

LUCIANO PAVAROTTI FOUNDATION
OPERA NAPLES
INTERNATIONAL VOICE COMPETITION

SEMIFINAL SATURDAY, MARCH 14 | 1PM U. TOBE RECITAL HALL, FGCU
 FINAL ROUND SUNDAY, MARCH 15 | 7PM CAMBIER PARK BANDSHELL

OPERA NAPLES FESTIVAL
Under the Stars

A few sponsorship packages still available...

GIACOMO PUCCINI
TURANDOT

FEATURING THE POWERFUL NESSUN DORMA ARIA

WEDNESDAY, MARCH 11 | 7PM
 FRIDAY, MARCH 13 | 7PM
 CAMBIER PARK BANDSHELL

Welcome to the show...

This media kit has been sent to you because we feel you would be a perfect addition to our very exclusive group of advertisers. This is the most sought after market in Collier County.

Our audience looks through our programs for over 30 minutes per show. You have the most active buying market right in front of you. What will you tell this prestigious, affluent and supportive art loving crowd? Don't miss your chance to be in front of this desirable market.

the arts mean business!

We all look for buyers and a return of investment when spending our valuable advertising dollars.
Look no further and welcome to the show!

RATES and AD SPECS - PRICING IS FOR A FULL YEAR!

<p>Full Page \$2250</p> <p>\$2750 EXCLUSIVE! BE THE ONLY BUSINESS OF YOUR TYPE IN THE PROGRAMS! *If Available*</p> <p>DIMENSIONS 5.5" w x 8.5" h</p>	<p>Half Page Horizontal \$1300</p> <p>DIMENSIONS 5" w x 3.875" h</p>	<p>Half Page Vertical \$1300</p> <p>2.25" w x 8" h</p>	<p>Two Page Spread \$5000</p> <p>5,000 copies! Ads run through June of 2027</p> <p>DIMENSIONS 11" w x 8.5" h</p>
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PROGRAM SIZE (TRIM SIZE): 5.25" x 8.25" BLEED SIZE: 5.5" x 8.5" BLEED: 0.125" LIVE AREA 5" x 8"
 • CAMERA READY ADS can be changed as often as desired. Must be in by provided deadlines •
 • All ads must be paid for in full prior to printing. No exceptions! Payment is due within 15 days of purchasing an ad •

PREMIUM PAGES - ALL SOLD-OUT!

<p>Qtr Page Horizontal \$700</p> <p>DIMENSIONS 5" w x 1.75" h</p>	<p>Qtr Page Vertical \$700</p> <p>2.25" w x 3.875" h</p>	<p>Premium Pages \$3750 and up see chart --></p> <p>DIMENSIONS 5.5" w x 8.5" h</p> <table border="1"> <tr> <td>Inside Front Cover</td> <td>SOLD OUT</td> <td>\$4000</td> </tr> <tr> <td>Facing Inside Front Cover</td> <td>SOLD OUT</td> <td>\$3750</td> </tr> <tr> <td>Inside Back Cover</td> <td>SOLD OUT</td> <td>\$3750</td> </tr> <tr> <td>Facing Inside Back Cover</td> <td>SOLD OUT</td> <td>\$4000</td> </tr> <tr> <td>Outside Back Cover</td> <td>SOLD OUT</td> <td>\$5000</td> </tr> </table>	Inside Front Cover	SOLD OUT	\$4000	Facing Inside Front Cover	SOLD OUT	\$3750	Inside Back Cover	SOLD OUT	\$3750	Facing Inside Back Cover	SOLD OUT	\$4000	Outside Back Cover	SOLD OUT	\$5000	<p>Ads run through June of 2027, including our 10 day Opera Festival Under The Stars and Naples Art Outdoor Arts Fair! naplesart.org</p>
Inside Front Cover	SOLD OUT	\$4000																
Facing Inside Front Cover	SOLD OUT	\$3750																
Inside Back Cover	SOLD OUT	\$3750																
Facing Inside Back Cover	SOLD OUT	\$4000																
Outside Back Cover	SOLD OUT	\$5000																

• ALL PREMIUM PAGES HAVE GUARANTEED POSITIONING •



your customers. our audience.

you deserve more, you deserve a round of applause... **Applause Marketing**

4017 Frampton Court • Englewood, OH 45322

Office: 321.326.6274 • Email: applause.jeff@gmail.com



Facts About Performing Arts Advertising!

We put your business in front of our incredible audience for the entire season. Our audience of arts patrons are:

- Affluent and Well-Educated**
- Business Owners, Families and Community Leaders**
- Recession Proof**
- Active Spenders**
- Homeowners, Avid Readers and World Travelers**
- Connoisseurs of Cigars, Wine and Fine Dining**
- Aficionados of Culture, Art and Music**



This form of advertising works, our renewal rate is nearly 80%! Why would our advertisers renew at a rate of 80% if this did not work?

