



2027 SPONSORSHIP OPPORTUNITIES

Stage to Screen Ball · Muzika 2027 · Full-Season Partnerships

**An Investment in Music.
An Investment in What Comes Next.**

MUSIC IS MEANT TO BE SHARED.

Partner with Varna International in 2027 to help ensure the music that has connected generations continues to inspire the next one.

An Investment in Music. An Investment in What Comes Next.

For generations, music has marked our celebrations, carried us through difficult seasons, awakened memories and brought people together. In a world that can sometimes feel fast, uncertain or divided, the experience of making and sharing music remains timeless — and profoundly human.

In 2027, Varna International invites businesses and community partners to help carry that experience forward through two connected opportunities: the Stage to Screen Ball in January and Muzika 2027 in June.

Your partnership supports exceptional performances while helping create educational, mentorship and performance opportunities for developing musicians — together, the Ball and Muzika create a year-long story: an investment in what comes next, followed by the opportunity to see that investment come to life.

TWO EXPERIENCES. ONE MISSION. CHOOSE HOW YOU WANT TO PARTNER

- Support the January Stage to Screen Ball and connect with an estimated 1,000 guests
- Extend your visibility across the month-long Muzika 2027 Festival
- Create a customized 2027 Season Partnership spanning both experiences

For organizations seeking the greatest reach and impact, full-season partnerships offer the strongest value.

STAGE TO SCREEN BALL JANUARY 2027

A premier fundraising event benefiting Muzika 2027 and the Varna International Music Academy Scholarship Fund.

Approximately 1,000 guests will gather for live performance, dining and a celebration of music from Broadway, film and the stage.

The Ball is where our community comes together to invest in what comes next.

MUZIKA 2027 JUNE 2027

A month-long statewide celebration of music, education and performance featuring 30+ planned performances and events across South Carolina.

Muzika brings together renowned artists, developing musicians, patrons and audiences from South Carolina, across the United States and around the world.

Muzika is where that investment comes to life.

Stage to Screen Ball Sponsorships

An unforgettable evening. An impact that reaches far beyond the table.

Every Ball sponsorship level includes program placement in both the January Ball program and the June Muzika 2027 program.

PRESENTING SPONSOR

\$25,000

Exclusive leadership position for one premier partner · 1 available

RECOGNITION & BRAND LEADERSHIP

- Exclusive designation as Presenting Sponsor — "Stage to Screen Ball presented by [Sponsor]" across event marketing
- Category exclusivity — no competing brand accepted at any sponsorship level
- Premier logo placement on event website, program, signage, photo backdrop & sponsor materials
- Recognition in select paid media (TV, radio, billboard, print); on-stage recognition & brief welcome from the stage
- First right of renewal for Presenting Sponsorship of the next Ball

MARKETING & MEDIA

- Full-page advertising package (\$2,000 value) across both the Ball & Muzika 2027 programs
- 2 dedicated/cross-posted social posts; dedicated Presenting Sponsor email blast
- Exclusive digital hero placement on our website through January 2027 (~2,500 visitors/month; 20,000+ impressions)

VIP & HOSPITALITY

- 2 Premier Tables (16 Ball tickets); 8 Tier One Muzika Season Tickets; 8 VIP Reception tickets
- Private musical performance/experience for one sponsor-hosted gathering

SPONSOR BENEFITS

- Exclusive 20% Muzika ticket promo code (custom to your organization) for employees, clients & guests; inclusion in sponsor Thank You recognition

MAESTRO SPONSOR

\$10,000

Premier visibility & hospitality across the Ball and 2027 season

RECOGNITION & VISIBILITY

- Premier logo placement on event website, program, sponsor signage & photo backdrop
- On-stage recognition & sponsor acknowledgment on event screens

MARKETING & MEDIA

- Full-page advertising package (\$2,000 value) across both Ball & Muzika 2027 programs
- 1 dedicated social post; featured rotating digital placement all season

