

# SPOLETO FESTIVAL USA

2021

Advertising Kit

For 17 days and nights each spring, Spoleto Festival USA fills Charleston's historic theaters, churches, and outdoor spaces with performances of opera, theater, dance, and music. Despite the challenges faced in 2020, Spoleto is moving forward with plans for its 45th season, May 28 to June 13, 2021.

With rigorous health and safety protocols in place, Spoleto will once again welcome visitors to experience world-class artists in one of America's most beautiful and celebrated cities.



**2021 Festival dates: May 28 – June 13**

## DIGITAL TICKET BROCHURE AND WEB-BASED ADVERTISING

For a reimagined 2021 season, Spoleto Festival USA is creating an all-digital ticket brochure that will reach Spoleto's full database—more than 50,000 email inboxes—as well as its 45,000+ followers across Facebook, Instagram, and Twitter. Hotels featured in the brochure will be hyperlinked directly to the hotel websites.

Spoleto Festival USA has revamped its Plan Your Visit website section, encouraging visitors and locals alike to patronize restaurants and retail shops before and after performances. Put your business in front of more than 240,000 annual website visitors and receive a 15% discount on additional advertisements in targeted Festival emails (see page 2).

### DIGITAL BROCHURE AND WEB LISTING: ACCOMMODATIONS \$1,000

Includes:

#### | GO SPOLETO! Ticket Package

**Partnership:** Give guests a \$50 gift certificate to use when purchasing 2021 Festival tickets (one certificate per room)

| 30-word listing in the digital ticket brochure with hyperlinks

| 30-word listing on the Featured Accommodations webpage through December 2021; includes a 135 x 135 pixel thumbnail image and hyperlink to website

| Unlimited concierge consultations to review 2021 program and answer Festival-related questions

### WEB LISTING: PLAN YOUR VISIT – RESTAURANT OR RETAIL \$700

Includes:

| Listing on Spoleto's Plan Your Visit webpage through December 2021 with your business's name, address, phone number, and hyperlinked website

| Listings include a 135 x 135 pixel thumbnail image of your choice

| A 15% discount on additional ads in targeted email marketing campaigns (see page 2)

### SPOLETO ATTENDEE FACTS:

| **46%** are new or first-time attendees

| **47%** are from outside Charleston area

| Stay an average of **6** nights

| **66%** report income of **\$90,000** or more

| **84%** hold master's degrees or higher

### SPOLETOUSA.ORG STATS:

| More than **240,000 unique visitors** to the site each year (based on 2019).

| In 2019, hotel and attractions pages totaled more than **14,000 pageviews**.

| Visitors spend an average of **2 minutes and 31 seconds** on the site (*industry standard is 2 minutes*).

# TARGETED EMAIL MARKETING ADVERTISING

Leading up to and during the Festival, Spoleto sends a wide variety of emails to all segments of its constituents—from announcements and monthly updates to pre-show notes sent to ticket holders. New this year will be emails specifically for digital performances that contain the access links.

## NEWSLETTER BANNER AD, HIGH PLACEMENT

**| \$800 per email**

Your ad will appear in one e-blast under the main news segment.  
Available from February 2021 through the end of the year.  
Size: 1000 x 200 pixels / Distribution: 50,000+  
*Open rate: 45% (industry standard is 39%)*

## NEWSLETTER BANNER AD, LOW PLACEMENT

**| \$500 per email**

Your ad will appear in one e-blast at the bottom of the email.  
Available from February 2021 through the end of the year.  
Size: 1000 x 200 pixels / Distribution: 50,000+  
*Open rate: 45% (industry standard is 39%)*

## NEWSLETTER ADVERTORIAL

**| \$1,200 per email**

Work with Spoleto's marketing team to craft a one-of-a-kind advertorial about your business. Your ad will appear in one e-blast within the email body and marked as "sponsored content."  
Available from February 2021 through the end of the year.  
Size: 100 – 150 words / Distribution: 50,000+  
*Open rate: 45% (industry standard is 39%)*

