
CAPRI
100
EST. 1927
THE CENTENNIAL CELEBRATION

# THE CAPRI: NORTHSIDE'S CULTURAL ANCHOR

Built in 1927, the Capri is the last remaining theater on Minneapolis' Northside and the historic stage where Prince debuted his first solo concert.



Today, we are a cultural arts center driving community and economic impact by incubating artists, fostering creative and technology career pathways, providing free youth arts education, and presenting world-class entertainment on our stages.

PCYC

The Capri is owned and operated by PCYC, a community non-profit delivering exceptional education, arts, and youth programs to North Minneapolis since 1954.








## THE KICKOFF

Exclusive reception + live concert featuring funk legend and Northside son André Cymone.
October 3, 2026



## CAPRI 100 SEASON

A full year of superb curated music, film, theater, and high-visibility community events.



## GRAND FINALE

The red-carpet premiere of ***Capri 100***, a original documentary film about the history of the Capri.
October 3, 2027



# 40+ CENTENNIAL EVENTS YEAR-ROUND VISIBILITY

**October 3, 2026 – October 3, 2027**

12 Thought-Provoking Films

12 Electrifying Concerts

8 Stunning Gallery Exhibitions

4 Collaborative Community Arts Events

4 Riveting Theatrical Presentations

1 Jazzy *Spring Swing* Benefit

1 Historic *Capri 100* Documentary Premiere

# WHY SPONSOR US

## Increase Brand Visibility

Reach 20,000 annual patrons through season-long marketing including Capri events, digital campaigns, and local and national PR placements.

## Connect with Community

Align your company with a beloved institution in North Minneapolis—a vibrant, but historically underserved community—to signal your commitment to its resilient future.

## Lead an Historic Moment

Anchor your brand to Capri 100 to join visionary leaders in shaping a century of art, education, and community.

# MARQUEE PARTNER

## $25,000

- Top-Tier Marketing Placement: Prime logo placement across all PR materials.
- Capri Marquee Spot: Your company name up in lights over West Broadway.
- Title Sponsorship: Exclusive Presenting Partner for the series of your choice.
- Film Credit: Receive Executive Producer title in *Capri 100* film credits.
- VIP Gallery Reception: Host a pre-show client reception in the art gallery.
- Red-Carpet Premiere: Receive 10 VIP tickets to the *Capri 100* film.
- PCYC's 5th Annual Spring Swing: Top-level sponsorship for the annual benefit.
- Reserved VIP Parking: One dedicated VIP theater parking space all season.

*All benefits run through October 3, 2027 (Film Credit is permanent).*






## Marquee

**$25,000**

- Premier season partner
- Highest visibility
- Exclusive opportunities
- PCYC's 5th Annual Spring Swing benefit sponsorship



## Spotlight

**$10,000**

- Signature partner for your choice of program
- Targeted visibility
- Select VIP experiences
- PCYC's 5th Annual Spring Swing benefit sponsorship



## Showcase

**$5,000**

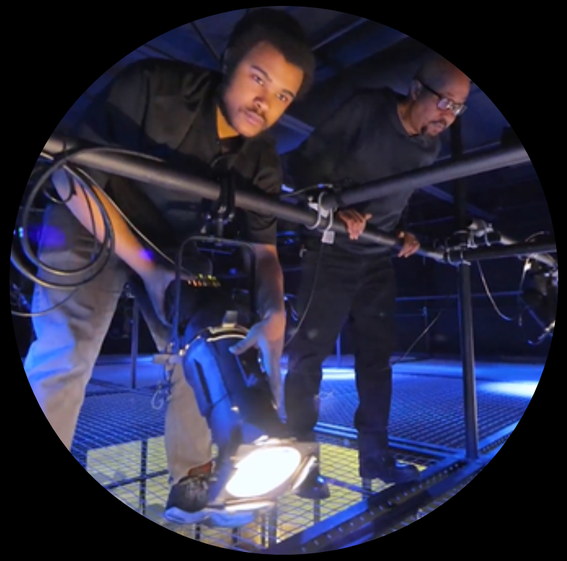
- Supporting community partner
- Meaningful recognition
- Event recognition
- PCYC's 5th Annual Spring Swing benefit sponsorship



## Signature

**$2,500**

- Attached to single program of your choice
- Logo and event recognition
- No benefit sponsorship





# YOUR INVESTMENT AT WORK

## $25,000

Secures acclaimed local directors and retains top neighborhood educators to anchor our youth arts programing.

## $10,000

Sustains a Capri Apprentice stipend to launch a young person into a self-sustaining creative career.

## $5,000

Underwrites a local artist's residency, providing the rehearsal space, networks, and funding to build a new production.

## $2,500

Funds cultural field trips to professional theaters, connecting young scholars to the region's arts ecosystem.




# SECURE YOUR PLACE IN HISTORY

Your collaboration will found a partnership that both advances your business goals and builds a foundation elevating the Northside for our next 100 years.

Contact Development Director Megan Fair
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