

J. SCHEIDEGGER CENTER

LINDENWOOD UNIVERSITY
2025-2026 MEDIA KIT



THE J. SCHEIDEGGER CENTER FOR THE ARTS

Located on the campus of Lindenwood University, the J. Scheidegger Center is the premier destination for arts and entertainment in St. Charles, Missouri. Since opening in 2008, the Center has hosted hundreds of professional performances, ranging from rock concerts to Broadway musicals, comedians to crooners.

In addition to its two performance spaces, the 138,000 square foot facility is home to the Mane Media studio and hosts the theatre and music and dance departments' studios and classrooms, as well as graphic arts, fashion design and video production labs.



Liza Minnelli 2008



Debby Boone 2011



Amy Grant 2014



Kenny G 2016



Jay Leno 2019



Lyle Lovett & John Hiatt 2022



MAKE YOUR BUSINESS A CROWD-PLEASER

More than 25,000 patrons visit the J. Scheidegger Center for the Arts for an event every year. Of that number, nearly half will attend multiple events.

From senior executives to students, our patrons come from diverse backgrounds to attend a wide range of events put on in The Center.

A few types of events we host include:

- Academic theatre, music, dance, and fashion
- Professional Touring Series events
- Langenberg Speaker Series events
- Dance competitions for children
- The St. Charles Senior Fashion Show
- YouTuber live shows for middle-schoolers
- New Student Orientation
- Lindenwood campus-wide meetings
- K-12 matinées
- *and much more!*

Our mission is to provide cultural enrichment for the Lindenwood University and St. Charles communities through these events. By partnering with us, you can help us achieve that mission.



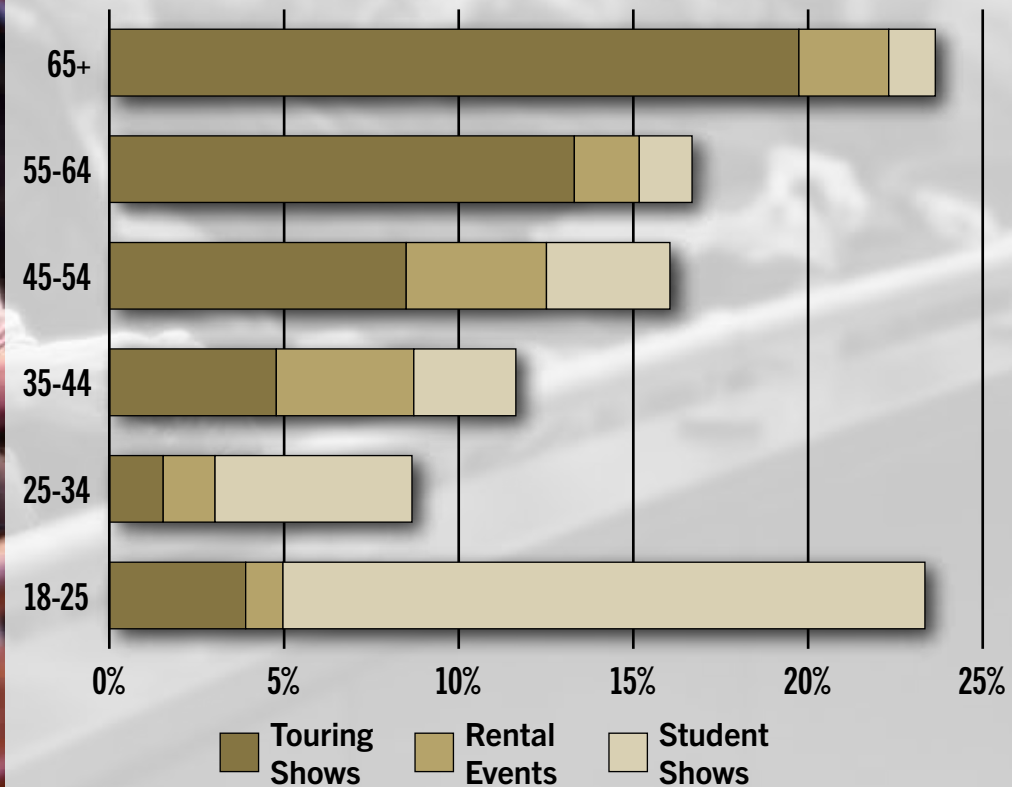
ENJOYED BY ALL AGES

Being based on a University's campus allows us to welcome a large variety of age groups to our events.

