

SPONSORSHIP  
PACKAGE

[SistineExhibit.com](http://SistineExhibit.com)

A LIFE-SIZE, UP-CLOSE, NEVER-BEFORE-SEEN PERSPECTIVE

MICHELANGELO'S  
SISTINE  
CHAPEL  
EXHIBITION



ROMAN CATHOLIC  
DIOCESE OF ORANGE

*Michelangelo*

**b** bridgeman  
images

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The Diocese of Orange &  
Special Entertainment Events

PRESENT

# Michelangelo's Sistine Chapel Masterpieces

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As You Have Never  
Seen Them Before



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ROMAN CATHOLIC  
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Miguel Lagorio

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HOSTED IN THE

# Cathedral Cultural Center

on Christ Cathedral Campus

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Building Designed by:  
**Richard Meier**  
(Architect the Getty Center  
of Los Angeles)



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# OVERVIEW

Michelangelo's masterpiece is resurrected in this truly unique exhibition that focuses on the ceiling frescoes of the Sistine Chapel. Brought to life using a special photographic technique that reproduced the look and feel of the original paintings, visitors are given a chance to engage with the artwork in ways that were never before possible.

For the first time ever, visitors can explore the artwork at their own pace and admire the art from a distance that is physically impossible to achieve in the actual Sistine Chapel. It is an extraordinary opportunity to gain a new perspective on some of the most famous artwork in history. It also provides an incredible chance for inspiration as well as reflection on the purpose and meaning of the work.

Measurements as shown  
Length: 47 meters / 154.2 Feet  
Width: 21 Meters / 68.8 Feet  
Height: 5 Meters / 16 Feet  
Total Square Footage: 987 Square Meters / 10,624 feet



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# The Exhibition Sponsorship

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*Opportunity to be a partner in the west coast premiere of this marquee cultural event*

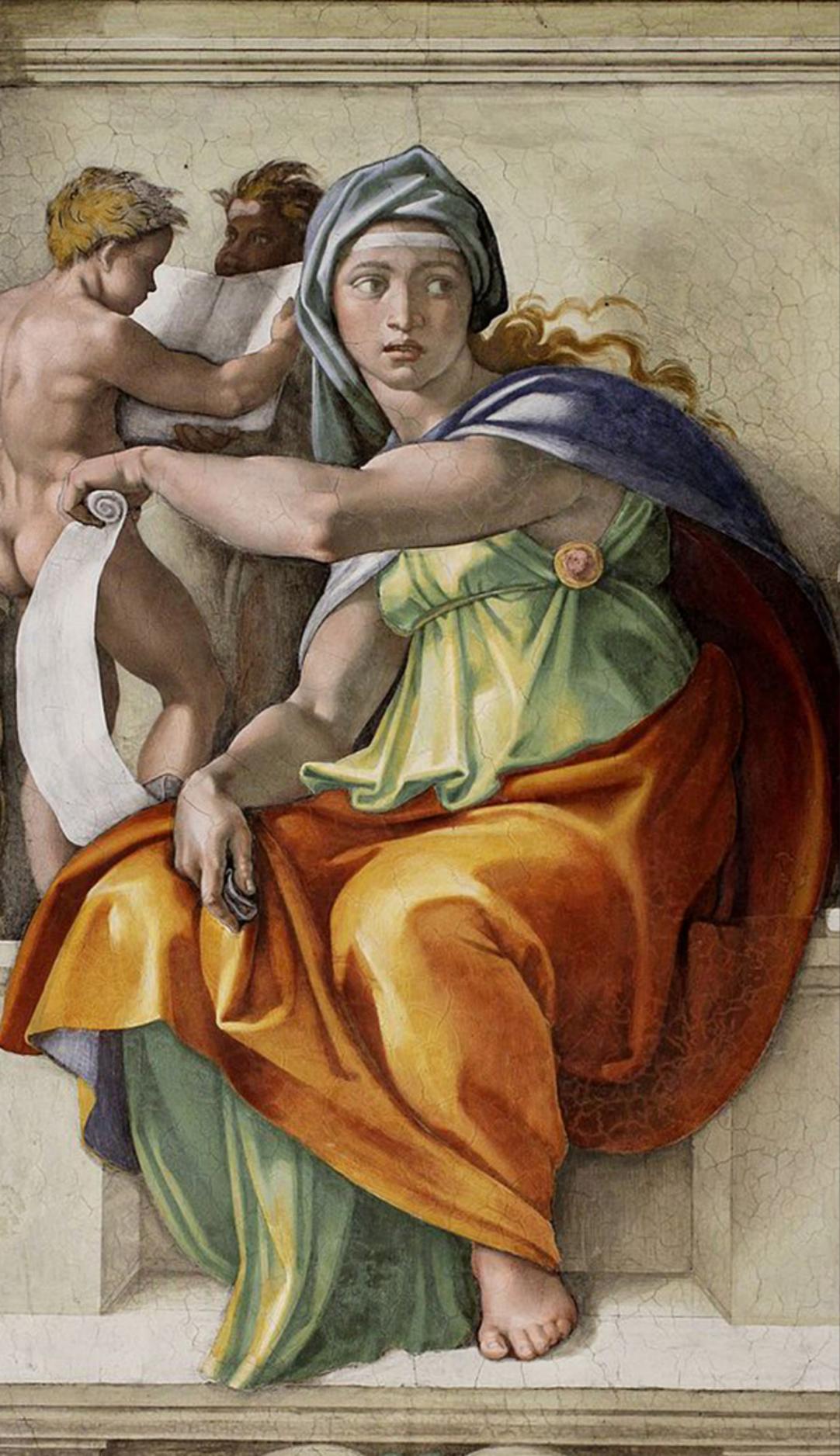
Enables sponsor to connect with highly desirable target demographics.