VIP & HOSPITALITY

- 2 Tables (16 Ball tickets); 6 Tier One Muzika Season Tickets; 6 VIP Reception tickets

SPONSOR BENEFITS

- Custom 20% Muzika ticket promo code; sponsor Thank You recognition

Stage to Screen Ball Sponsorships

Accessible corporate partnership opportunities with meaningful visibility

OVATION SPONSOR

\$5,000

Strong event visibility with continued presence into Muzika 2027

RECOGNITION & VISIBILITY

Logo on event website & program; rotating digital placement

MARKETING

Full-page ad package (\$2,000 value) across both Ball & Muzika programs

VIP & HOSPITALITY

1 Table (8 Ball tickets); 4 Tier One Muzika Season Tickets

SPONSOR BENEFITS

Custom 20% Muzika ticket code; sponsor Thank You recognition

ENCORE SPONSOR

\$2,500

An accessible corporate sponsorship with hospitality & advertising

RECOGNITION & VISIBILITY

Logo placement on event website & program

MARKETING

Half-page ad package (\$1,200 value) across both Ball & Muzika programs

VIP & HOSPITALITY

Half Table (4 Ball tickets); 2 Tier One Muzika Season Tickets

SPONSOR BENEFITS

Custom 20% Muzika ticket code; sponsor Thank You recognition

PATRON SPONSOR

\$1,750

A meaningful entry point for businesses & community partners

RECOGNITION & VISIBILITY

Logo placement on event website & program

VIP & HOSPITALITY

Half Table (4 Ball tickets); 2 Tier One Muzika Season Tickets

SPONSOR BENEFITS

Custom 20% Muzika ticket code; sponsor Thank You recognition

Not ready for a full sponsorship?

We'd still love your support — consider donating an item or experience to our Silent Auction benefiting the Stage to Screen Ball.

Muzika 2027 Sponsorships

Help carry timeless music forward

PRESENTING SPONSOR

\$50,000

Premier sponsorship of a major Muzika 2027 performance series or program area

RECOGNITION & VISIBILITY

- Presenting designation & naming integration for one major series/program area, with category exclusivity where appropriate
- Premier festival website, program & signage recognition; on-stage recognition at sponsored performances

MARKETING & MEDIA

- Full-page festival program ad; featured paid-media/PR inclusion; dedicated Presenting Sponsor email blast
- Up to 3 social features; season-long digital placement

VIP & HOSPITALITY

- 40 Tier One tickets across Muzika 2027; 20 VIP Reception/Sponsor Lounge passes; additional VIP seating at select performances
- Private post-performance artist reception (up to 30 guests) & private VIP open-rehearsal viewing

SCHOLARSHIP & SPONSOR BENEFITS

- Named scholarship support; recognition as a Muzika Scholarship & Education Partner
- Custom 20% employee/client/guest ticket code; select activation opportunity; first right of renewal

MAESTRO SPONSOR

\$25,000

A major festival & scholarship partnership

RECOGNITION & VISIBILITY

- Prominent festival website, program & sponsor-signage recognition; recognition at select performances

MARKETING & MEDIA

- Full-page festival program ad; season-long featured digital placement; 2 dedicated/cross-posted social posts

VIP & HOSPITALITY

- 20 Tier One tickets; 10 VIP Reception/Sponsor Lounge passes; select VIP seating
- Private post-performance artist reception for up to 20 guests

SCHOLARSHIP & SPONSOR BENEFITS

- Scholarship support & recognition as a Muzika Scholarship Partner; custom 20% ticket code & renewal priority