Historically, over 60% of our touring series audience has been over the age of 55, and over 50% of our student productions' audience is 25 and under.

We also put on multiple family-friendly events throughout the year at the J. Scheidegger Center, including touring events such as our holiday show, or rental events such as dance competitions.

Scheidegger Center Purchasers by Age Group





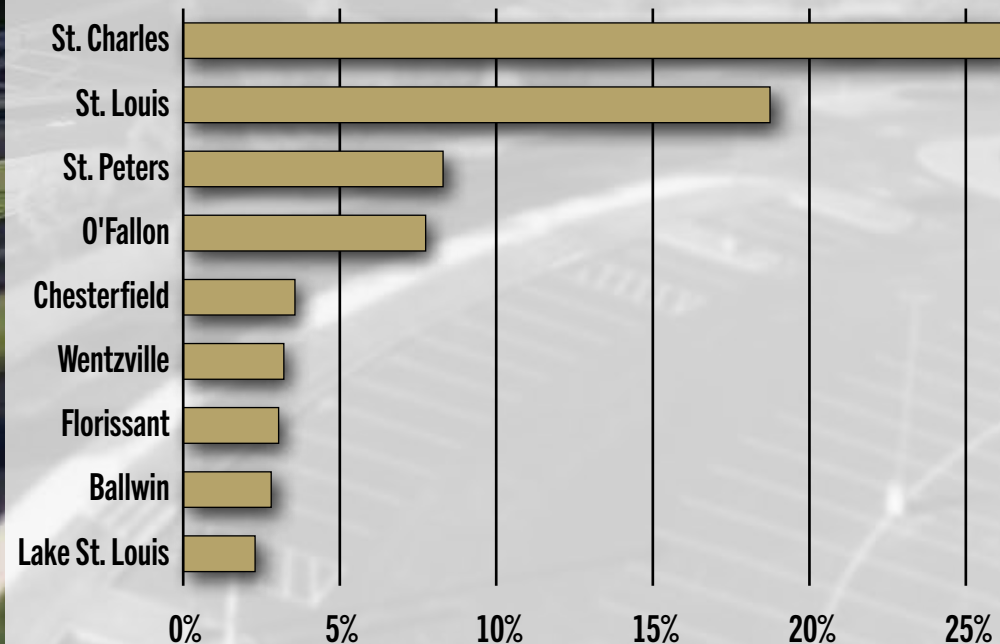
PROUD TO SERVE ST. CHARLES

Out of 10,000+ regular ticket-buyers, over 25% are located within St. Charles city limits, and over 50% are located within St. Charles County as a whole.

When advertising your business with us, you can be assured that your message will reach the local community first and foremost.

However, we do also have a large range of locations our audience comes from, sometimes as far as Nebraska and Kentucky.

Top-10 Cities by Audience %



IN-VENUE PLACEMENTS

Lobby TVs

Three TVs are placed throughout our lobby areas, rotating slides 24/7. We offer a 10 second static advertisement that plays 20-60 times per hour. These play during events, class hours, campus tours, and more.

Monthly Rate: \$150

Annual Rate: \$1,500



Table Sponsor

SOLD OUT FOR 2025-2026

15 high-top tables are placed throughout our lobby, each with a 5x7 frame that you can utilize for a low monthly rate. Standardized template with white on black logo.

Monthly Rate: \$25/ea - *Minimum of 4*

Annual Rate: \$250/ea

IN-VENUE PLACEMENTS

Restroom Stalls

In all of our restroom stalls we offer a 8.5x11 framed print that you can use to reach an engaged audience.

Monthly Rate: \$25/ea - *Minimum 4*

Annual Rate: \$250/ea



Podium Sponsor

High-visibility foamcore affixed to front of podiums at the theater doors. Uses a standardized template with company logo. Must be white on black.

Annual Rate (Floor): \$2,500

Annual Rate (Balcony): \$1,250

NEWSLETTER PLACEMENTS

Our monthly newsletter is sent to a list of over 10,000 of our patrons across the St. Louis Metro Area, primarily focused in St. Charles County. This list is made up of our general patrons, and not students (unless they register for it). It provides information on our upcoming events and a list of what's up next.. We generally write anywhere from one to three articles in it, highlighting things happening at the Center. It is a great place to advertise your business to this audience!

