greet with Michael Feinstein
- One (1) full-page ad in the Gala program
- Recognition in stage remarks
- Recognition on signage throughout the Palladium during the event including:
  - Logo on six (6) digital lobby screens
  - Logo on stage Video Wall during dinner
  - Name recognition on the Gala Event Schedule page of the program
- And more...



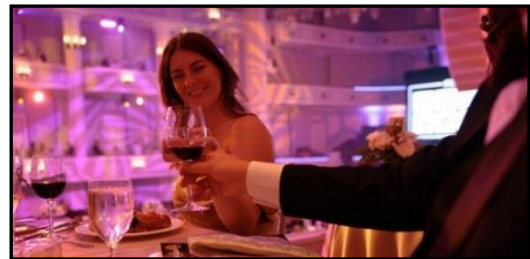
# DESSERT SPONSOR | \$10,000

A sweet finale to an elegant meal, the Gala's signature chocolate piano dessert is a highly anticipated favorite among guests each year. The stunning confection is a masterpiece in taste, and also in presentation, featuring the Dessert Sponsor's name or logo elegantly displayed on white chocolate 'sheet music.'\* As the dessert is preset at each place setting, the Dessert Sponsor will be beautifully showcased at every table, ensuring prominent visibility and a delightful way to leave a lasting impression on all in attendance.



## Dessert Sponsor benefits

- One (1) table of four (4) seats on the Mezzanine level
- Name or logo to appear with the signature dessert at each place setting for the Gala dinner
- Logo recognition in the Gala program
- Recognition in stage remarks
- Recognition on signage throughout the Palladium during the event including:
  - Logo on six (6) digital lobby screens
  - Logo on stage Video Wall during dinner
- And more...



\*Pending approval by the caterer

# BAR SPONSOR | \$10,000

A toast to an extraordinary evening! With four bar locations throughout the Gala, guests will enjoy a selection of beer, wine, cocktails, champagne, and non-alcoholic options as they mingle and celebrate. The Bar Sponsor will be prominently featured at each bar, ensuring high visibility in one of the most social and engaging aspects of the event. From signage at the bars to recognition in marketing and PR efforts, the bar sponsorship offers a fantastic opportunity to raise a glass while raising your profile with an influential audience.



## Bar Sponsor benefits

- One (1) table of four (4) seats on the Mezzanine level
- Name or logo at all Palladium bars during the event including After-Party locations
- Logo recognition in the Gala program
- Recognition in stage remarks
- Recognition on signage throughout the Palladium during the event including:
  - Logo on six (6) digital lobby screens
  - Logo on stage Video Wall during dinner
- And more...





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For more information on Center Celebration 2025 sponsorships or to learn about opportunities at Allied Solutions Center for the Performing Arts, please contact:

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 **Allied Solutions**<sup>®</sup>  
**CENTER**  
FOR THE PERFORMING ARTS