

CONVENTION AND VISITOR'S BUREAU TOURISM  
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and The Curators of the University of Missouri, a body politic of the State of Missouri organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Twelve Thousand Five Hundred Dollars (\$ 12,500) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from

the provision of the Event described in Grant Recipient's proposal shall be kept and open to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses.

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in

- writing and signed by a duly authorized officer or representative of the applicable Party or Parties.
- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, ~~or the United States Western District of Missouri.~~ The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
  - d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
  - e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
  - f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
  - g. **Nondiscrimination.** During the performance of this Agreement, Grant Recipient shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.
  - h. **Notices.** Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile,

overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:

City of Columbia  
Convention and Visitors Bureau  
P.O. Box 6015  
Columbia, MO 65205-6015  
Attn: Director

If to Grant Recipient:

The Curators of the University of Missouri  
MU Concert Series  
517 S. 9<sup>th</sup> Street, Lowry Hall 317  
Columbia, MO 65211  
Attn: Joshua Reid

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.

10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement on the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: \_\_\_\_\_  
De'Carlton Seewood, City Manager

Date: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Nancy Thompson, City Counselor

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

\_\_\_\_\_  
Matthew Lue, Director of Finance

GRANT RECIPIENT

By signing below I certify that I have the authority to bind the Grant Recipient to the Terms of this Agreement.

By: \_\_\_\_\_  
*Jeremiah Lotven*

Printed Name: \_\_\_\_\_  
Jeremiah Lotven

Title: \_\_\_\_\_  
Pre-Award Manager, SPA/Authorized Signer

IRS-EIN: \_\_\_\_\_  
436003859

Date: \_\_\_\_\_  
8-6-2025

ATTEST:

00094001

\_\_\_\_\_  
*C. Megan Faulkner*

Megan Faulkner  
Pre-Award Manager, SPA

**FY2025 Tourism Development Signature Series Application**

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**Event Name:** University Concert Series 118<sup>th</sup> Season

**Organizing Organization:** University Concert Series

**Event Location:** Jesse Auditorium & Missouri Theatre

**Event Dates:** 10/4/25- 6/30/26

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**Application Questions**

*Please provide clear and detailed responses to the following:*

**1. Use of Funds**

How will the requested Tourism Development Funds be used? Be specific about how the funding will support event operations, marketing, or enhancements.

*CVB Funds will be applied to Artist Fees to bring touring artists to Columbia to perform on the campus of the University of Missouri. These artist fees range from \$9,000 to \$30,000 per event. Production Costs (labor, equipment, artist hospitality) can range from an additional \$10,000 to \$30,000 per event. None of this includes expenses for marketing. Ticket sales alone cannot cover these costs, and the University Concert Series relies on community support and the generosity of its donors to continue its mission.*

*A brief history of the University Concert Series is attached to this application.*

*The University Concert Series is the only nonprofit organization in Columbia that books and promotes international artists such as orchestras, ballet, international tours, and musicals.*

*The planned calendar of events for the 118<sup>th</sup> season and a brief description of each is attached to this application.*

**2. Overnight Visitation**

Approximately how many **overnight hotel stays** does your event generate?

- o What data or method(s) do you use to calculate this figure (e.g., hotel partner reports, attendee surveys, booking data)?

*This season will consist of 15-18 national touring acts and one University of Missouri student-oriented event. This represents a major change from the abbreviated season we presented last year that consisted of 8 events. 6 of those were local performers with limited drawing power outside of Columbia. We anticipate an average of 200 hotel stays for audience members per event for the new season, which should account for approximately 3,000 hotel stays in Columbia between October of*

2025 and May of 2026. This does not include rooms for the performers and touring staff, which should account for approximately 200 additional rooms for the season.

We also rely on a post-show survey sent to all audience members after touring events to help determine if they stayed in a local hotel or shopped at a local business while they were in town.

We calculate these estimates based on past demographic information reported by our ticketing system. Ticketmaster Archtics allows us to pull Zip Code information for all ticket buyers. When we book national tours, we regularly pull audience members from 50+ counties around Missouri and 25+ additional states. We have historically drawn approximately 150 audience members from outside Boone County for every 500 from within Boone County. We anticipate that events, such as Ozark Mountain Daredevils, Blippi, Nutcracker, and Ireland with Micheal have strong name recognition and will perform well as potential tourist attractions.

We have also begun using Pollstar to help us anticipate event attendance. Pollstar is the primary source of sales information on national and international touring performers and helps us determine how strong a draw each show will be in our area.

Available Pollstar information on each performance is attached to this application.

### 3. **Event Attendance**

What was the **total attendance** at your most recent event?

- o How was this number determined (e.g., ticket sales, on-site counts, registration records, estimates)?

*Appx 5,000 audience members across 6 local events and 2 touring shows. Ascertained by ticket sales reporting.*

### 4. **Event History**

How many years has this event been held?

**Answer:** 118 years

### 5. **Marketing Strategy**

Describe how your event is being promoted to attract visitors from outside the local area.

Please complete and attach the **Marketing Grid** with specific media, timelines, and platforms.

### 6. **Sponsorship Development**

What strategies do you use to secure event sponsorships?

Please attach your **sponsorship plan or packet** outlining tiers, benefits, and outreach efforts.

*A copy of our sponsor benefits package is attached.*

*The Concert Series performs numerous outreach activities each season. The nature of these activities depends on contractual obligations for each individual event. For the coming season, we plan to present a free masterclass for local band students from The Tommy Dorsey Orchestra; a post-show Q&A from the Soweto Gospel Choir for the Pan-African Student Alliance; and performance*

opportunities for local elementary and high school students with Missoula Children's Theatre. We also donate hundreds of tickets per year to local nonprofits and charity groups.

We also plan to present a historical tour of the Missouri Theatre to a visiting bus group, and we consistently work with other local arts organizations to pool resources and bring visitors to Columbia. Now that the Concert Series is part of the College of Arts and Science, the resources of the MU School of Music and MU Theatre Department are available for collaboration as well.