Muzika 2027 Sponsorships

Accessible ways to support the festival and its mission

OVATION SPONSOR

\$10,000

Premier season-long visibility and hospitality

RECOGNITION

Logo on festival website, program & signage; recognition at select performances

MARKETING

Full-page program ad; season-long website link; sponsor social recognition

VIP & HOSPITALITY

16 Tier One tickets; 8 VIP Reception/Lounge passes; artist reception for 10 guests

BENEFITS

VIMA music education supporter recognition; custom 20% ticket code

ENCORE SPONSOR

\$5,000

Supporting festival partnership with meaningful visibility

RECOGNITION

Program, website & signage recognition; group acknowledgment at performances

MARKETING

Full-page program ad; season-long website link; group social recognition

VIP & HOSPITALITY

8 performance tickets; 4 VIP Reception/Lounge passes

BENEFITS

Music education/artist development recognition; custom 20% ticket code

PATRON SPONSOR

\$2,500

Community and corporate partnership

RECOGNITION

Program & website logo recognition with season-long link

MARKETING

Half-page program ad

TICKETS

4 performance tickets

BENEFITS

Music education recognition; group social & Thank You recognition; custom 20% ticket code

FRIEND OF MUZIKA

\$1,000

An entry-level opportunity to support the festival and its mission

RECOGNITION

Name/logo recognition in the festival program & on the Muzika website

TICKETS

2 performance tickets

BENEFITS

Group sponsor Thank You recognition

2027 Full-Season Partnerships

One partnership. Two signature experiences. A season of impact.

For organizations seeking deeper visibility and a stronger connection to Varna International's mission, a full-season partnership combines the Stage to Screen Ball and Muzika 2027 into one coordinated investment — a connected presence from the January fundraiser through the June festival, with hospitality, brand visibility and mission impact tailored to your goals.

SUGGESTED COMBINATION OPTIONS

SEASON PARTNERSHIP	BALL	MUZIKA	COMBINED INVESTMENT
Presenting Season Partner	\$25,000	\$50,000	\$65,000
Maestro Season Partner	\$10,000	\$25,000	\$30,000
Ovation Season Partner	\$5,000	\$10,000	\$13,500
Encore Season Partner	\$2,500	\$5,000	\$6,750
Patron Season Partner	\$1,750	\$2,500	\$3,850

Bundled pricing reflects a 10–15% investment advantage vs. separate purchase. Packages may be customized to sponsor priorities and available inventory.

FULL-SEASON PARTNERS RECEIVE

- All core benefits of your corresponding Ball & Muzika sponsorship levels, with continuous recognition from January through June
- Coordinated hospitality for employees, clients & guests; integrated advertising & digital visibility
- Scholarship & music-education impact recognition
- One primary sponsorship conversation & activation plan; priority renewal for the following season

TITLE / LEGACY SEASON PARTNERSHIP \$100,000+

For organizations seeking the highest level of association, a customized title-level partnership can be built around your objectives — category exclusivity, premier recognition across both experiences, named scholarship support, significant hospitality, private artist experiences, paid-media integration and year-long storytelling.

Designed collaboratively. Limited availability.

WHY PARTNER FOR THE FULL SEASON?

- Build familiarity through repeated exposure rather than a single event
- Host different audiences — clients, employees, leadership & community partners — across multiple experiences
- Connect brand visibility directly to meaningful investment in music education & developing artists
- Tell a stronger story: support the mission at the Ball, then experience the music it helps make possible

Music Connects Us.

HELP US SHARE IT WITH WHAT COMES NEXT.

Some of the music we treasure has endured for centuries because generation after generation chose to learn it, perform it, experience it and share it. Today, we have the opportunity to do the same.

A partnership with Varna International is more than event sponsorship. It is an investment in extraordinary artistic experiences, in the cultural life of our community and in the musicians who will carry this timeless art forward.

Whether you join us for the Stage to Screen Ball, partner with Muzika 2027 or build a full-season relationship, your support helps create moments of connection today — and opportunities that can shape lives for years to come.

Let's build a partnership that fits your organization.

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Varna International Music Academy is a 501(c)(3) nonprofit organization.
Donations are tax-deductible as allowed by law.