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**VICTORIA THEATRE ASSOCIATION AND DAYTON OPERA  
LAUNCH ENTREPRENEURIAL SPONSORSHIP PROGRAM**

(Dayton, OH) – July 25, 2006 – Victoria Theatre Association and Dayton Opera Association have partnered to develop the **Entrepreneur Sponsorship Circle**, a new arts sponsorship program designed especially for small businesses and entrepreneurs in the Dayton region.

“Dayton has a rich history of nurturing the entrepreneurial spirit, and never before have there been so many successful entrepreneurs with their own businesses in the region,” said Michael Roediger, Vice President of Development for Victoria Theatre Association and Director of Development for Dayton Opera. “The **Entrepreneur Sponsorship Circle** was created specifically for small businesses and entrepreneurs who value the economic impact of supporting the arts.”

Victoria Theatre Association and Dayton Opera are able to bring high-quality arts entertainment to Dayton thanks in part to the support of their many sponsors. In addition, sponsorships help fund education initiatives and provide enriching family experiences.

The **Entrepreneur Sponsorship Circle** is designed to provide a new presence in the community that was never before available for local businesses. It gives small and emerging businesses a unique opportunity to not only support the arts in Dayton, but also garner greater exposure for themselves at a variety of performing arts events. Annually, more than 250,000 people attend Victoria Theatre Association presentations and more than 15,000 people attend Dayton Opera’s four productions each season.

Several sponsorship levels are available, offering a variety of benefits and opportunities for marketing exposure at select Victoria Theatre Association and Dayton Opera performances. Victoria Theatre Association sponsorship opportunities are available with the Fifth Third Bank Broadway Series, Chase Young at Heart Family Series, Select Star Attractions, the Discovery education series and the Fueling Education program. Dayton Opera sponsorship opportunities are available with the four season productions, the Dayton Opera on the Road education program, Opera Previews and Opera Overtures.

For more information about the **Entrepreneur Sponsorship Circle**, contact Cathy Price, Sponsorship Advancement Director for Victoria Theatre Association and Dayton Opera, at 937-228-7591, ext. 3051, or by e-mail at [cprice@victoriatheatre.com](mailto:cprice@victoriatheatre.com).

media release

“Whether you choose to support one or both organizations, that sponsorship support will make an enormous impact on keeping the arts alive right here, where you live and operate your business,” Price said.

For more information about Victoria Theatre Association, visit [www.victoriatheatre.com](http://www.victoriatheatre.com). For more information about Dayton Opera, visit [www.daytonopera.org](http://www.daytonopera.org).

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*Victoria Theatre Association is one of Dayton’s premier arts organizations, presenting the Fifth Third Bank Broadway Series, the Chase Young at Heart Family Series, the Michelob Ultra Cool Films series, Star Attractions, and the Discovery series, which features curriculum-enhanced live theatre productions for school children. Victoria Theatre Association is proud of its alliance with the Dayton Opera Association and its collaboration on The Loft Series 1 with The Human Race Theatre Company. In addition to the performances it presents, Victoria Theatre Association also manages the historic Victoria Theatre, the Benjamin and Marian Schuster Performing Arts Center, and the Metropolitan Arts Center, which houses The Loft Theatre. Victoria Theatre Association receives funding from a variety of diverse public, corporate, individual and private sources, including the Montgomery County Arts and Cultural District and the Ohio Arts Council.*

*Dayton Opera Association has brought the marvel of music and theatre that is opera to Miami Valley audiences since 1961. Dayton Opera Association is a not-for-profit organization funded by Culture Works, the Montgomery County Arts and Cultural District, the Ohio Arts Council, the Opera Guild of Dayton and corporate, individual and private resources. With performances presented at the Benjamin and Marian Schuster Performing Arts Center, the Dayton Opera continues a shared management and staffing alliance with Victoria Theatre Association.*

*The Ohio Arts Council helped fund these organizations with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans.*