Top Banner

Clickable pencil banner ad above content area. 600px wide by 75px tall.

Monthly: \$150

Annually: \$1,500

Sponsored Article

Includes image, 25 character title, 350 character body, and an action button. It will be listed as the final article in the newsletter, in spot 2, 3, or 4 depending on article volume for the month.

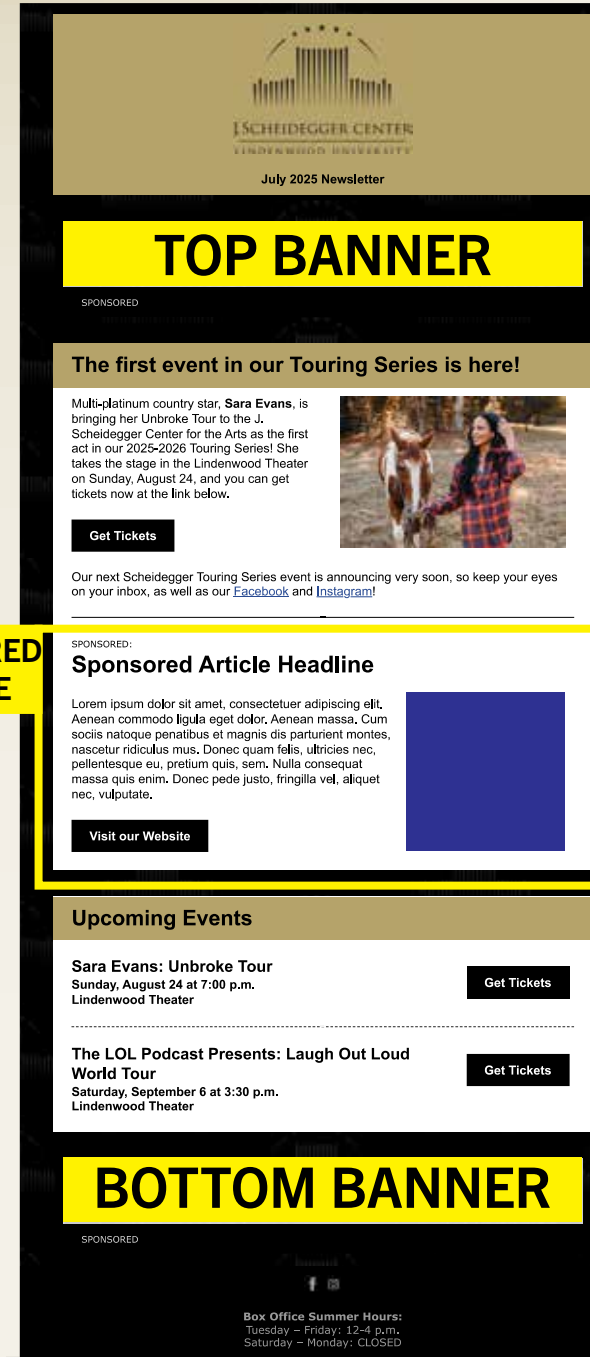
Monthly: \$350

Bottom Banner

Clickable pencil banner ad below content area. 600px wide by 75px tall.

Monthly: \$100

Annually: \$1,000



PRE-SHOW ADVERTISING

TONIGHT: The Irish Tenors

The Lindenwood Theater

Friday, March 14

8:00 PM

<https://luboxoffice.universitytickets.com/>

The Box Office will be open from 12:00 PM through intermission to assist with ticketing issues or to purchase tickets.

Doors to the theater will open at 7:30 PM, and doors to the building will open starting at 12:00 PM.

Know Before You Go is brought to you by [YOUR BUSINESS]. One sentence of text directing them to your website at example.com.

KNOW BEFORE YOU GO



THE IRISH TENORS

KNOW BEFORE YOU GO IS BROUGHT TO YOU BY

YOUR BUSINESS AD HERE

Pre-Show Social Media Sponsor

Ad in “know before you go” social media posts sent to over 7,500 followers before every **touring series** show.

Facebook uses a 1080px wide by 215px tall banner on the bottom of the image, while Instagram uses a 1080x1080 image at the end of its carousel. Both have the business tagged and linked in the caption.

