

# ADVERTISING AND SPONSORSHIP OPPORTUNITIES

## 2021–2022 Concert Season (October through August)



# WASHTENAW COMMUNITY CONCERT BAND

Promote your business, organization, or services while supporting an important arts organization in Washtenaw County. Your ad in our concert program will be seen by our audience of community members at our concerts.

Contact Name \_\_\_\_\_

Organization/Business Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please make your check payable to **Washtenaw Community Concert Band**

### Season Program Booklet Ads (exposure at all regular-season and summer-season concerts)

- 1/8 page color ad: \$60
- 1/4 page color ad: \$125
- 1/2 page color ad: \$250
- Full page color interior ad: \$500
- Full page color interior inside back cover: \$700
- Full page color interior inside front cover: \$800
- Full page color back cover: \$1,000 (reserved by season sponsor)
- 1/2 page color back cover: \$500 (reserved by season sponsor)

### Season Sponsor: \$3,000 (featured sponsor for regular- and summer-season concerts)

- full page color ad, back cover of concert program booklet
- listing on front cover of program insert for each concert
- listing/logo and web link on WCCBand.org concert promotions for full season/all concerts
- listing/logo on all posters and flyers for the season
- listing/logo on email promotions for each concert
- listing/logo on each concert's "welcome" posters
- top level listing/logo/link on our Partners web page for full season

### Concert Sponsor: **\$1,000 regular season** **\$750 summer season**

- full page color ad, back cover of the program insert (an 8-page program inside the program booklet)
- listing on program insert cover for that concert
- listing/logo and web link on WCCBand.org concert promotions for full concert promotion cycle
- listing/logo on all posters and flyers for that concert
- listing/logo on email promotions of that concert
- listing/logo on the concert "welcome" poster
- concert sponsor listing/logo/link on our Partners web page for full season

All program booklet ads and season sponsor ads are **due by September 30, 2021**. Concert and reception sponsor ads are due **30 days before the concert**. Please submit print-ready ads or ad content plus logo to **ProgramAds@WCCBand.org**. Design services available upon request.

Half Page  
5 x 3 7/8

Full Page  
5 x 8

Eighth Page  
2 3/8 x 1 13/16

Quarter Page  
2 3/8 x 3 7/8

All graphics supplied  
should be at least 300 dpi  
or should be vector based  
(preferred for logos).