

DES MOINES  METRO OPERA

# THE 2025 OPERA GALA

## *Corporate Sponsorship Proposal*





**2025 Opera Gala**  
Saturday, June 7 | 5:30–9:30pm  
Krause Gateway Center

Des Moines Metro Opera is excited to unveil plans for the 2025 Opera Gala, a glamorous evening that directly supports music education and the performing arts in Iowa. We hope you'll join us on Saturday, June 7, 2025, at 5:30 pm, as the Opera Gala returns to the stunning Krause Gateway Center in downtown Des Moines.

The Opera Gala is one of our most anticipated annual events, uniting opera patrons, corporate partners and prominent community leaders and philanthropists for an unforgettable night of fine dining, breathtaking musical performances, and inspiring art. Guests will enjoy an exquisite meal catered by the chefs at LaValle Hospitality Group, performances by our world-class artists, and an opportunity to bid on exclusive aria performances, all while supporting Des Moines Metro Opera's mission of enriching lives through transformative artistic experiences.

Since its inception, the Gala has been a cornerstone of our fundraising efforts, supporting vital programs that serve more than 50,000 students and families each year. From the OPERA Iowa educational tour that brings professional theatrical performances and inspirational learning opportunities directly into schools across the state to the acclaimed Apprentice Artist Program that nurtures the next generation of operatic talent, your sponsorship ensures these initiatives continue to thrive.

We invite you to partner with us as a Sponsor for the 2025 Opera Gala. Your support demonstrates your commitment to music education and the performing arts and provides your organization with valuable recognition opportunities, outlined on the following page. Together, we can ensure that Des Moines Metro Opera remains a vibrant cultural institution that inspires and uplifts our community.

Thank you for considering this opportunity to create a lasting impact. For questions or additional information, please contact us at (515) 961-6221 or via email at [nnumer@dmmo.org](mailto:nnumer@dmmo.org).

We look forward to celebrating with you on June 7!

Gratefully,

A handwritten signature in black ink that reads "Michael Egel". The signature is fluid and cursive, written over a light blue horizontal line.

Michael Egel  
*The Linda Koehn General and Artistic Director*

# OPERA GALA

## CORPORATE SPONSORSHIP OPPORTUNITIES

### **PRESENTING SPONSORS - \$20,000**

The Presenting Sponsor receives the following benefits and recognition opportunities:

- Two (2) premier-placement tables at the Opera Gala (16 guests)
- Exclusive logo/name placement on Opera Gala website, event program front cover, event signage, table signage, screen displays, marketing materials
- Recognition as Presenting Sponsor in all pre-event publicity (press release, event signage, website listing, social media posts, etc.)
- One full page color ad and recognition in the 2025 Festival Season program book (reach: 5,500)
- Logo featured in the theatre supertitle loop before the show and during intermission throughout the entirety of the 2025 Festival Season (16 total performances)
- Access to the exclusive Sponsor Cocktail Reception on the Krause Gateway Center rooftop
- Aria performance by a DMMO principal artist for your tables during the Opera Gala

### **DIAMOND SPONSORS - \$10,000**

The Diamond Sponsor receives the following benefits and recognition opportunities:

- One table at the Opera Gala (8 guests)
- Logo/name placement on Opera Gala website, event program and signage, table signage, screen displays, marketing materials
- Recognition as Diamond Sponsor in all pre-event publicity (press release, event signage, website listing, social media posts, etc.)
- One full page color ad and recognition in the 2025 Festival Season program book (reach: 5,500)
- Logo featured in the theatre supertitle loop before the show and during intermission throughout the entirety of the 2025 Festival Season (16 total performances)
- Access to the exclusive Sponsor Cocktail Reception on the Krause Gateway Center rooftop

### **GOLD SPONSORS - \$5,000**

The Gold Sponsor receives the following recognition opportunities:

- 4 tickets to the Opera Gala
- Logo/name placement on Opera Gala website, event program and signage, table signage, screen displays, marketing materials
- One half page color ad and recognition in the 2025 Festival Season program book (reach: 5,500)
- Access to the exclusive Sponsor Cocktail Reception on the Krause Gateway Center rooftop

### **SILVER SPONSORS - \$3,000**

The Silver Sponsor receives the following recognition opportunities:

- 2 tickets to the Opera Gala
- Logo/name placement on Opera Gala website, event program and signage, screen displays, marketing materials
- One quarter page color ad and recognition in the 2025 Festival Season program book (reach: 5,500)
- Access to the exclusive Sponsor Cocktail Reception on the Krause Gateway Center rooftop

We appreciate your consideration of this proposal. Please contact Natalie Rumer at 515-961-6221 or [nrumer@dmmo.org](mailto:nrumer@dmmo.org) to finalize your sponsorship or answer any questions.





## THE OPERA GALA

### **About the Opera Gala**

Set against the stunning architectural backdrop of the Krause Gateway Center in downtown Des Moines, the 2025 Opera Gala will bring together supporters of the arts for an unforgettable celebration, kicking off Des Moines Metro Opera's 2025 Festival Season. The Opera Gala serves as both a showcase of the opera's world-class artists and a impactful fundraiser supporting Des Moines Metro Opera's music education initiatives.

