

Sponsorship at The Pavilion

Find your place among the **remarkable family of sponsors** that support our biggest shows by becoming a Live Nation Sponsor.

LIVE NATION®



THE CYNTHIA WOODS MITCHELL
PAVILION
SPONSORED BY **HUNTSMAN**

An aerial photograph of a city, likely Atlanta, Georgia, showing a large stadium with a white, tent-like roof structure. The stadium is surrounded by greenery and parking lots. In the background, there are more city buildings and a dense forest. The sky is clear and blue.

Quick Facts

Reach & Impact Annually

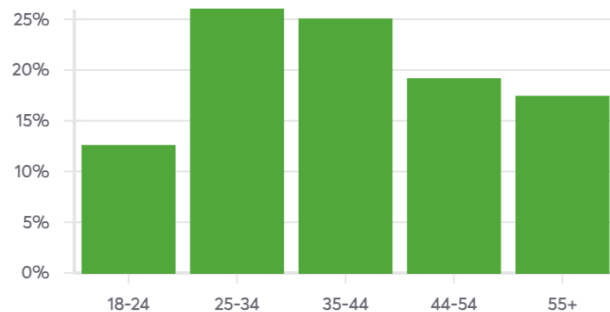
- 60+ performances
- 600k attendees
- 16,500 capacity
- Diverse programming that includes everything from classical symphonies to metal, country and rap
- Facility flexibility
- Extensive community impact through non-profit mission

Audience

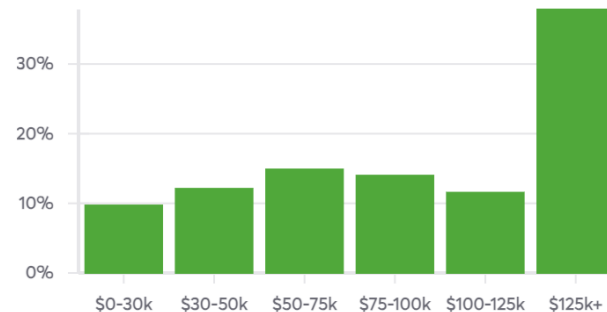
- Audience extends across the Houston DMA + a strong local reach
- High average income
- Over 50% of audience in the key 25-44 demographic

Ticket Purchase Data

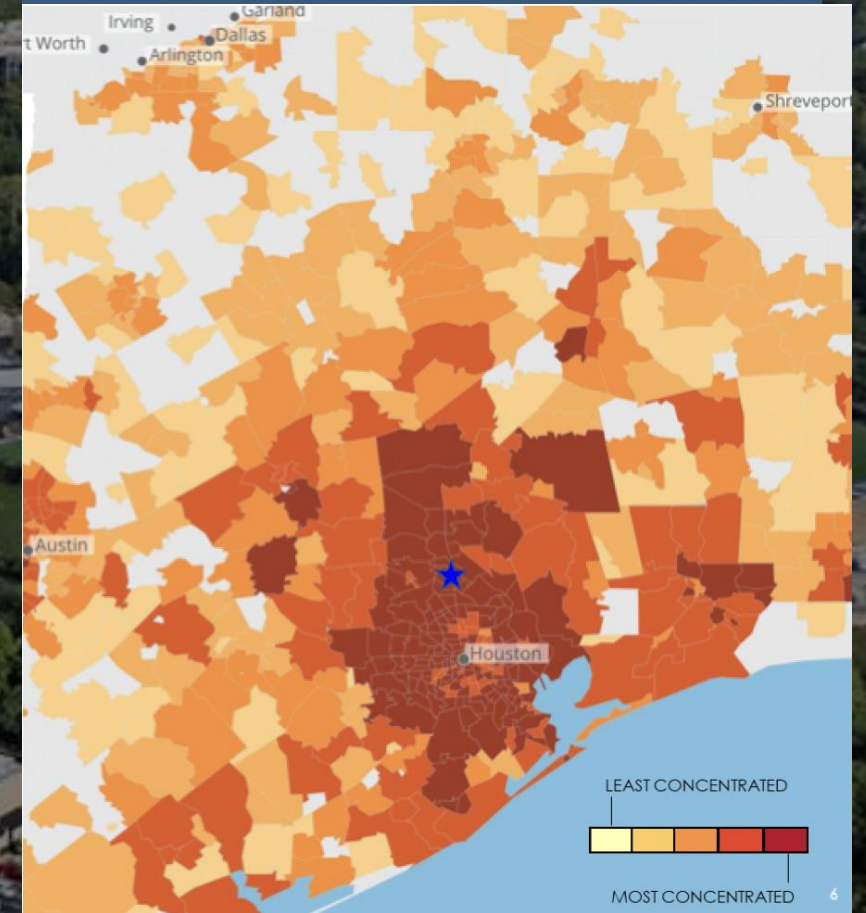
AGE RANGES



INCOME



Ticket Purchase Heat Map



Sponsorship Opportunity Examples



Multi-channel brand exposure



On-site events & activations



Customized experiences

Brand Exposure

Brand Placements

Key logo and brand inclusions help put your organization front and center.