Single Show: \$150

Annually: \$500

Pre-Show Email Bottom Banner

Clickable pencil banner ad below the content area in pre-show emails for touring series shows and rental shows that are ticketed through our box office. Over 80% open rate and strong reader retention due to the important information enclosed. 600px wide by 75px tall.

Single Show: \$500

Annually: \$2,250



Sara Evans: Unbroke Tour
Sunday, August 24, 2025 at 7:00 p.m.

NOTICE

This message contains important information for every attendee. Please share it with each member of your party.

We are thrilled to welcome you to the J. Scheidegger Center for **Sara Evans: Unbroke Tour** this Sunday! Below are some important details on the show:

Timeline

5:00 p.m. - Building and box office open
6:00 p.m. - Doors open for seating
7:00 p.m. - Show begins
8:30 p.m. - Show ends (approximate)

There is **no opening act** for Sara Evans. Additionally, there is **no intermission** during the performance.

Concessions

Concessions will be available for purchase before doors open and during the show (starting at 5:00 p.m.). Beer and wine will be available.

Tickets

The box office will be open beginning at 5:00 p.m. on the day of the show.

Will Call is located at the box office in the lobby for all patrons needing to pick up tickets. Please bring a driver's license or other form of ID to pick up any Will Call tickets.

If you have questions before the show, please call the box office at [636-949-4433](tel:636-949-4433) or email boxoffice@lindenwood.edu.

Tickets for this show are still available to purchase at our box office and LUBoxOffice.com.

Late Arrivals

As a courtesy to fellow theater patrons and the performers, late arrivals will be seated at the discretion of management at an appropriate point in the performance. Additional information about the theater and etiquette can be found on our website: lindenwood.edu/j-scheidegger-center-for-the-arts/at-the-center/theater-etiquette-info/

Dining Options

We have a list of suggested local dining options on our website: lindenwood.edu/j-scheidegger-center-for-the-arts/local-dining/

See you this Sunday!

J. Scheidegger Center for the Arts

BOTTOM BANNER

SPONSORED



Box Office Summer Hours:
Tuesday – Friday: 12–4 p.m.
Saturday – Monday: CLOSED

POST-SHOW ADVERTISING

Post-show emails are sent after every Scheidegger Center event that was ticketed through our box office. It contains any necessary follow-up information, as well as a link to a survey. If patrons fill out that survey, they are able to receive a \$5 off coupon for an upcoming Touring Series event (limits apply).

Post-Show Email Top Banner

Clickable pencil banner ad above the header area in post-show emails.
600px wide by 75px tall.

Single Show: \$125

Annually: \$500

Post-Show Email Featured Sponsor

Clickable company logo in the Featured Sponsors section of the email, directly below the survey link. This is a group of up to three sponsors, and displays side-by-side on desktop or full-width on mobile. Uses 1x1 logo with transparent background.

Single Show: \$150

Annually: \$50

Post-Show Email Bottom Banner


Clickable pencil banner ad below the content area in post-show emails.
600px wide by 75px tall.

Single Show: \$250

Annually: \$75

TOP BANNER

SPONSORED



Thank you for coming to see Sara Evans: Unbroke Tour at the J. Scheidegger Center for the Arts this week! We hope you enjoyed the show!

We want to hear from you!

We value your input. Please let us know how we did and what we can do in the future to keep you coming back.

Patrons who fill out this survey will receive a coupon to be used at a future Scheidegger Touring Series event.

[Take the survey!](#)


Thank you to our featured sponsors!

**YOUR
LOGO
HERE**


**YOUR
LOGO
HERE**

**YOUR
LOGO
HERE**

Featured Scheidegger Center events




Diamond Rio
October 19, 2025
[Get Tickets](#)



Diamond Rio
October 19, 2025
[Get Tickets](#)

BOTTOM BANNER

SPONSORED



Box Office Summer Hours:
Tuesday – Friday: 12–4 p.m.
Saturday – Monday: CLOSED

TICKET ADVERTISING

Ticket Stock Sponsor

Advertise your business on the back of our ticket stock, used for all kinds of events at Lindenwood University except athletic events. This can include commencement. This sponsorship is valid for 50,000 tickets OR one year, whichever comes first. Artwork must be one solid color.