The evening begins with an exclusive sponsor cocktail reception on the rooftop of the Krause Gateway Center. Take in stunning vistas of downtown Des Moines and the Pappajohn Sculpture Park while sipping on signature cocktails and delectable hors d'oeuvres. As the sun sets, attendees are invited inside where they will savor an exquisite gourmet dinner crafted by the renowned chefs of the LaValle Hospitality Group. Throughout the night, breathtaking performances by Des Moines Metro Opera's acclaimed artists provide a unique, immersive experience that highlights the power of the performing arts. After the program concludes, the party continues with the refreshments, desserts and dancing at the Afterparty. Mingle with DMMO's professional artists and artisans and dance the night away as we toast to the success of the 2025 Festival Season.

### **Supporting a Vital Mission**

Your support of the Gala helps ensure that Des Moines Metro Opera continues its mission to inspire the next generation of arts lovers through its acclaimed music education programs. These programs impact over 50,000 students and families across Iowa annually. In 2025, our OPERA Iowa touring troupe, now celebrating its 38th year, will present *The Billy Goats Gruff* to schools and communities across the region, alongside a special community performance of the opera *Cinderella*. Additionally, your support sustains programs like the Apprentice Artist Program, which provides invaluable training and performance opportunities to the brightest emerging stars in the opera world. By attending or sponsoring the Gala, you help secure the future of this extraordinary festival and the artists who make it possible, enriching our cultural community and elevating Iowa as a hub for exceptional opera.



# ALL ABOUT DES MOINES METRO OPERA

Des Moines Metro Opera (DMMO) is a major American opera company and is one of the state's largest performing arts organizations, annually **producing over 100 performances** in the metro and around the region. The company produces its signature summer festival with additional events year-round.

The summer festival runs from May through July of each year, during which time four operas are presented in rotating repertory. The summer festival season takes place in the intimate 467-seat Pote Theater at the Blank Performing Arts Center in Indianola, Iowa. The 2025 season will include Wagner's *The Flying Dutchman*, Janáček's *The Cunning Little Vixen* and Stravinsky's *The Rake's Progress*. For a summary of the 2025 season performances, please see page 7.

**“One of America’s boldest smaller companies...sending psychic shivers into the hot summer night.” -*The New Yorker***

Des Moines Metro Opera's world-class productions attract cultural tourists from around the nation and world. During the 2024 season, DMMO welcomed ticket buyers from 39 US states. In fact, the season was record-breaking for overall ticket sales, demonstrating the vibrancy of both the art form and of the performing arts scene in Iowa. In total, over 100,000 people experienced DMMO via mainstage performances, educational programs and statewide television and radio broadcasts.

In addition to the mainstage season, the company develops audiences of all ages through three primary educational programs that engage our community year-round. The Opera Iowa Educational Touring Troupe and the Apprentice Artist Program for singers are **two flagship programs of the education division**. In 2024, DMMO served over 24,000 children for a total of 93 performances through OPERA Iowa and welcomed 40 artists through the Apprentice Artist Program. For more information please see page 4.

DMMO also strives to expand cultural experiences in the region through a curated series of concerts, lectures, art shows, panel discussions, and unique performance collaborations through **community outreach**. Many of these experiences are free and open to the public.

Over the years, the company has received annual reviews from national publications such as *Opera News* and *Opera Today* and has been featured in the pages of the *Kansas City Star*, *The New Yorker*, *The Wall Street Journal*, *The New York Times* and *The Chicago Tribune*, which said in 2017, “Shrewd programming, thoughtful casting and top flight production values have won the company wide acclaim. Those big-city opera snobs who would equate regional opera with provincial opera haven't reckoned on DMMO.”

Our story has always been an unlikely one, a non-profit summer opera festival thriving in America's heartland for more than 50 years. The generosity of partners like you is what allows us to continue to make such a meaningful impact.

DMMO's administrative headquarters in Indianola, the Lauridsen Opera Center; (c) Mark Davitt







## OUR MISSION

Create distinctive theatrical experiences and inspirational learning opportunities for artists and audiences of the 21st century.

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### **INSPIRE**

diverse audiences through statewide educational programs and unique community collaborations.

### **ENCOURAGE**

established and emerging artists and administrators to produce their best work through a creative, inclusive environment.

### **CURATE**

innovative repertory from four centuries of composition presented at the highest levels of artistic and vocal achievement.

### **IMPACT**

the economic vitality of the Greater Des Moines region through programming that generates national and international tourism.