**FY2026 EVENT BUDGET  
TOURISM DEVELOPMENT SIGNATURE SERIES**

**INCOME**

Event Name: **University Concert Series 118<sup>th</sup> Season**

Organization Name: University Concert Series

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising, Donations (list in-kind below*)	\$8,000	\$10,000	\$18,000
2. Government Support** – City, County, Schools, etc. (this includes TDF Funding)	5,000		
A. CVB Signature Series (amount requested)	20,000		
B. MAC	20,000		
C. OCA	10,000		
3. Program Fees			
A. Admission/Tickets	262,000		
B. Sales of items	5,000		
C. Other (describe)			
4. Other (be specific)			
A. Endowment Income	50,000		
B. MU Support (Salaries+Benefits)	222,000		
<b>TOTAL REVENUE</b>	<b>\$ 622,000</b>	<b>\$10,000</b>	<b>\$632,000</b>

*In-kind Good or Service Anticipated	Source of donation	Estimated value
<b>Media Trade</b>	<b>Cumulus Broadcasting</b>	<b>\$4,000</b>
<b>Media Trade</b>	<b>KOMU / CW</b>	<b>\$6,000</b>
		<b>\$</b>



		\$
		\$

<b>**Name of Government Program</b>	<b>Source of donation</b>	<b>Estimated value</b>
<b>CVB Signature Series</b>	<b>City of Columbia CVB</b>	<b>\$20,000</b>
<b>MAC</b>	<b>Missouri Arts Council</b>	<b>\$20,000</b>
<b>OCA</b>	<b>Office of Cultural Affairs</b>	<b>\$10,000</b>

**TOURISM DEVELOPMENT SIGNATURE SERIES**

**EXPENDITURES**

Event Name: **University Concert Series 118<sup>th</sup> Season**

Organization Name: University Concert Series

<b>EXPENDITURES</b> (itemize items in excess of \$100.00)	<b>CASH</b> <b>Tourism</b> <b>Development Funds</b> (amount requested)	<b>CASH</b> <b>Other</b> (excluding TDF)	<b>*IN-KIND</b> should net to zero	<b>TOTAL</b>
1. Personnel				
A. Artistic	20,000	355,000		375,000
B. Technical		85,000		85,000
C. Administrative		5,000		5,000
D. Other (Salaries/Benefits)		222,000		222,000
2. Equipment Rental				
A.				
B.				
C.				
D.				
3. Supplies & Materials				
A. Awards				
B.				
C.				
D.				
4. Travel				
A.				
B.				
5. Promotion and Publicity				
A. Advertising/Marketing				
- Local (in Boone County)		5,000	5,000	10,000
- Outside Boone County		20,000	5,000	25,000
B. Printing		10,000		10,000
C. Postage				
D.				
6. Other (be specific)				
A. Ticketing Fees		10,000		
B.				
<b>TOTAL EXPENDITURES</b>	20,000	702,000	10,000	732,000
<b>TOTAL REVENUES (from page 6)</b>	20,000	622,000	10,000	652,000

\*In-kind should net to zero

SIGNATURE PAGE:

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Legal Name of Organization: **University Concert Series**

Primary Contact: **Joshua Reid**

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

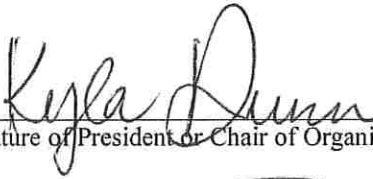
Email: reidjs@missouri.edu

Street Address: 512 S. 9<sup>th</sup> St. Lowry Hall 317

Columbia, MO Zip: 65211

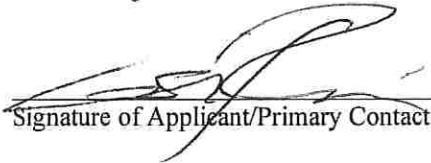
Phone: 573-882-3061

I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.



Signature of President or Chair of Organization

7/3/25  
Date



Signature of Applicant/Primary Contact

7/3/25  
Date

**Marketing Grid - Tourism Development Signature Series Events**

Event Name: 2025-2026 Season

Event Organization: University Concert Series

Marketing Tactics	# of Ads	Total Reach/Circulation	Distribution
<b>Print</b>			
Tiger Kick-off	12	80,000	State
Welcome Back	1	60,000	State
College Town	1	60,000	State
Boomtown	1	60,000	State
Columbia Visitors Guide	1	80,000	Local
MU Theatre Dept. Playbills	5	5,000	Local
<b>Digital - Social, Display, SEM, etc</b>			
concertseries.org	20	30,000	National
Facebook	50	10,000	National
Instagram	50	10,000	National
Google Ad Words		30,000	National
Ticketmaster - Local	18	55,000	Regional
Ticketmaster.com	18		National
KFRU.com	80	70,000	Local
KBXR.com	80	70,000	Local
KOMU.com	50	70,000	Local
Missouri Tourism Guide	1	100,000	State
Missourian.com	15	100,000	National
Missourian E-newsletter	30	280,000	National
Boone County Alumni Newsletter	1	200,000	National
Mizzou Arts Newsletter	18		State
Peach Jar	18		Local
MU Building Digital Displays	18	10,000	Local
Show Me Mizzou News			Local