Exhibit will attract worldwide attention with deep local reach and connections.

Allow for 1:1 communication with art lovers and culturally aware consumers throughout southern California as well as visitors from around the globe.

Opportunity to develop customized co-branded programs.





## Platinum Package & Partnership visibility

**\$250,000**

Official Partner of the Sistine Chapel Exhibit

**Category Exclusivity**

Logo/name on all communications, press conference, press release, advertising, promotions, announcements

**Social media advertisement (Facebook, Twitter, Instagram)**

Logo visibility on all e-tickets (Ticketmaster)

**Local Radio support**

VIP Partnership at the grand opening gala

**Invitation to the ribbon cutting with local dignitaries.**

Corporate event party (Your company invited for a private viewing and reception)

**Back Cover of Official Michelangelo Magazine**

Press Coverage (interviews by radio, TV)

**Commercial advertisement**

2500 tickets provided





## Gold Package & Partnership visibility

**\$175,000**

Official Partner of the Sistine Chapel Exhibition

VIP Partnership in the opening gala (corporate invitation only)

Logo visibility on all e-tickets

Social media advertisement

Press coverage (interviews by radio, TV)

Sponsor shown in booklet

Invitation to the ribbon cutting with community dignitaries.

1500 tickets provided





## Silver Package & Partnership visibility

\$100,000

Logo/name on all communications, press conference, press release, advertising, promotions, announcements

Invitation to exclusive opening gala

Social media advertisement (Facebook, Twitter, Instagram)

Press Coverage (interviews by radio, TV)

Invitation to the ribbon cutting with community dignitaries.

Logo shown in booklet

1000 tickets provided

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## Bronze Package & Partnership visibility

\$75,000

Invitation to exclusive opening gala

Social media advertisement (Facebook, Twitter, Instagram)

Press Coverage (interviews by radio, TV)

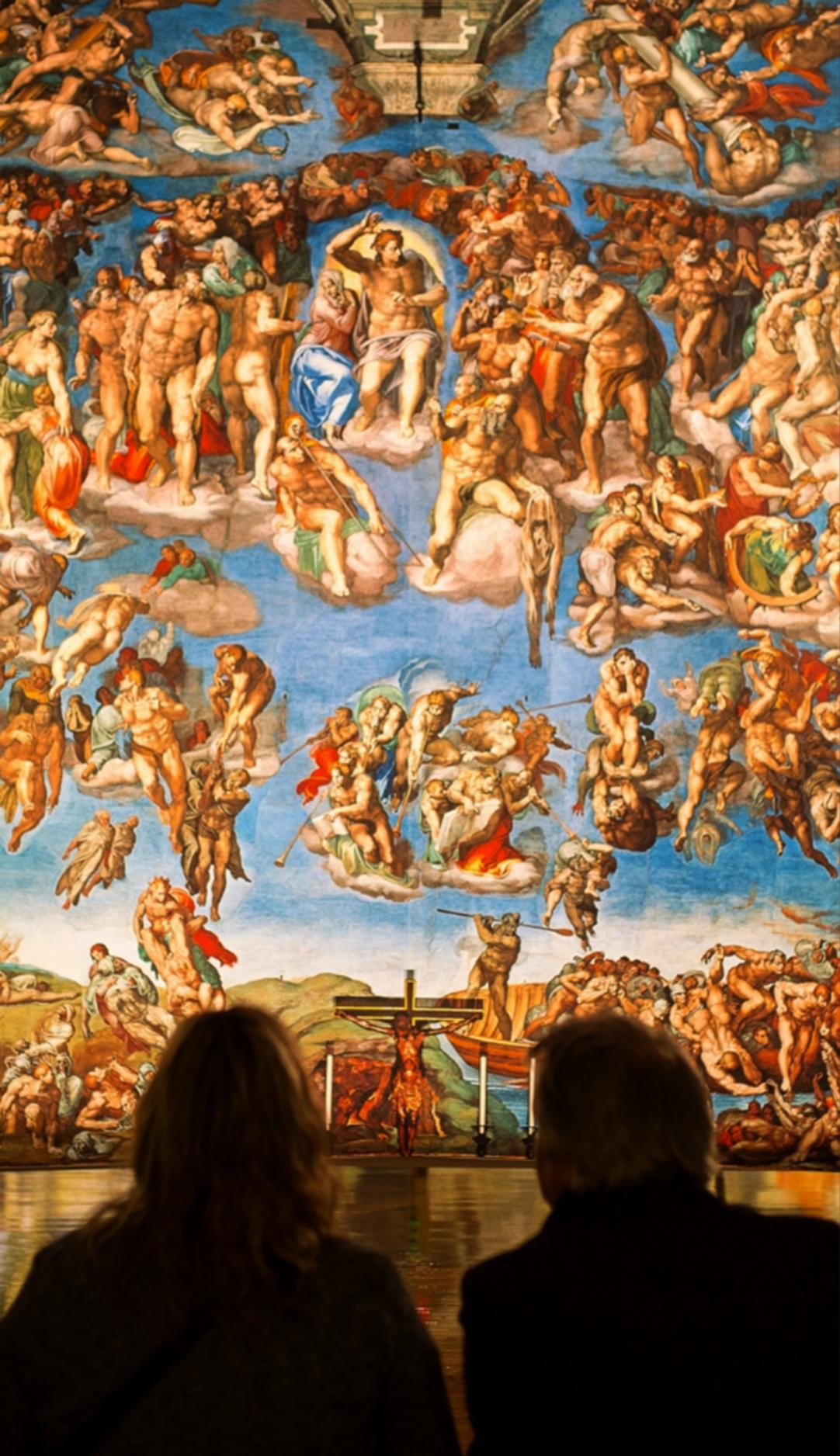
Invitation to the ribbon cutting with community leaders.