## PRE- IN-PERSON PERFORMANCE EMAIL BANNER AD

**| \$450, three email minimum (\$150 per email)**

**| \$500 for placement in four emails (\$125 per email)**

**| \$600 for placement in six emails (\$100 per email)**

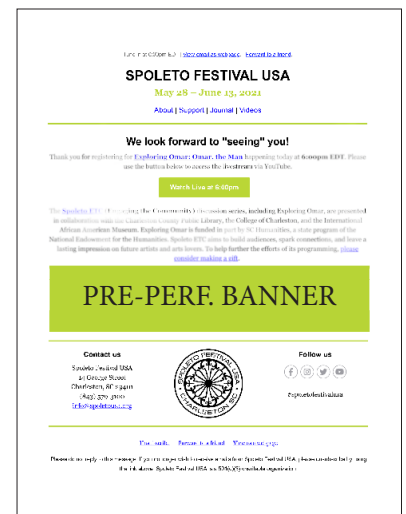
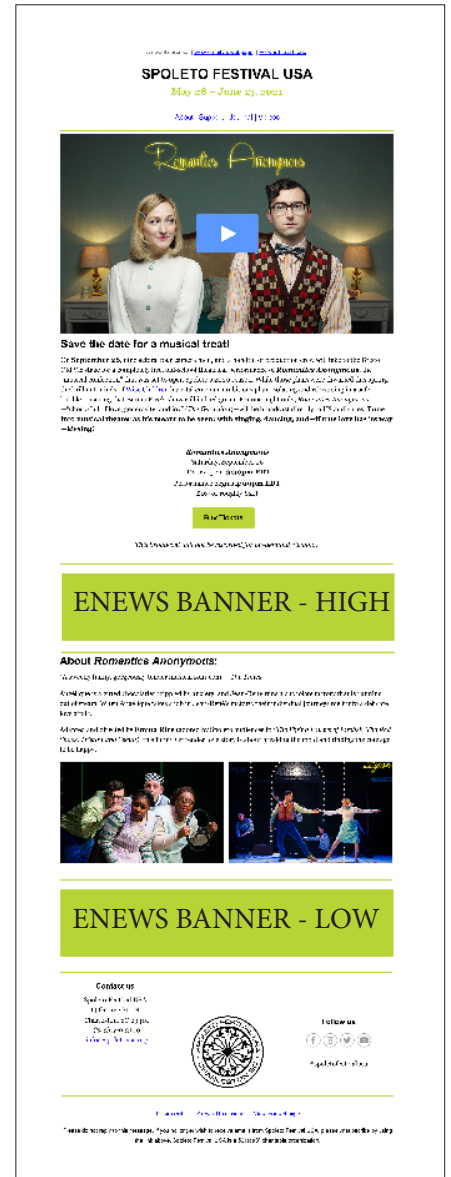
Your ad will appear in at least three pre-performance emails during the Festival.  
Targets those in Charleston during the Festival.  
Specific performances subject to availability.  
Available May 27 – June 13.  
Size: 1000 x 200 pixels / Distribution varies by performance/theater capacity  
*Open rate: 63%*

## PRE- DIGITAL PERFORMANCE EMAIL BANNER AD

**| \$450 per email**

Your ad will appear in one pre-digital-performance email during the Festival.  
Likely targets a non-local audience.  
Ad will be below the access link for the performance.  
Specific performances subject to availability.  
Available May 27 – June 13.  
Size: 1000 x 200 pixels / Distribution unknown

*Want to target a specific population or bundle advertising options?  
Contact Jenny Ouellette ([jouellette@spoletousa.org](mailto:jouellette@spoletousa.org)) for more information and custom opportunities.*



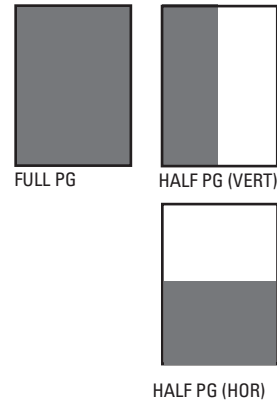
# DIGITAL FESTIVAL PROGRAM BOOK

Celebrate Spoleto Festival USA's 45th season by advertising in the official Festival Program Book. This digital magazine, which contains pertinent program/casting details and editorial, is mailed to every Festival ticket holder before each performance. The magazine will also be available on each dedicated performance page on [spoletousa.org](http://spoletousa.org).