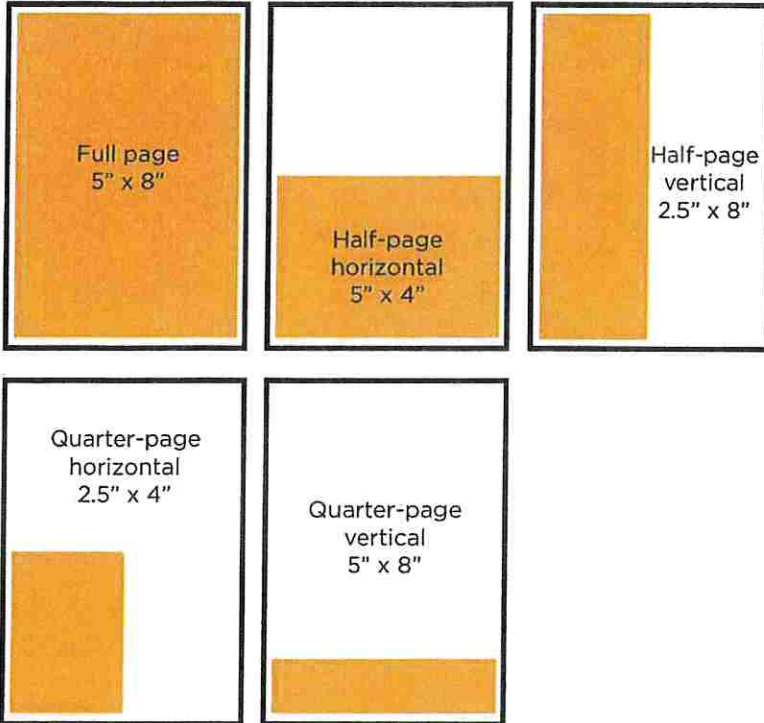
MU Calendar/Localist	18	50,000	Local
Broadcast - Radio/Television			
KOMU TV	125	40,000	Local
KBIA	150	37,000	Local
KMUC	50	2,500	Local
KFRU	120	42,000	Local
KPLA	120	35,000	Local
KBXR	50	27,000	Local
KMOS -TV	150	116,000	Local
The CW	50	116,000	Local
Other Marketing			
Season calendar mailing			State
Concert Series Playbills			Local
Theatre Signage			Local
On-Campus Signage			Local

# University CONCERT SERIES

2025-2026

## SPONSORSHIP OPPORTUNITIES

Payment and ad graphics due September 1, 2025.



### DIGITAL SUBMISSIONS

All ads are printed on 80# gloss paper with high-resolution graphics in full color.

Please submit your ad in CMYK in PDF format.

Publication trim size is 5.5" x 8.5."

### FOR AD DESIGN HELP PLEASE CONTACT:

[mucascommunications@missouri.edu](mailto:mucascommunications@missouri.edu)

### TO RESERVE SPACE OR DISCOVER ADDITIONAL OPPORTUNITIES, PLEASE EMAIL:

[tickets@concertseries.org](mailto:tickets@concertseries.org)

### BECOME A UCS PARTNER

Show your commitment to supporting the arts in our community by partnering with the University Concert Series, bringing diverse performances to that educate, inspire and entertain to Mid-Missouri for more than 100 year.

### UCS 2025-2026 PACKAGES

We offer the following sponsorship packages which include a color ad placement in each of the 2025-2026 programs:

- **Level 1: \$1,800**
  - Full-page ad
  - \$500 in event tickets
  - VIP reception invite(s)
- **Level 2: \$1,200**
  - Half-page ad
  - \$300 in event tickets
  - VIP reception invite(s)
- **Level 3: \$800**
  - Quarter-page ad
  - \$150 in event tickets
- **Level 4: Negotiated**
  - Ad size and benefits to be negotiated via trade agreement

### ADDED BENEFITS

- Online acknowledge (socials/web)
- Visual displays in lobby
- Pre-show mentions
- Priority seating
- VIP reception invitations\*
- Complimentary show tickets\*

*\*Dependent on level of sponsorship*

# University

## CONCERT SERIES

2025-2026

SPONSOR NAME: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_

### UNIVERSITY CONCERT SERIES SPONSORSHIP AGREEMENT

This agreement, by and between The Curators of the University of Missouri, a public corporation of the State of Missouri contracting on behalf of the University Concert Series and Sponsor.

For purposes of promoting the growth and development of the University Concert Series, and for consideration described below, Sponsor wishes to participate as an official non-exclusive sponsor for:  
**UCS Season 2025-2026**

#### Sponsor elects the following level of participation:

- \_\_\_\_ Level 1 (\$1800)
- \_\_\_\_ Level 2 (\$1200)
- \_\_\_\_ Level 3 (\$800)
- \_\_\_\_ Level 4 (TBD - additional agreement info attached)

In consideration of payment of the aforesaid sum, University agrees to provide promotional services as described above for the level of participation herein defined.

**PAYMENT:** Sponsorship fees are due and payable prior to the listed deadline. Sponsorship/display materials submitted by Sponsor for distribution are subject to acceptance based on content, character, text, and illustrations.

Sponsor agrees that it shall not itself advertise any connection with the University nor make any use of University's name or other identifying marks or property, nor make representation, either express or implied, as to University's endorsement of Sponsor's operations(s) by association without the prior written consent of the University of Missouri.

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Sponsor	Title	Date
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UCS Representative	Title	Date
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Curators of University of Missouri	Title	Date
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# University

## CONCERT SERIES

2025-2026

## MEMBERSHIP OPPORTUNITIES

Payment and ad graphics due September 1, 2025.

### BECOME A UCS MEMBER

Choose your level of annual membership today to start enjoying your benefits! Tickets go on sale July 22, 2025!

### UCS 2025-2026 MEMBER BENEFITS

- **Legacy (\$5000)**
  - All benefits listed here and below
  - Exclusive members-only experiences
- **Marquee (\$1000)**
  - All benefits listed here and below
  - Season-long seat reservations
- **Stageside (\$500)**
  - All benefits listed here and below
  - Meet performers (available for select shows)
- **Patron (\$250)**
  - All benefits listed here and below
  - VIP reception invite(s)
- **VIP (\$150)**
  - All benefits listed here and below
  - Access to VIP ticket pre-sales
- **Spotlight (\$100)**
  - Recognition in playbills and program



Image: Missouri Theatre, 203 S. 9th St.

### DID YOU KNOW?

The University Concert Series (UCS) is funded entirely by revenue generated from tickets income, grants, and contributions. In fact, ticket sales typically fund less than 50% of the cost of presenting shows.

### **MAKE A DIFFERENCE TODAY!**

The giving spirit of donors has supported the University Concert Series as part of the Mid-Missouri community for more than 100 years.

Whatever level you choose, your tax-deductible gift (minus benefits received) will ensure that the UCS continues to be a place of creativity, education, and inspiration.

### **EVENT SPONSORSHIP**

Additional opportunities are available to businesses that would like to sponsor individual events. Please email: [tickets@concertseries.org](mailto:tickets@concertseries.org) for more information.

### **QUESTIONS? PLEASE CONTACT:**

[tickets@concertseries.org](mailto:tickets@concertseries.org)  
573-882-3061



# University

## CONCERT SERIES

2025-2026

MEMBER NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_

ZIP \_\_\_\_\_

**UCS SEASON 2025-2026**

I would like to support diverse and engaging world-class performing arts in Mid-Missouri!

