

# SPOLETO FESTIVAL USA

## FESTIVAL AT A GLANCE

Now approaching its 36th season, Spoleto Festival USA is known for its dedication to young artists, fascination with contemporary effort, enthusiasm for providing unusual performance opportunities to recognized masters in their fields, and commitment to all the performing arts.

### HISTORY

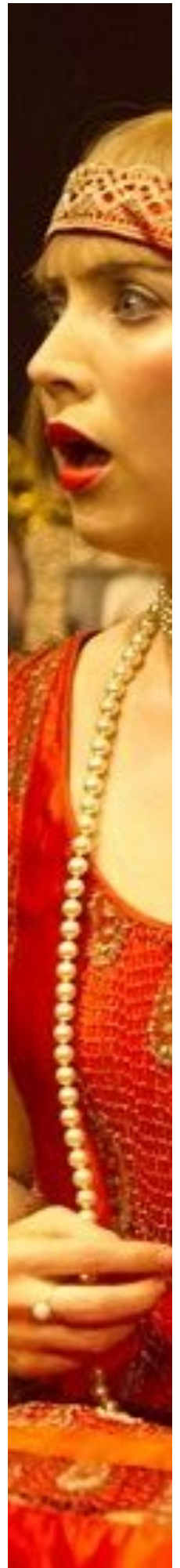
Spoletto Festival USA was founded in 1977 by Pulitzer Prize-winning composer Gian Carlo Menotti, Christopher Keene, and others who sought to create an American counterpart to their annual Festival of Two Worlds in Spoleto, Italy. Looking for a city that would provide the charm of Spoleto as well as its wealth of theaters, churches, and other performance spaces, they selected Charleston as the ideal location. The historic city provided a perfect fit: intimate enough that the Festival would captivate the entire city, yet cosmopolitan enough to provide an enthusiastic audience and robust infrastructure.

### OUR MISSION IS TO...

- | Offer programs of the highest artistic caliber to a diverse and expanding regional, national, and international audience
- | Support experimental and innovative work
- | Nurture exceptional young artists
- | Present a variety of both new and traditional works
- | Encourage public appreciation of the arts by serving as a leader in the cultural life of the region

### SPOLETO FESTIVAL USA...

- | Annually contributes millions to the local economy
- | Brings national and international awareness to the Charleston area
- | Supports local businesses
- | Invests in the community
- | Is recognized as a major factor of Charleston's economic and cultural renewal
- | Promotes awareness of your company to an affluent, upscale market



# SPOLETO FESTIVAL USA

## AUDIENCE AND ECONOMIC IMPACT

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### AUDIENCE

Spoletto Festival USA has an annual attendance of around 70,000. The Festival's upscale audience is made up of men and women who are primarily...

- | 54 years of age or older
  - | Married
  - | College educated
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### ECONOMIC IMPACT

- | Estimated total annual economic impact of more than \$55 million (\$44 million from visitors)
- | The Festival supports the equivalent of 948 jobs and \$20.4 million in local household income

#### The Festival's annual visitors spend...

- | Nearly \$21 million on lodging
- | Nearly \$4.5 million on food and beverage
- | Nearly \$2 million on shopping
- | More than \$2 million on sightseeing, performance tickets, arts & crafts, and miscellaneous
- | More than \$400,000 on parking and local transportation

#### Spoletto Festival USA attendees from outside of South Carolina spend more than \$1,500 during their stay:

- twice** the national average spent by arts and cultural tourists
- three times** the national average spent by non-cultural tourists
- nearly six times** what the average South Carolina visitor spends



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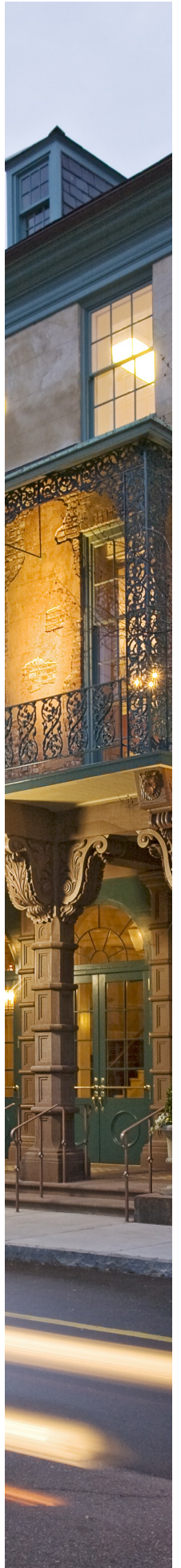
## COMMUNITY INVESTMENT

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Spoletto Festival USA is a leader in the local arts community, playing a key role in preserving historic landmarks, investing in the infrastructure of Charleston and returning civic resources to the community.