DMMO's 2024 production of *Sid the Serpent Who Wanted to Sing*

## EDUCATION DIVISION PROGRAMMING

**Arts education is essential for everyone, but for children in particular, the arts can open up a world of possibilities and opportunities to explore. Des Moines Metro Opera recognizes that the company can play an important role as one of the premier arts organizations in Iowa.**

### Opera Iowa Touring Troupe

*Presented by The Coons Foundation*

The Opera Iowa Touring Troupe, one of three education division programs, has been the primary vehicle for introducing the performing arts to children and families across the region for the past 36 years. The 12-week, eight-person touring troupe typically presents classroom workshops and live performances aimed at educating and entertaining students and communities throughout the state and beyond.

In 2024, over 24,000 students enjoyed a performance of *Sid the Serpent Who Wanted to Sing*, as well as interactive classroom workshops. The troupe traveled 6,038 miles for a total of 93 performances.

In 2025 *The Billy Goats Gruff* will be offered for in-person performances at schools and communities throughout Iowa. In addition, *Beauty and the Beast* will be presented as a community performance. Both productions were created by Joshua Borths and have been tailored to reach young arts lovers through familiar stories, fanciful sets and a selection of opera classics sung by our engaging and talented troupe members.

Offering this incredibly impactful arts education program both as an in-person and virtual experience allows us to reach even further into communities and connect with tens of thousands of students and their families through professional, world-class productions in an accessible format that removes both physical and monetary barriers.

Over the past 36 years, the OPERA Iowa Touring Troupe has presented performance and music education opportunities for more than 1,000,000 students!







2024 Apprentice Artists

## The Apprentice Artist Program

*Presented by Frank R. Brownell III*

Des Moines Metro Opera's Apprentice Artist Program is one of the most established and largest training programs of its kind in the United States. Each summer, DMMO becomes one of our nation's major hubs for the training of emerging professional singing artists. Its goal is to immerse 40 of the best and brightest young talents in America in intensive dramatic and vocal training over a seven-week session.

The 40 artists each season are selected from more than 1,000 applications, followed by live auditions held in Houston, Cincinnati, New York, and Des Moines. Selected artists study and perform opera scenes or one-act operas, cover principal roles, perform comprimario roles, and perform as choristers, all of which enhances their training and experience for future careers in opera and the performing arts.

The curriculum also focuses on the "business" of singing, such as audition techniques, resumé preparation, and agent selection, as well as practical career training and performance tools that are essential to establishing professional operatic careers. Apprentice Artists are an important asset to DMMO as they assume smaller mainstage roles and serve as the professional chorus, which is often lauded as a highlight of the DMMO mainstage experience by opera patrons. Apprentice Artists also showcase their work in 8-10 free public scenes performances and at the annual Stars of Tomorrow concert with the DMMO Festival Orchestra.

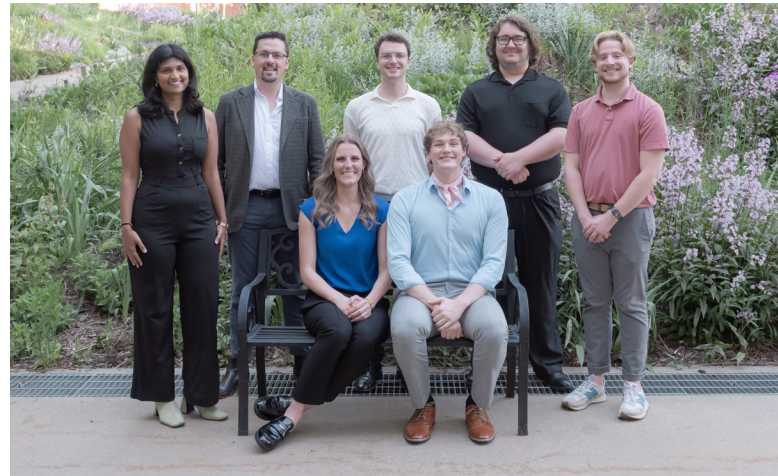


## The Internship Programs

When watching a production on the mainstage, it's easy to forget about all the hustle and bustle happening backstage. But a finished product is only as good as its preparation—from the design process, to transforming a blank stage to a professional, fully realized production, to the selling of tickets, the company takes pride in the people who work behind the scenes, and the internship programs are an extension of that philosophy.

Last season 38 interns selected from over 100 applications were given valuable career training and professional opportunities. The design and production department offers internships in stage management, stage operations, scenic painting, properties, electrics, wig and make-up, and costumes. The curriculum also included portfolio showcases, talkbacks, and sessions with visiting directors and designers to complement time spent gaining hands-on experience.

Because of the scenic shop expansion in 2011, the company can now create new productions entirely on site, cost-effectively maintaining its hallmark of new scenery built to fit our unique stage and fulfill the important educational component of the company's mission.



Des Moines Metro Opera has also expanded their original box office internships within the administration offices to make them better tailored to students interested in careers in marketing, business, and patron services. Interns are given opportunities to build their resumes, learn professional etiquette, create and edit marketing and public relations materials, enhance customer service skills, understand basic bookkeeping and finance, and an array of other skills.

Whether it's designing, building, running, or marketing a show, Des Moines Metro Opera prides itself on its multiple educational opportunities and professional experiences.

Above: 2024 Administrative interns; Below: Design and Production Interns