- |   |   |
|---|---|
| <input type="checkbox"/> <b>Legacy (\$5000)</b>   | <input type="checkbox"/> <b>Patron (\$250)</b>    |
| <input type="checkbox"/> <b>Marquee (\$1000)</b>  | <input type="checkbox"/> <b>VIP (\$150)</b>       |
| <input type="checkbox"/> <b>Stageside (\$500)</b> | <input type="checkbox"/> <b>Spotlight (\$100)</b> |

**PAYMENT**

Memberships fees can be paid annually by visiting [mizzou.us/UCSdonate](http://mizzou.us/UCSdonate) (scan QR code below) or submitting a check payable to University Concert Series.

Please make my gift anonymous.



Scan to make your donation online.

**MY GIFT IS IN**

Honor of  Memory of

\_\_\_\_\_  
Name

\_\_\_\_\_  
Mailing Address

**UNIVERSITY CONCERT SERIES MEMBERSHIP AGREEMENT**

This agreement, by and between The Curators of the University of Missouri, a public corporation of the State of Missouri contracting on behalf of the University Concert Series, and Member.

\_\_\_\_\_  
Member Title Date

\_\_\_\_\_  
UCS Representative Title Date

\_\_\_\_\_  
Curators of University of Missouri Title Date

# Ozark Mountain Daredevils

Follow

Articles

Pop / Rock

www.ozark-daredevils.com

## Tour History

Boxoffice Reports

### Similar Artists

[Bob Seger & The Silver Bullet Band](#)

[Bad Company](#)

[Blue Öyster Cult](#)

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months.

Headline Shows

9

Co-bill Shows

0

BoxOffice Reports

9

Avg. Tickets Sold

1,237

Avg. Gross

\$76,304

# "Blippi On Tour"

Follow

Articles

Family Entertainment

www.blippi.com

## Tour History

Boxoffice Reports

### Similar Artists

["Cirque Musica"](#)

[Mini Pop Kids](#)

["Circus 1903"](#)

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months.

Headline Shows

275

Co-bill Shows

0

BoxOffice Reports

275

Avg. Tickets Sold

1,363

Avg. Gross

\$59,531

# Soweto Gospel Choir

Follow

Articles

World

www.sowetogospelchoir.com

## Tour History

Boxoffice Reports

### Similar Artists

[Ladysmith Black Mambazo](#)

[The Chieftains](#)

[Celtic Tenors](#)

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months.

Headline Shows

12

Co-bill Shows

0

BoxOffice Reports

13

Avg. Tickets Sold

734

Avg. Gross

\$25,202

# "Nutcracker! Magical Christmas Ballet"

[Follow](#) [Articles](#)

Family Entertainment <https://www.nutcracker.com/>

## Tour History

Boxoffice Reports

### Did you know?

'Nutcracker! Magical Christmas Ballet' has headlined 100% of performances since November of 2022.

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months.

Headline Shows	Co-bill Shows	BoxOffice Reports	Avg. Tickets Sold	Avg. Gross
52	16	52	2,343	\$156,341

# Rain - A Tribute To The Beatles

[Follow](#) [Articles](#)

Tribute Acts [www.raintribute.com/](http://www.raintribute.com/)

## Tour History

Boxoffice Reports

### Similar Artists

[Strawberry Fields - Trib. to The Beatles](#)

[The Fab Four - The Ultimate](#)

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months.

Headline Shows	Co-bill Shows	BoxOffice Reports	Avg. Tickets Sold	Avg. Gross
93	1	93	1,245	\$69,412

# Peking Acrobats

[Follow](#) [Articles](#)

Family Entertainment [www.thepekingacrobats.com/pe.php?](http://www.thepekingacrobats.com/pe.php?)

## Tour History

Boxoffice Reports

### Did you know?

The highest grossing Peking Acrobats show was in January of 2005.

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months.

Headline Shows	Co-bill Shows	BoxOffice Reports	Avg. Tickets Sold	Avg. Gross
15	0	15	875	\$25,419

# Forever Motown

Follow

Articles

RB / Soul

[www.facebook.com/pages/Forever-Motown/2192084637885](https://www.facebook.com/pages/Forever-Motown/2192084637885)

## Tour History

Boxoffice Reports

### Did you know?

The highest grossing Forever Motown show was in February of 2024

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months

Headline Shows	Co-bill Shows	Box Office Reports	Avg. Tickets Sold	Avg. Gross
2	0	2	3,216	\$81,813

# American Ballet Theatre

Follow

Articles

## Tour History

Boxoffice Reports

### Did you know?

The most shows performed by American Ballet Theatre in one month was 5 in February of 2023

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months

Headline Shows	Co-bill Shows	Box Office Reports	Avg. Tickets Sold	Avg. Gross
2	0	2	1,003	\$54,601

# "The Wizard of Oz On Ice"

Follow

Articles

Family Entertainment

<https://www.familyentertainment.com/the-wizard-of-oz-on-ice>

## Tour History

Boxoffice Reports

### Did you know?

The highest grossing The Wizard of Oz On Ice show was in March of 2026

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months

Headline Shows	Co-bill Shows	Box Office Reports	Avg. Tickets Sold	Avg. Gross
4	0	4	931	\$39,230

# "Spamilton: An American Parody"

Follow

Articles

Theatrical

## Tour History

Boxoffice Reports

### Did you know?

"Spamilton: An American Parody" has played an average of 0.4 events per month between January 2019 and March 2025