Logo shown in booklet

500 tickets provided

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## Pieta Package & Partnership visibility

**\$30,000**

Invitation to exclusive opening gala

Press Coverage (interviews by radio, TV)

Invitation to the ribbon cutting with community dignitaries.

Press Coverage (interviews by radio, TV)

Logo shown in booklet

250 tickets provided



## David Package & Partnership visibility

**\$25,000**

Invitation to exclusive opening gala

Invitation to the ribbon cutting with community dignitaries.

Logo shown in booklet

150 tickets provided

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## Madonna Package & Partnership visibility

\$10,000

Invitation to exclusive opening gala  
Invitation to the ribbon cutting with community dignitaries.  
Logo shown in booklet  
50 tickets provided



## Cherub Package & Partnership visibility

\$5,000

Invitation to exclusive opening gala  
Invitation to the ribbon cutting with community dignitaries.  
Logo shown in booklet  
20 tickets provided





# Target Audiences

**Michelangelo's Sistine Chapel: The Exhibition** premiered in Montreal, Canada on July 2nd ran through October 12, 2015. Hollywood-based Special Entertainment Events, Inc., the producers of Star Trek, Titanic and King Tut, built the Michelangelo's exhibit. It opened at the Palais de Congress Convention Center to rave reviews and exceeded attendance expectations. At the same time back in the US, Pope Francis visited Washington, DC, NYC and Philadelphia. Millions of people witnessed His Holiness' pilgrimages either in person or on television around the world. The Roman Catholic Church maintains a strong presence in the US as Pope Francis was hailed by "Time Magazine" as the most popular man in the world, connecting with people from all walks of life. Those who missed the Pope or who have never visited the Sistine Chapel in Vatican City will certainly enjoy our exhibition. It is their only chance to see Michelangelo's great works and achievements up close and personal in the western US.

The Sistine Chapel at the Vatican Museum **draws 25,000 people a day**. Approximately **6 million visitors** a year travel to the Vatican to see the Sistine Chapel. The Vatican Museum **grosses \$27 Million dollars a year in tickets sales**. In 1964 at the World's Fair in New York, Pope John XXIII allowed the Michelangelo's prized sculpture, The Pietà, to travel from St Peter's Basilica by boat for the first and only time. The World Fair was a huge success as **millions** of visitors traveled from all over the US to see the Pietà in the Vatican Pavilion. It will never happen again.

The Diocese of Orange is please to bring this exhibition to our world class Christ Cathedral Campus (formerly Crystal Cathedral). Bishops, ambassadors, politicians, students, and special guests will be invited to our grand opening and ribbon cutting ceremony. .

An advertising campaign is being planned to promote via all media, radio, TV and social media online.





# Target Audiences

In addition to the broad base of southern California residents in the surrounding LA, San Diego, Riverside, Ventura, and San Bernardino counties, our exhibit is little more than one mile away from Disneyland in Anaheim.

According to Visit Anaheim, the area had **24.2 million visitors** last year and the area hotels had **5.3 million guests**. As a member and partner with Visit Anaheim, we will be promoting this exhibit at all area hotels to ensure that this exhibition becomes one of the areas primary destinations.

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# Special Entertainment Events, Inc. (SEE)

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The SEE Family of Companies represents the finest in themed entertainment. From virtual to actual, SEE has continued to break new ground in the presentation of popular entertainment to the public. From physical touring attractions to virtual worlds in cyberspace, the SEE Family continues to invent and establish new ways to immerse the public into truly one-of-a-kind experiences that embody - to a degree never before achieved - their favorite themed experience. Working with major Hollywood studios, record companies, sports franchises and legendary individuals, SEE has become the one truly great, immersive entertainment. SEE is led by President Martin Biallas, a Hollywood veteran of 30 years.



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