Spoletto's preservation, fundraising, and rehabilitation efforts include the iconic **Dock Street Theatre**, the once-condemned WPA-era **Memminger Auditorium**, and the Festival's headquarters at the historic **Middleton-Pinckney House** at 14 George Street.



# SPOLETO FESTIVAL USA

## WORLD-CLASS PERFORMANCES

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Spoletto Festival USA has served as a launching pad for the careers of such renowned artists as **Yo Yo Ma**, **Joshua Bell**, and **Renée Fleming** and has presented more than 200 world premieres and American debuts of such works/companies as **Netherlands Dance Theatres I & III**, **Culberg Ballet**, **Compania Nacional de Danza**, the French circus **Les Colporteurs**, and Brian Friel's *Afterplay*.

Over its more than 35 years the Festival has offered such presentations as **The Joffrey Ballet**, **David Sedaris**, and the complete six-episode Chinese opera *The Peony Pavilion*. Other notable programs include Heiner Goebbel's *Surrogate Cities*, performed in—and sparking the renovation of—an abandoned historic theater; the American premieres of Steve Reich and Beryl Korot's *Three Tales*, Bright Sheng and David Henry Hwang's *Silver River*, Pascal Dusapin's *Faustus, the Last Night*, Philip Glass' *Book of Longing*, Chen Shi-Zheng's *Monkey: Journey to the West*, Wolfgang Rihm's *Proserpina*, and Kaija Saariaho's *Émilie*; and the revival of Meredith Monk's seminal 1976 opera *Quarry*.

Festival commissions have included Ping Chong's *Obon*, Osvaldo Golijov's *Tenebrae*, Jonathan Berger's *Theotokia*, and Ong Keng Sen's *Geisha*.



# SPOLETO FESTIVAL USA

## PROFESSIONAL DEVELOPMENT

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Since its inception, Spoleto Festival USA's vision has been to encourage young artists to work alongside established masters in their fields, and to provide unique training opportunities for performers at the beginning of their careers, when they can benefit the most from the guidance of accomplished conductors, an intensive rehearsal process, and the Festival's demanding performance schedule.

### SPOLETO FESTIVAL ORCHESTRA

Each year the Festival auditions young instrumentalists from around the country to participate in the Spoleto Festival Orchestra. For many, the experience serves as a bridge between conservatory and a professional career.

Orchestra alumni now perform in virtually every major orchestra in America and around the world, including the Los Angeles Philharmonic, Chamber Music Society of Lincoln Center, Hong Kong Philharmonic, Metropolitan Opera, Baltimore Symphony, Concertgebouw Orchestra, San Francisco Symphony, Cleveland Orchestra, Santa Fe Opera, and San Diego Symphony.

### WESTMINSTER CHOIR

Selected from among the top students at Westminster Choir College, a division of Rider University's Westminster College of the Arts in Princeton, NJ, the Westminster Choir has been Spoleto Festival USA's chorus-in-residence since 1977.

These talented young singers perform both in concert and as the opera chorus, gaining valuable professional experience and the opportunity to work with internationally recognized directors and conductors; for example during a recent season, choir members had a unique opportunity to showcase their operatic skills as they performed nearly thirty singing roles in the Festival's production of Charpentier's *Louise*.



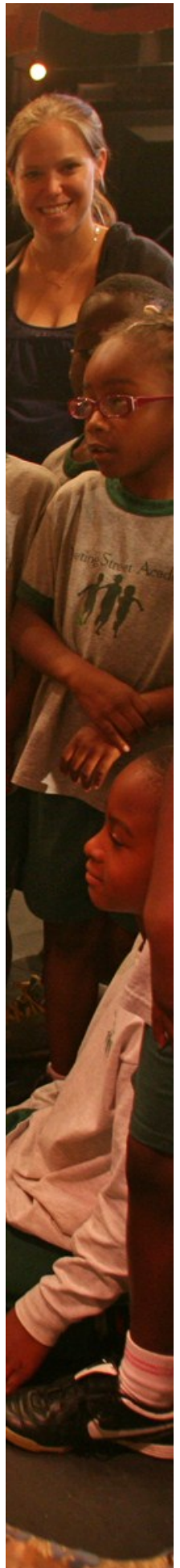
# SPOLETO FESTIVAL USA

## PUBLIC OUTREACH

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Spoletto Festival USA is firmly committed to extending its exceptional cultural resources to constituencies throughout the Lowcountry through an ongoing multi-faceted program of audience development efforts. These free outreach events seek to engage a broad audience by expanding appreciation for and understanding of the performing arts throughout the community at large. In addition to a range of program-specific events, each season the Festival's outreach includes:

- | **Conversations With**—artist/audience discussions moderated by CBS News correspondent Martha Teichner
- | **Spoletto at the Avery**—artist receptions and discussions offered in partnership with the Avery Research Center for African-American History & Culture
- | **Open Stage Door**—annually distributes free performance tickets through social service agencies, schools, and community organizations



# SPOLETO FESTIVAL USA

## NATIONAL MEDIA COVERAGE

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Celebrating its 36th season of quality artistic programming in 2012, Spoleto Festival USA is extremely well positioned to draw significant regional and national attention to Charleston. Typically, more than 1,000 articles on the Festival appear annually in such publications as *The Wall Street Journal*, *The Atlanta Journal-Constitution*, and *The New York Times*. Currently, Festival performances are regularly broadcast by NPR and American Public Media across a wide range of public radio stations and on the Internet.

| "...the most prestigious summer multidisciplinary arts festival in the world" —*Globe & Mail (Toronto)*

| "Indeed, so much is appealing at Spoleto that there is more than enough to sate just about every taste." —*Musical America*

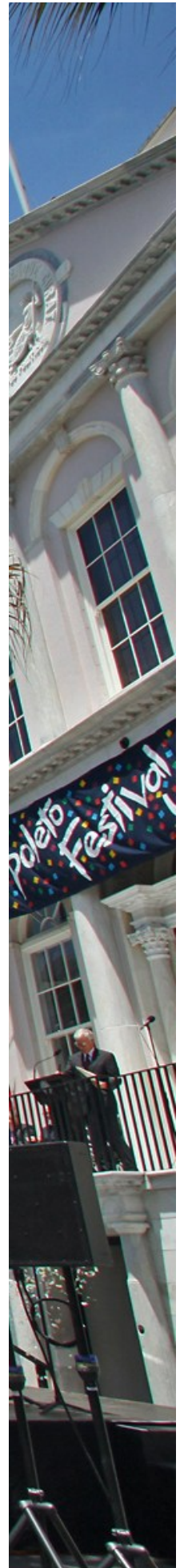
| "If there can be said to be a defining aspect to the festival this year, it's the sheer breadth and diversity of the acts." —*Creative Loafing Atlanta*

| "The delight of Spoleto Festival USA is the coming together of music, theater, opera and even a fringe—Piccolo Spoleto—over the course of just two weeks." —*The Cincinnati Enquirer*

| "The most comprehensive festival of its kind on the continent!"  
—*The Toronto Star*

| "The South's most revered arts event..." —*The Wichita Eagle*

| "Attending Spoleto Festival USA is like sitting down to a banquet in one of the most gracious dining rooms in the world." —*The Atlanta Journal Constitution*



# SPOLETO FESTIVAL USA

## FESTIVAL SPONSORSHIPS

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Your generous support will help ensure Spoleto's continued cultural and economic impact on Charleston and the Lowcountry—an important benefit to your company and the community it serves. As a corporate sponsor you will receive a wide range of benefits designed to increase your company's exposure in the community and offer unique opportunities for you to network with your peers or entertain your clients.

### SPONSORSHIP OPTIONS

#### | **Title Sponsor** (\$75,000-\$125,000)

Series Title sponsors enjoy maximum exposure and branding; available title sponsor opportunities include the Dance Series and the Spoleto Festival USA Orchestra.

#### | **Major Program Sponsor** (\$25,000-\$50,000)

Core programs presented in larger venues over many performances drawing total audiences of 2,500-8,000, ranging from original opera productions to international dance and theater presentations.

#### | **Program Sponsor** (\$10,000-\$20,000)

Programs presented in smaller venues or for limited runs with total audiences of 1,500-2,500; intimate choral or instrumental concerts to cutting-edge theater and dance presentations.

#### | **Outreach Sponsor** (\$3,000-\$5,000)

The Festival's outreach programming is free and open to the public. Because they generate no income, outreach events are entirely dependent on contributed support.

#### | **In-Kind Sponsor** (goods & services)

In-kind contributions help the Festival control its operating expenses, promote its artistic programming, and recognize its patrons and artists. Needs vary from season to season but generally include such items as wine, liquor, catering, cell phones, and VIP gifts.

### SPONSOR QUICK FACTS

- | Program Book Distribution: 30,000
- | Ticket brochure Distribution: 60,000
- | Website Visitors: 165,000+
- | Spoleto E-Notes Subscribers: 30,000+
- | Facebook Fans: 6,000+

