



TENNESSEE  
PERFORMING  
ARTS  
CENTER

## Preferred Hotel Partnership



*Fairlane Hotel*

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# Preferred Hotel Partnership **Benefits\***

## Digital and Social:

- Featured in *TPAC Group emails* as a Preferred Hotel on a rotating basis (5,000 subscribers)
- Opportunity to include a sponsor message in two *StageLinks weekly emails*
- Dedicated Section on *TPAC's Concierge App*
- Featured on *TPAC's Hotel Guide* webpage with logo link to website
- Listing on *TPAC Visit Map* on [TPAC.org](http://TPAC.org)

## Printed Marketing:

- Inclusion on TPAC and War Memorial Auditorium's *Preferred Partner list* distributed internally and externally
- Print at Home ticket ad* opportunity for 1 month (*add-on investment*)
- Logo inclusion in playbills* as Hotel Partner\*

## Engagement

- Opportunity to curate and feature themed promotion* collaborations with TPAC

- First right of refusal for off-site events and meetings

- Catering opportunities (*if applicable*)

## Additional Benefits:

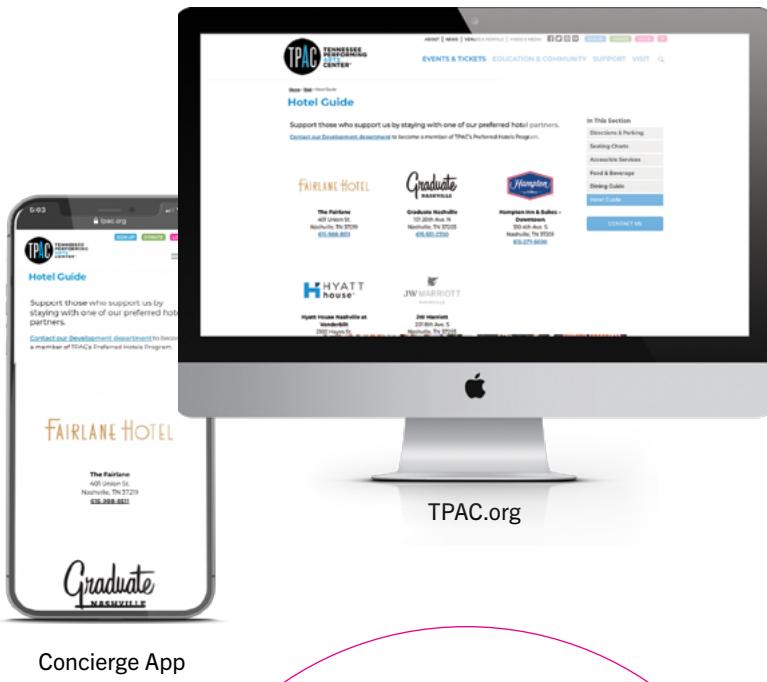
- Access to discounts and presales for employees and guests with *TPAC's Corporate Saver membership*
- Two (2) tickets to a *Broadway show of your choice* pending availability
- Two (2) passes to the *PNC Bank Donor Lounge*
- Invitations to *TPAC VIP and networking events*
- Inclusion in *TPAC's internal recommendation list* for patrons and touring companies
- Listing as Preferred Hotel in *War Memorial Auditorium's wedding rental recommendation list*

\* benefits are open and subject to adjustments due to COVID-related circumstances.

**You're in good company!**

**See who else is staying  
with us by going to  
[TPAC.ORG/Visit](http://TPAC.ORG/Visit)**





Concierge App

“Fairlane Hotel is fortunate to have such a wonderful neighbor in TPAC. Both are committed to providing locals and all patrons of the arts a memorable experience.

Guests can enjoy a night away at the hotel after their favorite show, discounted dinner before the curtain rises, or just a convenient place to have a night cap. We look forward to continuing our partnership and supporting TPAC.”

- Ben Webster, GM

## Why Partner?

As one of the largest non-profit performing arts centers in Tennessee, TPAC plays a vital role in bringing the arts to Tennesseans statewide. With four unique stages, we serve over 400,000 people each year through performances, outreach, and education. We celebrate being part of one of the most vibrant arts communities in the nation, and we take advantage of our marketing resources to be strong partners.

TPAC drove 7700 room nights to Nashville from Feb 1, 2019 to Jan 31, 2020. By aligning with TPAC, you will have a distinguished identity while investing in Tennessee's gateway for the arts.

**Partner Commitment: \$5,000\* 2-year commitment**

\*\$2,500 monetary gift/\$2,500 in-kind

# TPAC's Impact: By the Numbers



**380,000**  
*audience members* served  
through live performances



**84,895**  
followers on *Facebook*



**26,000**  
followers on *Twitter*



**24,170**  
followers on *Instagram*



**1,580/515,989**  
subscribers/views on *YouTube*



**255,000**  
*StageLinks (e-mail) members*



**513,000**  
*monthly visits to TPAC.org*



**9.2 MILLION**  
*marketing impressions generated*



**40,000**  
monthly *News Center* views



**11,213**  
*Season Ticket* Subscribers

Voted ***Best Place to See a Play***,  
Nashville Scene's "Best of"  
2019 Reader's Poll

as of July 2020



TENNESSEE  
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## Our Mission

*To lead with excellence in the performing arts and arts education,  
creating meaningful and relevant experiences to enrich lives,  
strengthen communities, and support economic vitality*

