



## LEVITT NETWORK PANEL

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**INVENTIVE INDIVIDUAL DONOR  
PROGRAMS TO DEEPEN ENGAGEMENT  
(AND SUPPORT YOUR BOTTOM LINE!)**

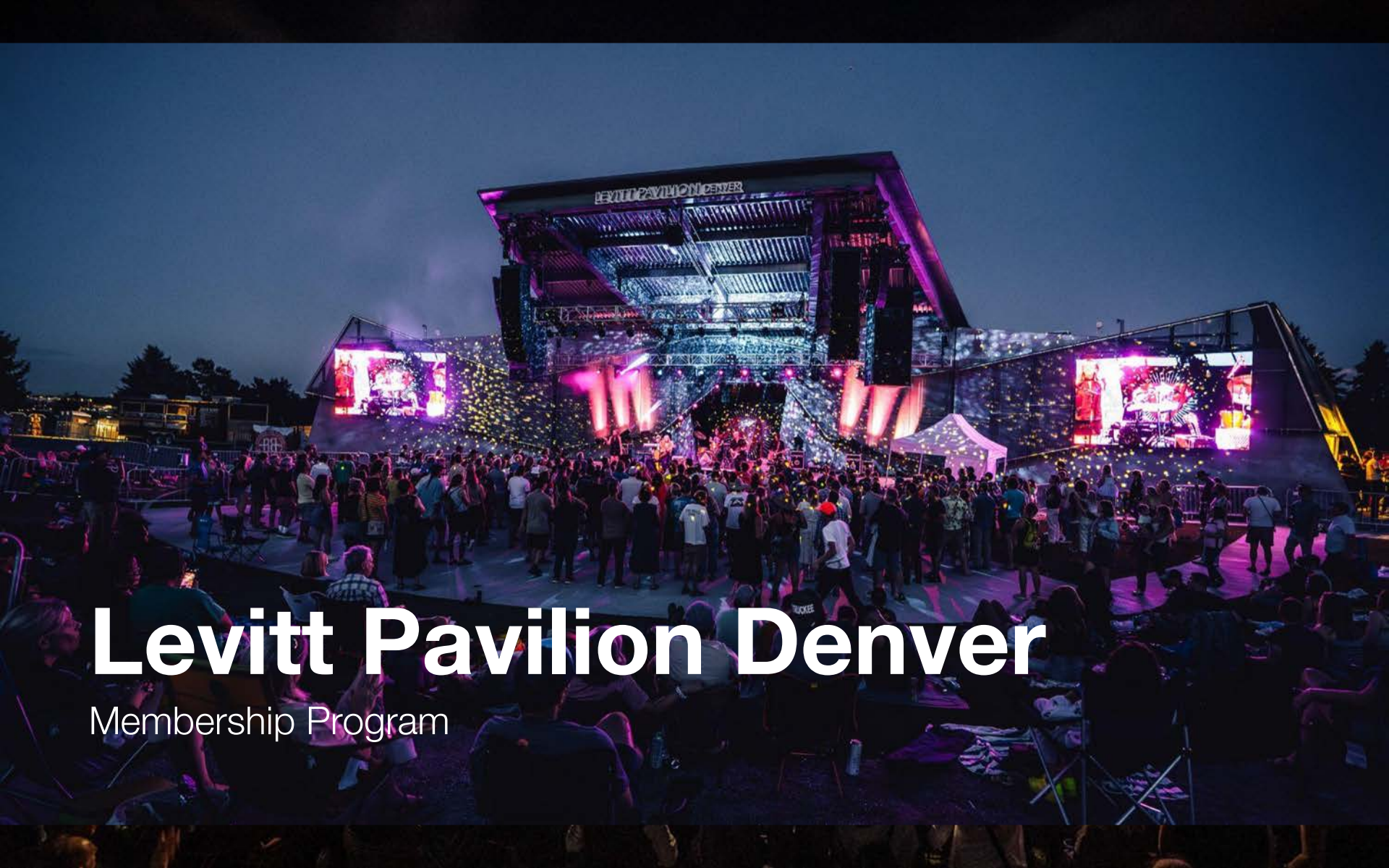


## LEVITT NETWORK PANEL

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**Meghan McNamara**, *Levitt Pavilion Denver, CO*  
**Lisa Wagner**, *Levitt Pavilion Dayton, OH*

*Moderated by Sharon Yazowski, Levitt Foundation*



# Levitt Pavilion Denver

Membership Program



## LEVITT PAVILION — DENVER —

- **New build, opened 2017**
- **Large, competitive music scene**
- **6,500 capacity** with hard perimeter due to CO state liquor law
- **50+ free events**, including rich spectrum of genres, diverse cultural partners, Yoga on the Lawn
- **12+ ticketed shows**
- **140,000 annual visitors** — 87,000 free series/53,000 paid concerts



