

DES MOINES  METRO OPERA

*Wine, Food & Beer Showcase*  
SPONSORSHIP OPPORTUNITIES







**2025 Wine, Food & Beer Showcase**  
Friday, March 7 | 6:00–9:00pm  
Des Moines Marriott Downtown

Greetings from Des Moines Metro Opera! We're thrilled to announce the return of our signature fundraiser, the **Wine, Food & Beer Showcase**, happening on **March 7, 2025**, at the Downtown Des Moines Marriott. This highly anticipated event begins at 6pm, welcoming nearly 700 guests to experience the Grand Showcase, where they'll enjoy samples from some of the region's finest restaurants, caterers, wineries, and breweries, all while supporting the arts!

Complementing the Grand Showcase, the **Reserve Experience** offers an exclusive opportunity for our VIP patrons to savor rare and exceptional wines generously provided by members of The Wine Group, paired with delectable dishes from Des Moines' most esteemed restaurants.

Since its inception in 1985, the Wine, Food & Beer Showcase has grown into our largest annual fundraiser, supporting Des Moines Metro Opera's **nationally acclaimed education programs**. These programs impact **over 50,000 students and families annually**. In 2025, our OPERA Iowa touring troupe, now celebrating its 38th year, will present *The Billy Goats Gruff* to schools and communities across Iowa, alongside a special community performance of *Cinderella*. Additionally, our renowned Apprentice Artist Program continues to attract the nation's brightest young talent, with 40 exceptional artists chosen from over 1,000 applicants to join us in Indianola next summer.

We invite you to partner with us in supporting these impactful education initiatives by becoming a Sponsor for the 2025 Wine, Food & Beer Showcase. Your generous sponsorship will highlight your commitment to arts and education in our community while providing your organization with meaningful recognition opportunities, detailed on the following page.

Thank you for considering this opportunity to make a lasting impact on music education and help bring world-class performances to Iowa. If you have any questions, please don't hesitate to reach out to us at (515) 961-6221 or via email at [nnumer@dmmo.org](mailto:nnumer@dmmo.org).

Gratefully,

A handwritten signature in black ink that reads "Michael Egel". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Michael Egel  
The Linda Koehn General and Artistic Director

# SPONSORSHIP OPPORTUNITIES

## **VENDOR SPONSOR - \$500**

The Vendor Sponsor receives the following recognition opportunities:

- 2 tickets with access to the Grand Showcase
- Recognition as a Vendor Sponsor in all event publicity (press release, event signage, website listing, social media posts, etc.)
- Logo recognition in the Wine, Food & Beer Showcase program (reach: 700)
- Recognition in DMMO's 2025 Festival Season program book (reach: 5,500)

## **ARIA SPONSOR - \$1,000**

The Aria Sponsor receives the following recognition opportunities:

- 4 tickets with access to the Grand Showcase
- Recognition as an Aria Sponsor in all event publicity (press release, event signage, website listing, social media posts, etc.)
- Logo recognition in the Wine, Food & Beer Showcase program (reach: 700)
- Recognition in DMMO's 2025 Festival Season program book (reach: 5,500)

## **GRAND SHOWCASE SPONSOR - \$2,500**

The Grand Showcase Sponsor receives the following recognition opportunities:

- 4 VIP tickets with access to the Reserve Experience and Grand Showcase
- Recognition as Grand Showcase Sponsor in all event publicity (press release, event signage, website listing, social media posts, etc.)
- One half page color ad in the Wine, Food & Beer Showcase program (reach: 700)
- One quarter page color ad and recognition in the 2025 Festival Season program book (reach: 5,500)

## **RESERVE EXPERIENCE SPONSOR - \$5,000**

The Reserve Experience Sponsor receives the following recognition opportunities:

- 8 VIP tickets with access to the Reserve Experience and Grand Showcase
- Recognition as Reserve Experience Sponsor in all event publicity (press release, event signage, website listing, social media posts, etc.)
- One full page color ad in the Wine, Food & Beer Showcase program (reach: 700)
- One half 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)

## **PRESENTING SPONSOR - \$10,000 (NO LONGER AVAILABLE FOR 2025)**

The Presenting Sponsor receives the following recognition opportunities:

- 12 VIP tickets with access to the Reserve Experience and Grand Showcase
- Exclusive logo placement on cover of event invitation, event program front cover and event day signage and banners
- Recognition as Presenting Sponsor in all pre-event publicity (press release, event signage, website listing, social media posts, etc.)
- One display table in a premium location at the 2025 Wine, Food & Beer Showcase
- One full page color ad in the Wine, Food & Beer Showcase program (reach: 700)
- 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)

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 WINE, FOOD & BEER SHOWCASE

### **About the Wine, Food & Beer Showcase**

Since 1985, the Wine, Food & Beer Showcase has been Des Moines' premier event for food, wine, spirit and craft beer enthusiasts. Featuring over 40 of the region's top restaurants, caterers, wineries, breweries, and distilleries, this annual celebration has become a cornerstone of the local culinary scene and serves as Des Moines Metro Opera's signature fundraiser.

Proceeds from the Showcase directly support DMMO's award-winning education and community engagement programs, which impact more than 50,000 individuals annually through innovative and inclusive arts experiences.

**The Grand Showcase** serves as the centerpiece of the event, bringing together over 30 of the region's top food and beverage vendors in a lively atmosphere where patrons can sample and savor the best of what Iowa has to offer. From delectable dishes to fine wines, craft beers, and artisanal spirits, the Grand Showcase is a vibrant celebration of local flavor and talent.

**The Reserve Experience** offers VIP patrons access to an elegant, secluded setting where attendees enjoy rare, fine wines from The Wine Club's private collections, paired with high-end culinary creations from Des Moines' premier restaurants.

Guests also have the opportunity to participate in an exclusive silent auction featuring one-of-a-kind packages. Past auction items have included luxury travel experiences to destinations like the Florida Keys, Chicago, and the Twin Cities, as well as local treasures such as private tours of the Des Moines Art Center vaults, tickets to cultural and sporting events, culinary classes, and more.

### **A Celebration of Iowa Flavors**

The 2024 Showcase featured an impressive lineup of food and drink vendors, representing the best of Iowa's culinary and beverage industries. Participating vendors included: Allora, Beaverdale Confections, Big Grove Brewery, Cedar Ridge Whiskey, The Cheese Shop of Des Moines, Chellie's Sugar Shack, Chocolaterie Stam, Confluence Brewing Co., Covered Bridges Winery, Des Moines Embassy Club, Dough Co. Pizza, Exile Brewing Co., Firetrucker Brewery, Fishback and Stephenson Cider House, Food of SIVID, Foundry Distilling Co., Gateway Market, IA-Native Spirits, Iowa Distilling Co., Jasper Winery, Jefferson County Ciderworks, Johnny's Italian Steakhouse, Johnson Brothers, Keg Creek Brewing Co., LeeTy Delights, Lucca, Mash + MARROW, Middlebrook Mercantile, Okoboji Wines, Peace Tree Brewing Co., Purveyor, Reclaimed Rails Brewing Co., Revelton Distillery, Sunday Night Foods, Sweet Swirls Rolled Ice Cream, The Tangerine Food Co., Thunder Creek Winery, Tupelo Honey Southern Kitchen & Bar, and Whatcha Smokin' BBQ + Brew.



# 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.

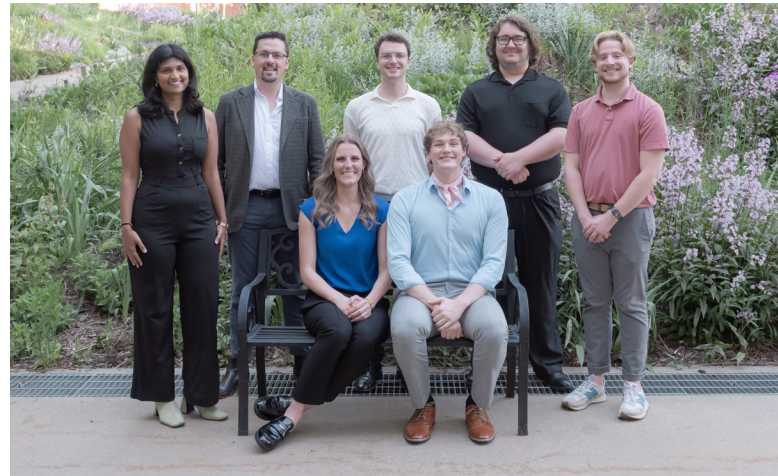


## The Internship Programs

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