### 3 Year Box Office Averages

Averages are based on Boxoffice reports for the past 36 months

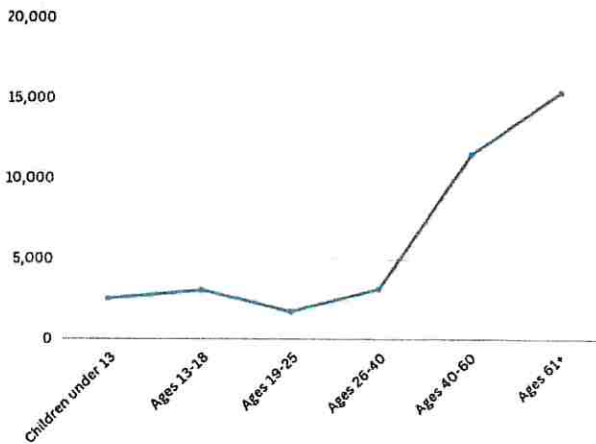
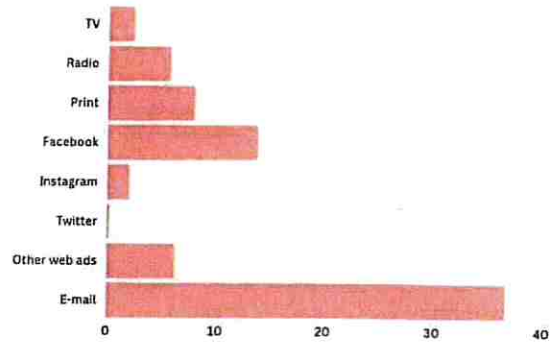
Headline Shows	Co-bill Shows	Box Office Reports	Avg. Tickets Sold	Avg. Gross
2	0	2	414	\$17,838

# 2023 Post-show Surveys UNIVERSITY CONCERT SERIES

1

## How did you hear about this performance?

Our most successful marketing areas were direct email and Facebook, both areas that cater to folks who are already connected with the Concert Series. Print, radio, and TV ads also performed well and give us an opportunity to reach new audiences.



2

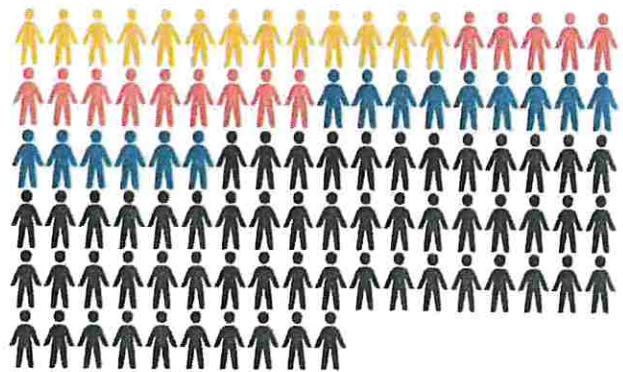
## What ages were represented in your party?

Our strongest demographic remains middle-aged and retirement-age patrons. These constituents have more disposable income for entertainment and have consistently formed the bedrock of our audiences. With this knowledge, we can continue reaching out to younger audiences while providing valuable entertainment for our older core group.

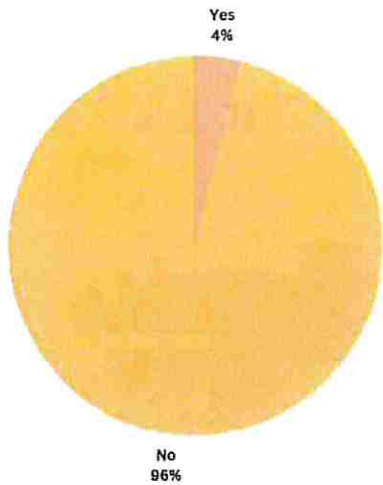
3

## How far did you drive to see the show?

While most of our audiences do come from Columbia, we have many patrons who travel from near and far to see shows in our venues. We are proud to have shared shows with ticketholders in 42 US states and 81 Missouri counties!



Yellow = Less than 30 minutes  
 Orange = 30-60 minutes Teal = 60+ minutes



4

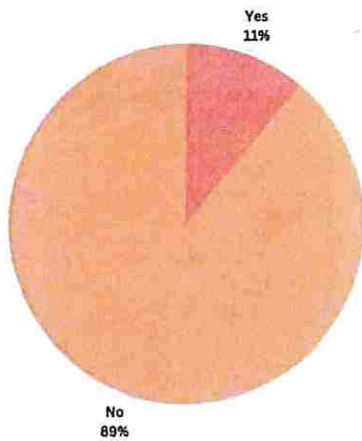
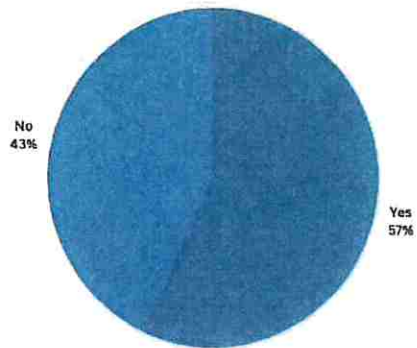
**Did you stay at a Columbia hotel, motel, or campsite before or after the performance?**

While this slice represents a fairly small percentage of our audience, this small slice represents 985 individuals who patronized Columbia's hospitality industry. We also house many artists, agents, and technicians in Columbia hotels, which likewise supports the local economy.

5

**Did you eat at a Columbia restaurant before or after the performance or during rehearsals?**

More than half of our audience members said that they also spent money at a Columbia restaurant in connection with their Concert Series attendance. This means an additional 14,327 meals served in Columbia!



6

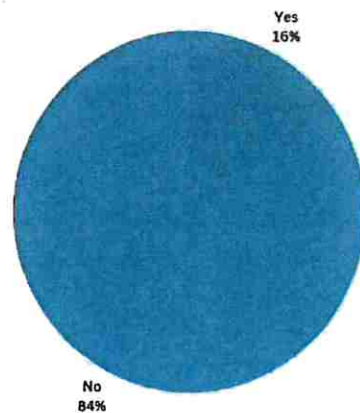
**Did you go shopping in Columbia to prepare for this performance?**

The 11% of our audiences who reported shopping in Columbia before the show represent 2,703 Columbia, MO shopping trips. We love bringing people to town who support local businesses!

7

**Was this the first time someone in your party experienced a performance like this one?**

3,514 people treasured unique performance experiences this year! These include children coming into a performing arts space for the first time, young professionals checking out a live a Capella show, and people seeing their idols perform live for the very first time. These experiences are invaluable, and we are so proud to make them possible!