## LEVITT PAVILION — DENVER —

- **\$3.5 million operating budget**
- **Higher earned revenue due to venue perimeter, market:**
  - \$1.2 million concessions
  - \$1.1 million rental
  - \$300k ticket sales
- **\$900k contributed revenue:**
  - Foundation, government (\$460k)
  - Corporate sponsorship (\$200k)
  - Individual giving (\$240k)

***65% earned to 35% contributed***

# Membership Snapshot

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**154**

Member households,  
roughly 320 individuals

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**\$62,400**

Total membership revenue  
in 2023 season

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**26%**

Of \$240k individual giving –  
balance is lawn donations,  
elevated access, annual fund

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**4**

Individual and corporate  
membership tiers, with a  
range of levels and benefits



LEVITT PAVILION  
—DENVER—

## Membership Tiers

**FRIEND | \$300**

**FAMILY | \$600**

**FOUNDER | \$1200**

**CORPORATE | \$3000**



## Our Members:

- Annual survey, touchpoints throughout season help us get to know members
- Generationally diverse, from young professionals and families with small children to retirees
- 70% renewal rate, steady growth since 2021
- Highly engaged — attend 5+ concerts per season, provide feedback, act as ambassadors
- Reasons for giving vary — more about benefits for some, philanthropy for others



## Hospitality Benefits

- Dedicated viewing area with seating, high top tables
- Early entry and dedicated gate at larger shows
- Drink vouchers with dedicated bar at larger shows



## Member Events

- Season kickoff — members pick up swag, preview season
- Backstage pre-show reception
- 2023 first members brunch aligned with Yoga on the Lawn
- Always with live music!



## Member Swag

- Limited edition merchandise exclusive to each season
- Offers from local businesses → builds community!
- Pre-sales for ticketed shows
- Delivered in Levitt tote bags





## Investment:

\$3,500 member merch  
\$6,200 event expenses  
\$8,900 waived bar revenue  
**\$18,600 total expense**

→ ***\$43,800 net revenue***

**Most of the investment is staff time and energy:**

- regular communication
- high-touch experiences, access
- mission-driven messaging



## Evolution:

- Introducing \$100 individual tier in 2024 — accessible entry point, minimal additional lift
- New \$5,000 corporate tier, leveraging board networks
- Incorporating member feedback in venue improvement plans
- Leveraging for additional growth, revenue — underwriting membership, cultivating future major donors
- Exploring offsite/off-season events for 2025 for member engagement and acquisition



# Levitt Pavilion Dayton

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Opened in 2018

Located in the urban core

2023 with 44 concerts -  
72,459 attendees

Total attendance: 280,547  
in 5 seasons and 226 free  
concerts



**Strategic Priority to move contributed to earned ratio to 60/40**

(\*2018 Strategic Plan)

**2023 93% Contributed and 7% earned**

**2024 Revenue Breakdown for Levitt Dayton**

**Contributed income in 2024 will be 90%**

- Concert sponsorships (both corporate and individuals)=37%
- Individual giving (including bucket)=19%
- Foundation grants (including Levitt Foundation)=34%

**Earned revenue for 2024 will total 10% which includes:**

- Ticketed events
- Food vendors
- Concession sales
- Rentals
- Merchandise sales



## WHY?

- Ticketed concert at Levitt Dayton?
- Connections from the lawn in the off-season
- Moving towards that earned revenue goal
- Bridging between the seasons and being relevant



The logo for Levitt UpClose is displayed on a teal background with a purple-to-teal gradient. The word "LEVITT" is in a tall, thin, white sans-serif font. Below it, the word "UPCLOSE" is in a bold, white sans-serif font, with the "U" and "P" being significantly larger than the other letters.

# LEVITT UPCLOSE

**Mystery concert:** location and artists

- 3 artists, all different genres
- Non-traditional concert venue
- Rules defined at on-sale for each venue as it might relate to an on-lawn experience
- 36 hours prior-email is sent disclosing location
- VIP experience defined if available



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Experience crafted in the style  
of  
Folk Alliance

Artists

Range from

Levitt Dayton Venue  
performers

to those that might not  
be the right fit for a  
large venue





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Price of the ticket:

\$35 for general admission

\$50 for VIP (when we are able  
to create an experience)

SOCIAL MEDIA=FOMO

We share to our story from attendees

Using #LevittUpClose

On-sale which happens the following Mon/Tue sells out fast!



# Lessons Learned and The Numbers

**With 6 events in the series in 23/24- Oct, Nov, Dec, Feb,  
Mar, Apr**

- **Series sponsor = \$10,000**
- **Artist fees=\$100-\$1000**
- **Net revenue will be close to \$20,000 (which gets us  
Closer to that contributed/earned number and also  
supports the 2024 season, and donor cultivation)**

**Production is specific to each venue**

**If an artist cancels, no one knows**

**CONNECTION:** Great way to bridge communication -  
annual fund and what's going on behind the scenes, and  
reinforce the community connections from the lawn

**WHERE CAN WE GO FROM HERE?**

- **Survey our ticket buyers!**
- **Can we increase the ticket price?**
- **Can we create a VIP experience on each one?**



levitt

2024