THE BEST KEPT SECRET IN ADVERTISING IS PERFORMING ARTS ADVERTISING!

You Just Found Your Audience!



REASONABLE RATES:

- Full Page Color Ad For \$2250 in 5,000 programs is 45 cents a copy!
 - Half Page Color Ad For \$1300 in 5,000 programs is 26 cents a copy!
 - Quarter Page Color Ad For \$700 in 5,000 programs is 14 cents a copy!
- THAT IS LESS THAN A U.S. POSTAGE STAMP!!!**

JOIN US AND YOUR BUSINESS WILL GROW!

www.OperaNaples.org for full list of shows!

CIRCULATION DEMOGRAPHICS

The best customers, the affluent, upscale market you're targeting, can also be the most demanding and the toughest to reach. But now you can get your message directly to them, in the most receptive atmosphere, with one easy media buy: The Performing Arts Program of the Opera Naples. Demographics compiled from the Performing Arts Patrons Survey.

- Occupation**
- Professional 60%
 - Military 3%
 - Home Maker 4%
 - Technical 4%
 - Sales 4%
 - Retired 11%
 - Manager 4%
 - Student 10%

- Gender**
- Male 47%
 - Female 53%
 - Age 34-44 (38%)
 - Age 45-77 (52%)

- Computer**
- Own Computer 100%
 - Internet Connect 100%
 - Website 63%
 - Internet Purchase 85%

- Household**
- Household Income \$271,277+
 - Family Size 2.15



- Credit Cards**
- American Express 27%
 - Visa 76%
 - Master Card 54%
- Activities**
- Purchased A Car 38%
 - Purchased A Home 11%
 - Purchased Fine Art 23%
 - Purchased Furniture 39%
 - Purchased Jewelry 49%
 - Purchased Life Insurance 23%
 - Dine Out Once or more a week 67%
 - Traveled 63%
 - Investment/Retirement/Portfolio 30%
 - Joined A Private Club 18%
 - Attend Camps (Children/Families) 21%
 - Attend Museums/Art Galleries 64%
 - Attend Nightclubs pre/post show 21%
 - Use Catering Services 41%
 - Use Day Spas/Salons 58%
 - Use Interior Designers 21%
 - Use Limo Service 11%
 - Use Plastic Cosmetic Surgeon 27%



Ramón Tebar, Conductor

- Education**
- High School Grad 5%
 - Some College 15%
 - College Grad 46%
 - Advanced Degree 34%
 - Continuing Education 33%
- Theatre**
- Once or More 57%
 - Season Subscriber 22%
- Ballet**
- Once or More 49%
 - Season Subscriber 9%
- Symphony**
- Once or More 53%
 - Season Subscriber 18%
- Opera**
- Once or More 87%
 - Season Subscriber 52%
- Musicals / Concert**
- Once or More 58%
 - Season Subscriber 23%

Source Data: The Media Audit-Austin International Demographics, Inc., Plus Group Patron Survey PAPI Arts Patron Report 98-2021

Why It's Good Business To Support The Arts

The economic impact of the arts is well documented. According to a report, the growth in arts and cultural economic activity made up 4.3% of the U.S. gross domestic product for 2016. That equates to more than \$804 billion in economic activity for that year alone. There are many reasons why promoting local arts and cultural nonprofits can help to improve communities. Promoting the arts can also positively impact the bottom line for companies that support these organizations.

Businesses should recognize that supporting arts and cultural programs can help to build their surrounding communities. The stronger the community is, the better the business opportunities can be for a company. A city with a vibrant artistic and cultural scene often attracts better talent, and a company that is directly involved with that vibrancy is set up to better retain and grow that talent. Businesses that support local arts and cultural organizations can add value to their corporate brand and their bottom line. *FORBES June 4, 2019 Henry Kurkowski*

Reasons To Support The Arts

Arts strengthen the economy - The nation's Arts and Culture sector—nonprofit, commercial, education—is a \$1.1 trillion industry that supports 5.2 million jobs (2022). That is 4.3% of the nation's economy—a larger share of GDP than powerhouse sectors such as Transportation, Construction, Education, and Agriculture. Similar results are found at the state level. The nonprofit arts and culture industry alone generated \$151.7 billion in economic activity in 2022—spending by arts organizations and their audiences—which supported 2.6 million jobs and generated \$29.1 billion in government revenue.

Arts drive revenue to local businesses - Arts attendees spend an average of \$38.46 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. 30% of attendees come from outside the county in which the arts event took place; those nonlocal attendees average \$60.57 in spending beyond admission, and 77% said they traveled to the community specifically to attend that arts and culture event.

AMERICANS FOR THE ARTS <https://youtu.be/4-lfYNG3Em0>