

THE

Art

OF

GIVING



THE PEABODY FOUNDATION



THE PEABODY

Since 1949, The Peabody has been considered one of Central Florida's preeminent showplaces for international and national artists, community events, and civic programs. Its rich entertainment history has included performances by Frank Sinatra, Liberace, Liza Minelli, Shirley MacLaine, Elvis Presley, Ray Charles, Bob Newhart, B. B. King, Tony Bennett, Arthur Fiedler and the Boston Pops, Louie Armstrong, Willie Nelson, David Copperfield, and the London Symphony Orchestra. Acclaimed Broadway productions have included *Cats*, *A Chorus Line*, *42nd Street*, *STOMP*, *Hair*, *Evita*, *Riverdance*, *The Producers*, *Chicago*, *Rent*, and *Spamalot*. The Peabody has also served as the home of the Daytona Beach Symphony Society for more than 60 years.

Today, the 2,521 seat auditorium attracts more than 100,000 residents and visitors annually, offers more than 200 performances of the finest professional theater, music, comedy, dance, children's productions, opera and Broadway shows, provides educational and community programs, and remains a vital part of the areas cultural life.

Photography: Matthew Murphy

THE PEABODY FOUNDATION

The business of "show business" comes at a cost. Ticket sales and rental revenue alone do not cover the cost of operating The Peabody. In 2014, The Peabody Auditorium Foundation, a 501(c)(3) not-for-profit organization, was established to provide assistance by raising funds to support the auditorium's annual programming, capital improvements, and establishing an endowment.

The Foundation believes that arts and cultural experiences are essential to our lives and community. The Peabody serves as more than just a first-class performing arts venue; it fulfills the belief in the power of the arts to forge stronger communities, improve educational opportunities for our children, stimulate economic development and tourism, and provide a richer quality of life for all residents.

The Peabody Foundation operates as a partner, but independently, of The City of Daytona Beach owned and operated venue. All membership, sponsorship, capital, and endowment contributions are directed through The Foundation and are tax-deductible.

GIVE THE GIFT OF ART

We invite you to give the gift of art by investing in The Peabody Foundation today! Each opportunity for support is annual and offers its own exclusive privileges. Whether you choose to become a member, sponsor a season production, contribute to capital projects, or designate a gift to the endowment fund, you will help provide the essential resources necessary to sustain, develop, and secure The Peabody's future.

ANNUAL PATRON MEMBERSHIP

Annual Patron Membership to The Peabody Foundation provides unrestricted funds which are used to present outstanding theatre, Broadway shows, concerts, comedy, symphony, children's shows, ballet and opera. Become a member or renew your support today and enjoy a variety of benefits.

FRIEND \$100-\$499

- Opportunity to purchase tickets by phone directly from The Peabody*
- Opportunity to purchase tickets before general public**
- Email updates and announcements
- Donor recognition in playbills

SUPPORTER \$500-\$999

All of the above benefits, plus...

- Invitations to special events and Meet & Greet artist receptions

BENEFACTOR \$1,000-\$2,499

All of the above benefits, plus...

- Ability to purchase house seats by phone through The Foundation**

INVESTOR \$2,500-\$4,999

All of the above benefits, plus...

- Donor name and/or logo recognition on Peabody website and company link**

*Non-members must purchase by phone through Ticketmaster only and incur Ticketmaster fees or can only buy in-person at the Box Office. **Some restrictions apply.

SPONSORSHIP PROGRAM

Business partners and major individual donor involvement are crucial for The Peabody to sustain its place as an acclaimed cultural institution. Sponsorship offers significant benefits including visibility and recognition, priority ticketing, and unique opportunities for business entertainment. Sponsorship benefits may be customized at donor's request.

BRONZE SPONSOR \$5,000-\$9,999

- Opportunity to sponsor a season stage production (*excludes Broadway Series*)
- Name and/or logo listing on marketing materials for sponsoring production
- Year round donor recognition in The Peabody Playbill
- Four (4) prime seats for sponsoring production (\$300 value)

SILVER SPONSOR \$10,000-\$24,999

All of the above benefits, plus...

- Full page, color ad in Peabody Playbill for one year (\$1,196 value)
- Two (2) complimentary valet parking pass for sponsoring production (\$120 value)

GOLD SPONSOR \$25,000-\$49,999

All of the above benefits, plus...

- Opportunity to sponsor Broadway Series stage production

PLATINUM SPONSOR \$50,000+

All of the above benefits, plus...

- Invitation to private Meet and Greet with the artists (*subject to availability*)

MATCHING GIFT PROGRAM

Please inquire if your company has a Matching Gift Program and mail forms to The Peabody Foundation. Your gift can be even greater with the added support of your employer and may increase your giving level.



CAPITAL FUNDS

Capital Funds are needed annually to support ongoing facility improvements, renovations, and beautification of The Peabody. Contributions to The Peabody Foundation's Capital Fund may be used for, among other things, computerized technical audio system, commercial stage floor, stage rigging, dressing rooms and administrative offices, carpeting, exterior building repairs and painting, lobby concessions, patio upgrades, and restrooms improvements. Donors will receive acknowledgement appropriate to their level of the gift and in accordance with their wishes. To make a donation to the Capital Fund, please contact The Foundation at 386-631-1974 or kberman@peabodyfoundation.org.

ENDOWMENT FUND

The Endowment Fund provides protection against extraordinary changes in the economy, provides annual income for general operating purposes, and secures The Peabody's financial future to strengthen long-range artistic and educational planning. Donors may designate their gift as permanent unrestricted or for endowment of specific projects. To make a donation to The Foundation's Endowment Fund, please contact The Foundation at 386-631-1974 or kberman@peabodyfoundation.org.



PLANNED GIVING PROGRAM

The Peabody Foundation offers a Planned Giving Program that allows you to express your personal commitment by integrating your charitable, family, and financial goals. Planned gifts are most frequently bequests through your will, trusts, and gift annuities, but may include assets such as stocks, real estate, art work, or business interests. We suggest that you discuss plan gifting options with your legal and financial advisors, and then schedule a private meeting with The Peabody Foundation by calling 386-671-1974 or email kberman@peabodyfoundation.org.

HOW TO GIVE THE GIFT OF ART

Gifts to The Peabody Foundation can be made by check, charge, or stock. Mail contribution to The Peabody Foundation, 600 Auditorium Blvd., Daytona Beach, FL 32118-4247. To make a donation online, please visit PeabodyFoundation.org.

Benefits are annual and subject to change. Donors may select to forgo benefits for a total tax-deduction. For additional information, to make a gift of stock, or to schedule a philanthropic meeting, contact The Peabody Foundation at 386-631-1974 or email kberman@peabodyfoundation.org.



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