Potential Logo and Brand Placements:

- CWMP Website
- Social Media
- On-site screens and signage
- CenterStage Magazine
- Live Nation Family of Sponsors



Brand Exposure

Social Media

Connect with our shared fans through organic social posts and collaborations.

CWMP Social Media Quick Facts:

- 195k Followers
- 4M Impressions per month during season
- High Engagement Rate across channels



On-site events & activations

Activations

We create opportunities at Live Nation shows to connect you with your community face-to-face.

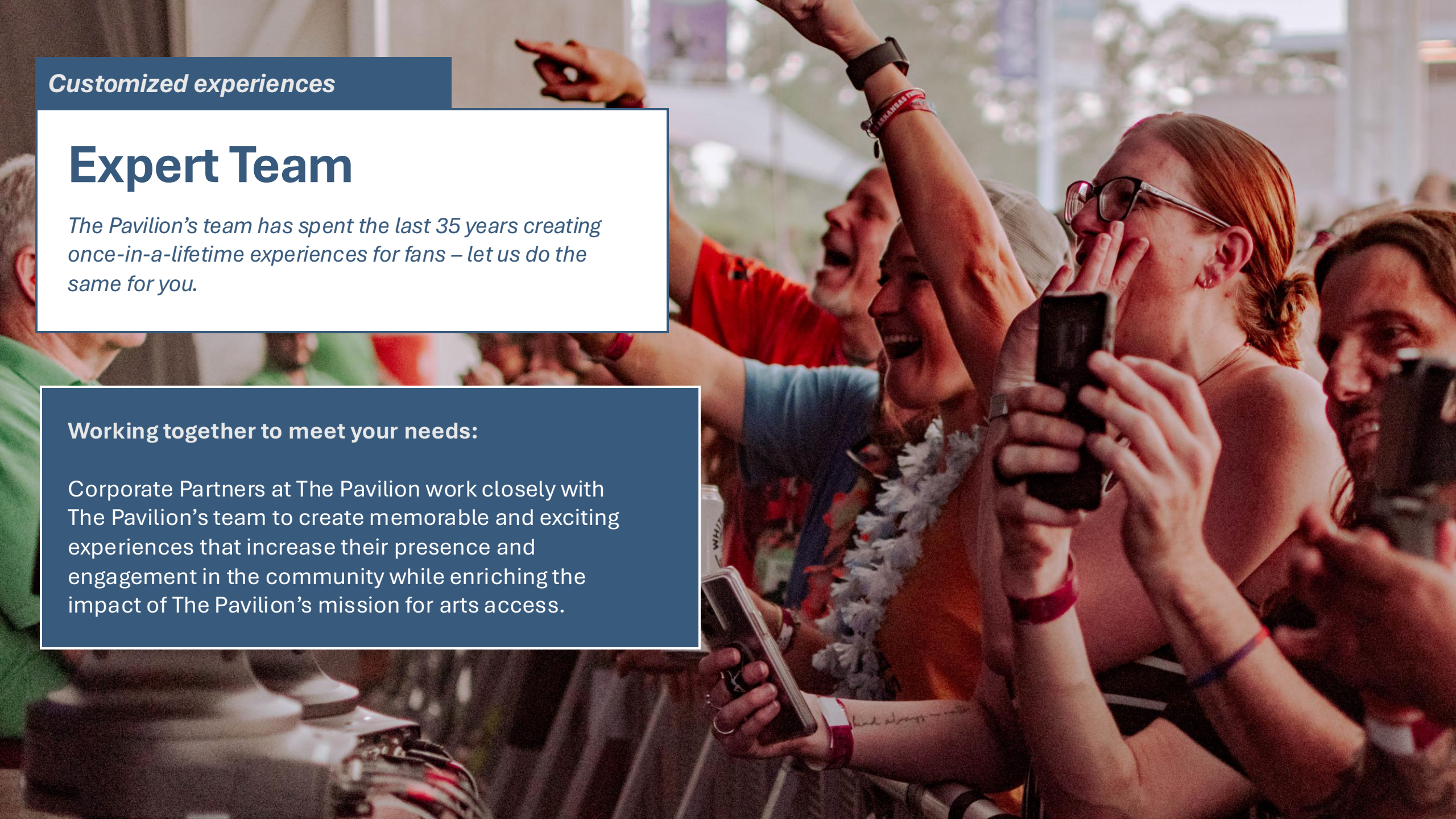




On-site events & activations

Facility Flexibility

Host unforgettable events in our Event Center or Woodforest Bank Club.

A photograph of a diverse crowd of people at an outdoor event, likely a festival or concert. In the foreground, a woman with glasses and a red lei is holding up her smartphone to take a picture. Next to her, another woman is also holding up a phone. In the background, a man in a red shirt has his arm raised, pointing towards something off-camera. The scene is filled with excitement and social interaction.

Customized experiences

Expert Team

The Pavilion's team has spent the last 35 years creating once-in-a-lifetime experiences for fans – let us do the same for you.

Working together to meet your needs:

Corporate Partners at The Pavilion work closely with The Pavilion's team to create memorable and exciting experiences that increase their presence and engagement in the community while enriching the impact of The Pavilion's mission for arts access.

Ready to partner with The Pavilion?

Contact Assistant Director of Development Joan Dieden

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