## Constant Contact Survey Results

Campaign Name: University Concert Series Audience Survey v2

Survey Starts: 1370

Survey Submits: 550

Export Date: 10/07/2024 05:08 PM

### OPEN QUESTION

What is your ZIP code?

65202

64015

65203

65203

495 Response(s)

### MULTIPLE CHOICE

How many University Concert Series events have you attended in the past 2 years?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
None			98	17%
1-3 events			320	58%
3-5 events			80	14%
More than 5 events			52	9%
<b>Total Responses</b>			<b>550</b>	<b>100%</b>

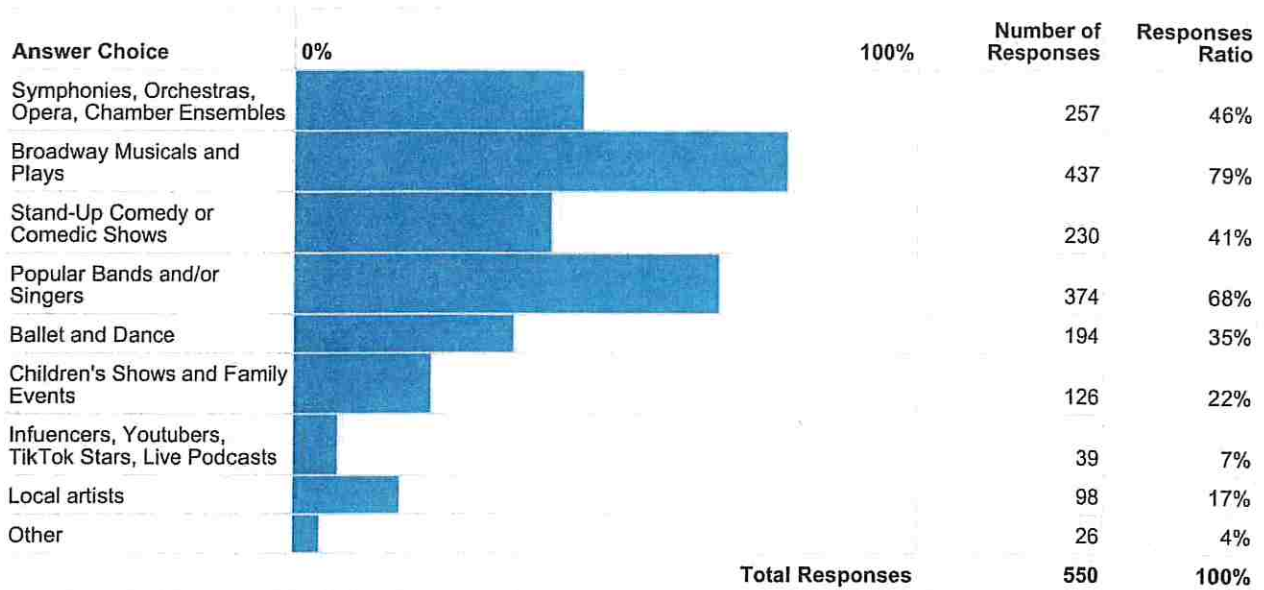
### CHECKBOXES

Which of the following best describes the type of events that you believe the University Concert Series should be presenting? (Choose all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Artistic/Unique			306	55%
Culturally Diverse			257	46%
Modern and Popular			382	69%
The Classics			388	70%
Family Friendly			261	47%
<b>Total Responses</b>			<b>550</b>	<b>100%</b>

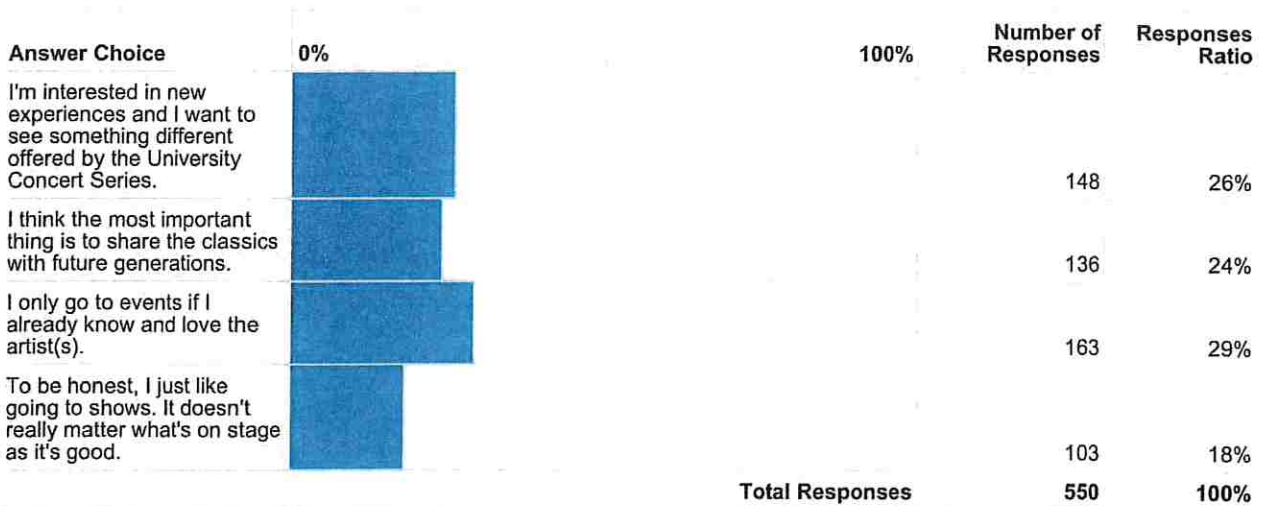
CHECKBOXES

Which of the following events are most interesting to you? (Choose all that apply))