1 Year/50,000 tickets: \$3,750

2 Years/100,000 tickets: \$6,750

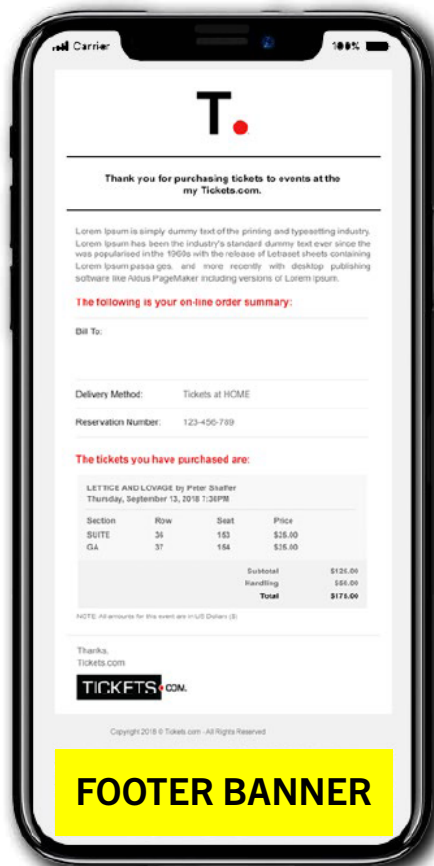


Confirmation Email Footer

Have your banner ad seen by every single patron who orders tickets through the Scheidegger Center box office, including Touring Series events, rental events, student events, and commencement. This banner will appear at the bottom of all Scheidegger Center box office confirmation emails, meaning it will be seen once per order. It has an average of 4,400 impressions per month. Dimensions are 600px by 150px.

Monthly: \$650

Annually: \$6,500



FOOTER BANNER

PRINT ADVERTISING

Program Advertisement

Program advertising has been done at the J. Scheidegger Center for the arts since its inception. These 6-12 page booklets are given to every patron who enters the theater during our Touring Series performances and during some rental events. These visually-striking ads are a great fit for any local business and come in several rates and sizes. Pages are 5.5" x 8.5" and are available in full color.

	Single Show	Annual
Quarter	\$145	\$650
Half	\$275	\$1,200
Full	\$500	\$2,250
Inside Front Cover	N/A	\$2,750
Back Cover	N/A	\$3,250

Postcard Sponsor

When we announce upcoming Touring Series shows, our postcards are sent to 10-15,000 former customers and mailing list registrants within 75 miles of St. Charles. The layout for the postcard changes, so we will work with you on it.

Single Postcard: \$2,500

Two Postcards: \$4,500

Brochure Advertisement

While we no longer do a season brochure at the beginning of summer, we would like to continue mailing brochures to our 10-15,000 people on our mailing list during the season. Pages are 5.5" x 8.5".

	Page 1 (inside front cover)	Page 6 (inside back cover)
Quarter	N/A	\$1,000
Half	\$2,500	\$2,000
Full	\$4,500	\$3,500

OFFICIAL PARTNERSHIPS

Official Dining Partner

Featured in pre-show communications (pre-show email, “know before you go” posts) and in confirmation emails.

Annually: \$2,000

Official Hotel Partner

Featured in pre-show communications (pre-show email, “know before you go” posts) and in confirmation emails.

Annually: \$2,000

Other Official Vendor

If you believe your business would be a good fit as a “official vendor” of the J. Scheidegger Center, we would love to have you on board.

Annually: Negotiable

Show Presenting Sponsor

Show presenting sponsors are highlighted in ALL communications regarding the event. Here are a few places where the presenting sponsor is mentioned:

- All event artwork

- Event ticketing page

- On the tickets themselves

- In all social media posts regarding the show

- In all emails regarding the show

- In any marketing communications (radio, tv, print, etc.)

Depending on the placement, the copy will say:

[show] presented by [sponsor]

OR

[sponsor] presents: [show]

Per-Show: Negotiated

GET IN-TOUCH

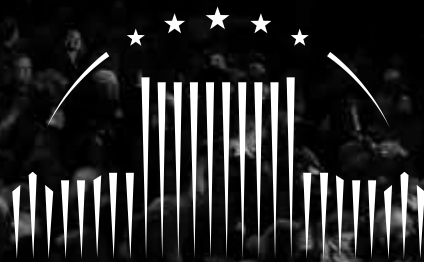
Inquiries may be sent to

Le-Ana O'Connor

Box Office & Patron Services Coordinator

loconnor@lindenwood.edu

636-627-2525



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