



Forsyth County Arts and Learning Center (FoCAL Center) Donor and Sponsorship Opportunities

The FoCAL Center (Forsyth County Arts and Learning Center) invites donors and supporters to deepen their connection with the arts in Forsyth County. Your generosity helps sustain arts programming and community learning opportunities for students, staff, and the public—ensuring that FoCAL remains a vibrant hub for creativity, connection, and culture.

The FoCAL Donor and Sponsorship Program is designed to:

- Encourage engagement from both Forsyth County Schools employees, students, and the wider community in the life and impact of the FoCAL Center.
- Provide meaningful recognition and incentives for individuals and organizations supporting local and regional arts programming and education.
- Secure essential funding to meet identified programming needs beyond day-to-day operations.

Ways to Support: Donors and supporters can participate through two distinct programs.

Show Sponsorships: Show Sponsorships offer a unique way to directly support a FoCAL Theatre production. This opportunity allows businesses, organizations, and individuals to align their name with a specific show and engage directly with audiences throughout the production's run.

Show Sponsorship Benefits:

- Sponsorship of one FoCAL Center production.
- Recognition in all show-related promotional materials, including print, digital, and social media.
- On-stage acknowledgment before performances.
- Logo or name placement on show posters, playbills, and the FoCAL website.
- Opportunity for promotional display or presence in the theater lobby during show dates.
- Complimentary tickets for the sponsored production.

Naming Rights: The FoCAL Center offers the exclusive opportunity to secure “naming rights” for specific rooms or spaces within the Center. These sponsorships are structured as three-year commitments, providing recognition and engagement at a meaningful level.

Key Details:

- Initial sponsorship term: three years, renewable in three-year increments (e.g., July 1, 2025 – June 30, 2028).
- Minimum annual contribution is fixed for the duration of the continuous sponsorship.
- Naming rights and recognition are granted to a single sponsor and may not be shared.
- Ten percent (10%) of all donations support program management, signage, donor recognition, and communications.

Giving Levels and Requirements:

Sponsorships include “naming rights” assigned to specific rooms/spaces at the FoCAL Center. These sponsorships allow individual, family and institutional (business/corporate, foundation/trust, church, government) donors/supporters to be a part of the early and sustained legacy of the FoCAL Center, available based on the following tiered donation schedule:

Crescendo Club: “Naming Rights” Sponsorships Available, each \$25,000 annually

Performing Arts Center (main auditorium)	Outdoor space
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Standing Ovation: “Naming Rights” Sponsorships Available, each \$10,000 annually

Black Box Theatre	Lobby Level One	Lobby Level Two
Rehearsal Space/Banquet Hall	Green Room	

Bravo: “Naming Rights” Sponsorships Available, \$5,000 annually

PAC VIP room 1	PAC VIP room 2	Catering Kitchen
Scene Shop	Dressing Room A	Dressing Room B
Dressing Room C	Dressing Room D	Dressing Room E

For more information or to discuss sponsorship opportunities, please contact: Dawn Phipps, Email: dphipps@forsyth.k12.ga.us