MULTIPLE CHOICE

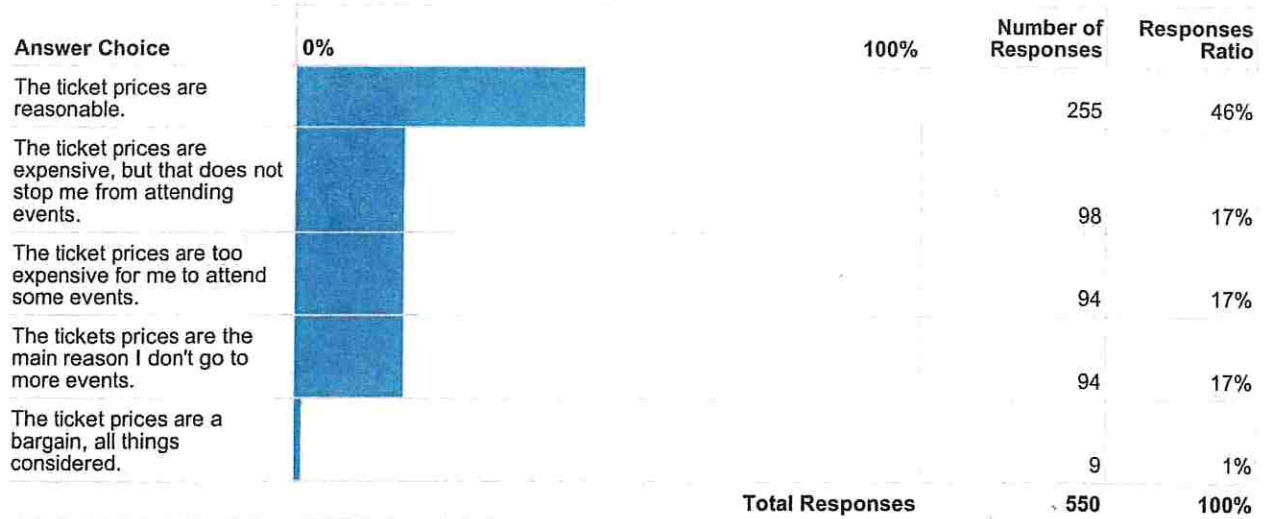
Which of the following statements best describes you? (Choose one)





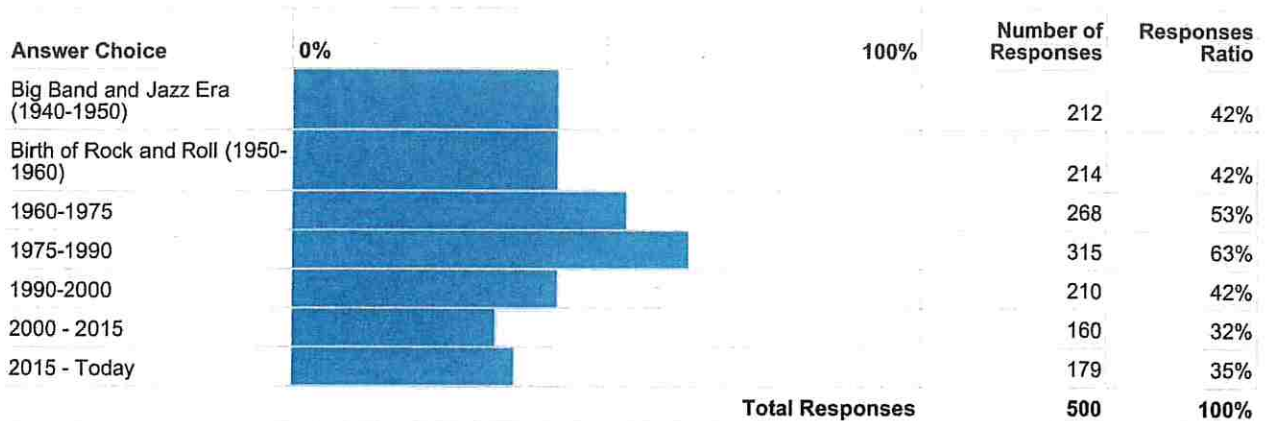
MULTIPLE CHOICE

Which of the following best describes how you feel about our ticket prices?



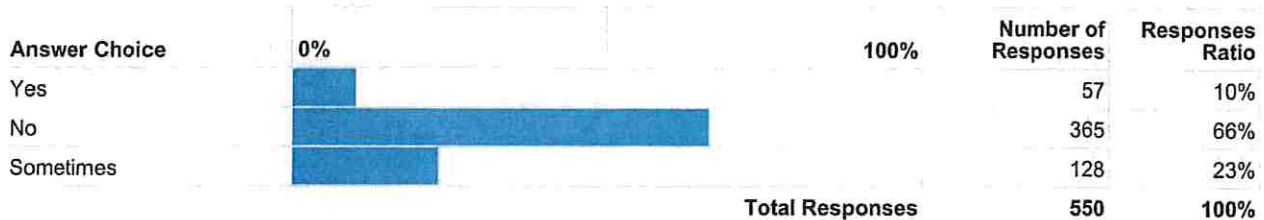
CHECKBOXES

Which periods of pop culture would you like to see performed live? (Choose all that apply)



MULTIPLE CHOICE

Do seating challenges amidst large audiences influence your choice to attend an event?



MULTIPLE CHOICE

Does the availability of concessions significantly influence your choice to attend an event?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes			31	5%
No			453	82%
Sometimes			66	12%
<b>Total Responses</b>			<b>550</b>	<b>100%</b>

OPEN QUESTION

What is one thing we can do to improve the University Concert Series that would increase your attendance? Please explain.

More weekend performances

parking , better seats hard seating causes severe back pain

Should have one major touring show a semester in my opinion – at least one a musical

better parking

**550 Response(s)**

OPEN QUESTION

What do you enjoy most about the University Concert Series?

The environment before a show - everyone is excited for what they are coming to see and it makes it all the more enjoyable.

the verity

The venues are great

lots of different events

**550 Response(s)**

MULTIPLE CHOICE

Would you be willing to participate in a live focus group discussion about this survey with UCS staff and other audience members?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes			109	19%
Yes, but only through Zoom or by telephone			58	10%
No			383	69%
<b>Total Responses</b>			<b>550</b>	<b>100%</b>

OPEN QUESTION

Thank you for taking this survey. Enter your e-mail below for a random drawing to win free tickets to select events!

