



THE TRUST

PERFORMING ARTS CENTER

FREQUENTLY ASKED QUESTIONS

What is The Trust Performing Arts Center?

The Trust Performing Arts Center, an affiliate of Lancaster Bible College, exists to honor God by encouraging excellence in the work of student and professional artists and by enriching our community through inspiring, challenging, and redemptive experiences.

The Trust proudly offers The Trust Presents Concerts and Conversations. The Trust Concerts consist of world-class performing artists in concert and the Conversations, in partnership with The Row House, include evenings with nationally recognized speakers, authors, and innovators.

The Trust values being an active part of the Lancaster arts community, partnering with local theater groups, visual artists, musicians, and other organizations to enrich the Lancaster culture.

Why support The Trust?

Our culture is inundated by entertainment options. For those of us who are lucky to live in a thriving arts community like Lancaster, those options include not only Netflix and Hulu, but a plethora of live performances. We recognize with many options, Lancastrians are required to be selective in choosing which performances to attend and this is why The Trust is so selective in choosing artists and speakers for our Concerts and Conversations. Be assured that at any Trust event you attend, you will be inspired by excellence.

It is through support from businesses like yours that The Trust brings the highest quality musicians and speakers to Lancaster at an affordable rate. We are excited about partnering with businesses with like-minded missions to inspire others through excellence.

Who is our business reaching when supporting The Trust?

While our Concerts and Conversations attract a moderate to higher income household, your exposure is not limited to that demographic. The Trust serves as a hotspot for First and Third Friday events as well as a meeting place for corporate gatherings and other special events. Our prime downtown location is ideal for our poster placement, seen by the many locals and tourists en route to Lancaster's Central Market, just a few doors down. Furthermore, by sponsoring The Trust, your business will be listed on a banner to be displayed during the many LBC Worship and Performing Arts events including the Christmas and Musical productions. We estimate that through these many avenues your business could be exposed to more than 15,000 individuals.

"WITF has been proud to partner with The TRUST. As a fellow organization dedicated to preserving and celebrating artistic and cultural excellence it has been wonderful to see The TRUST emerge and thrive in the heart of Lancaster. Each performance and lecture has been an amazing experience of its own, and cumulatively the season is a masterpiece of diverse talent and cultural significance. We look forward to supporting this important and wonderful organization for many years to come."

Richard Price, WITF Public Media

What does it cost to support The Trust and what are the benefits of supporting The Trust?

Please see the attached document for a detailed outline of the cost associated with sponsorship and the benefits available. Please keep in mind a portion of your donation is tax deductible.