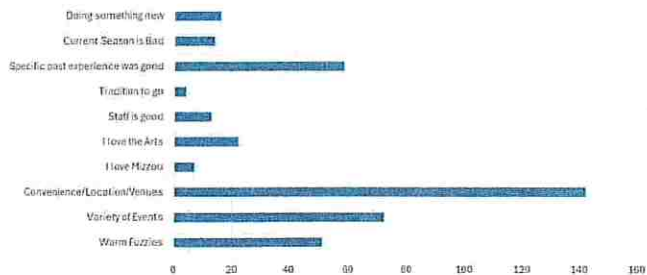
twocupt@netscape.net

markwakefield@mac.com

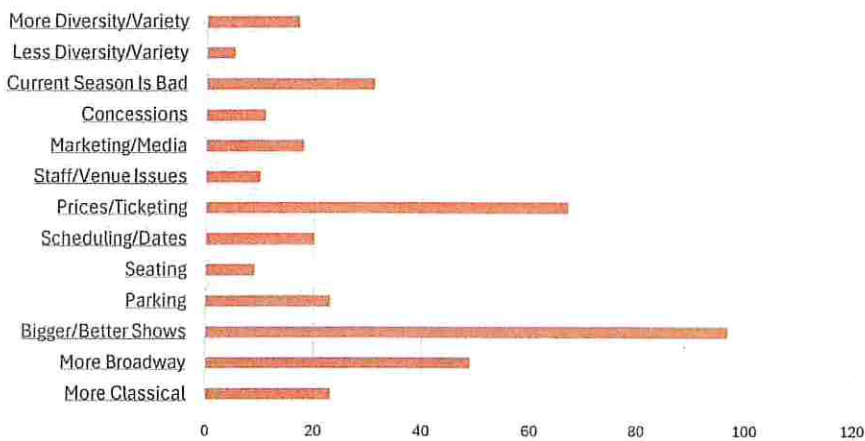
hartshorst@hotmail.com

Warm Fuzzies	51 references such as "good for the community," "Thank you," "being with others," "having a nice night out with spouse," "taking grandkids" "cultural experience" "atmosphere"
Variety of Events	72 includes references to "diversity" and "different events"
Convenience/Location/Venues	142 includes quality of venues and avoidance of travel to St. Louis and Kansas City
I love Mizou	7 specifically mentioning supporting the University in some way
I love the Arts	22 specifically mentioning supporting the arts
Staff is good	13 Generic compliments regarding friendliness and quality of service. Specifically mention Robert and/or Josh
Tradition to go	4 references similar to "we always go"
Specific past experience was good	58 including all references to events of the past or times gone by; "I loved going to [blank]" or "I miss [blank]"
Current Season is Bad	14 specific references to lack of variety, lack of tours, lack of interest in current season, threats to pull donations
Doing something new	16 nonspecific references to doing new things

Chart Title



Column1	Column2		
More Classical		23	includes "chamber" "orchestra" "jazz" "swing"
More Broadway		49	Includes "musicals" and "plays"
Bigger/Better Shows		97	Wide variety of suggestions: primarily looking for big "names" of various kinds.
Parking		23	too far, too difficult, too intimidating
Seating		9	Accessibility concerns, seats too small, don't like the rest of the audience
Scheduling/Dates		20	Fewer week nights, more matinees
Prices/Ticketing		67	Ticketmaster related complaints, website issues, prices, more discounts/sales
Staff/Venue Issues		10	various customer service complaints, sound too loud, Jesse unattractive
Marketing/Media		18	unsure of schedule, never see ads
Concessions		11	variety, price, theming
Current Season Is Bad		31	no big names, tired of Nutcracker, tired of dance
Less Diversity/Variety		5	specifically asking for less "woke" performances and/or more Christian/traditional acts
More Diversity/Variety		17	specifically asking for performers of color, international acts, LGBTQ+ etc





# MORE THAN A PERFORMANCE

**The University Concert Series takes pride in providing outreach and educational activities throughout the community.**

School Shows

Master Classes

Interactive Workshops

Demonstrations

Tickets for Underserved Communities

Meet & Greets

Talk Backs

Nonprofit Partnerships

Volunteering

Discounts for Students and Veterans

And More!



University Concert Series

University of Missouri

# University Concert Series

## Comparable Programs

For this report, “Comparable Programs” are directly affiliated with a college or University; they must be a nonprofit organization benefiting from sponsorships, donations, and/or grants; they must present off-campus talent; and they must participate in some form of community outreach.

We chose to look at all schools within the SEC as well as select institutions from the Big 10 and Big 12 conferences that are comparable to Mizzou in terms of size, status, and region. We also looked at other schools in Missouri.

**9 institutions in the SEC, 9 in the Big Ten, 6 in the Big 12, and 3 in the state of Missouri have comparable programs based on the stated criteria for a total of 27 programs.**

### **SEC**

University of Arkansas

University of Georgia

Auburn

University of South Carolina

University of Mississippi

University of Florida

Texas A&M

University of Texas

University of Tennessee

*Alabama, LSU, Kentucky, and Oklahoma do not appear to have similar programs.*

*Vanderbilt excluded due to location in Nashville*

## **Big 10**

University of Illinois

University of Michigan

Ohio State University

University of Indiana

University of Iowa

University of Maryland

Michigan State University

Penn State University

Rutgers University

## **Big 12**

University of Kansas

University of Colorado

Kansas State

Oklahoma State University

Iowa State University

University of Utah

## **Other Institutions in Missouri**

Missouri State

SEMO

Missouri S&T

*(KC and StL metro areas excluded)*

## **Findings:**

96% of the listed programs consisted of 15-20 performances.

81% of the listed programs presented at least one event in 2024-2025 that has previously been presented by the University Concert Series.

74% of the listed programs presented a Broadway musical.

92% of the listed programs presented some form of classical music.

100% of the listed programs presented some form of dance/ballet.

77% of the listed programs presented some form of Jazz/Blues music.

33% of the listed programs presented a Stand-Up Comedian.

100% of the listed programs presented at least one international or culturally diverse event.

## **Conclusions:**

Programs comparable to the University Concert Series are common among Mizzou's peer universities.

University Concert Series bookings are historically very similar to our peers.

To maintain parity with peer institutions, the University Concert Series should consist of the following elements:

- A season consisting of 15-20 performances
- At least one Broadway musical
- At least one form of classical music
- At least one form of dance/ballet
- At least one form of Jazz/Blues
- At least one international or culturally diverse event