A fully-digital program book means that your ad can be hyperlinked directly to your business, letting readers click your ad and visit your website instantaneously. Video ads will also be supported in this digital format; send inquiries to [jbagley@spoletousa.org](mailto:jbagley@spoletousa.org).

RESERVATION AND MATERIALS DEADLINE: Friday, April 2, 2021

<b>Inside Front Cover.....</b>	<b>\$4,500</b>
8.625" x 11.125" bleed / 8.375" x 10.875" trim	
<b>Full Page.....</b>	<b>\$3,500</b>
8.625" x 11.125" bleed / 8.375" x 10.875" trim	
<b>Half Page Vertical.....</b>	<b>\$1,750</b>
4.25" x 11.125" bleed / 4" x 10.875" trim	
<b>Half Page Horizontal.....</b>	<b>\$1,750</b>
8.625" x 5.375" bleed / 8.375" x 5.25" trim	



There is a 20% surcharge for guaranteed placement.

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## MORE OPPORTUNITIES TO SHOWCASE YOUR BUSINESS

### SOCIAL MEDIA SPONSORED POST

| \$1,000 per post (posted on Facebook and Instagram)

Reach a new and engaged audience through Spoleto's social media platforms. Work with our digital marketing manager to create a one-of-a-kind post that will boost your exposure among Spoleto's Facebook and Instagram followers. *Paid posts will be marked as "sponsored."*

Facebook: 23,400+ followers

Average: female, age 35 – 44, based in Charleston

Instagram: 10,500+ followers

Average: female, age 25 – 34, based in Charleston

### HANDHELD FANS

| \$500 Opening Ceremonies

| \$500 Cistern Yard events

Promote your business while providing respite from the Charleston heat. Festival volunteers will distribute your fans at outdoor venues. *Advertisers are responsible for design and production. Must be delivered to Festival offices by May 20, 2021. Design subject to approval.*

### PRINTED TICKET ENVELOPE ADVERTISEMENT

| \$2,800

Reach patrons when they receive their tickets in Spoleto Festival USA ticket envelopes with a black-and-white ad featuring your business. Size: 5" w x 2.75"h

### MASK SPONSORSHIP

| \$5,000

Masks will be required during all 2021 performances. Advertise your business on those provided by the Festival, available at all venues to those who do not have their own. *Advertisers are responsible for design and production. Must be delivered to Festival offices by May 20, 2021. Design subject to approval.*

### HAND SANITIZER SPONSORSHIP

| \$4,000

Hand sanitizer will be available at all venues. Offset the costs of dispensers/sanitizer and receive signs featuring your business as the provider.

### BUG SPRAY SPONSORSHIP

| \$4,000

Mosquitoes also love outdoor Spoleto concerts. Offset the cost of insect repellent available to patrons at outdoor venues and receive signs featuring your business as the provider.

# SPOLETO FESTIVAL USA

2021

Advertising Info

## ADVERTISING POLICIES

- | Full payment (100%) is due upon contract submission.
- | Spoleto Festival USA reserves the right to edit for length and consistency.
- | Make checks payable to Spoleto Festival USA.

## DIGITAL ART SPECIFICATIONS

- | Macintosh platform compatible
- | File format: Hi-Resolution Adobe Acrobat PDF, Print ready, 300+ dpi CMYK file
- | Color ads must contain files specified as CMYK.
- | Include all fonts (including screen and printer fonts).
- | Include all support files (logos, photos, illustrations, etc.).
- | Images used in layouts must be 300 dpi or higher.
- | Website images of 72 dpi / resolution increased to a higher dpi will not be accepted.
- | Files will be sent into production as provided; time spent manipulating and/or troubleshooting files and/or changes will be billed to the advertiser.

## SUBMISSIONS / QUESTIONS

Please submit all materials by deadline specified to the address below or call for more information about these or other advertising opportunities with Spoleto Festival USA.

Jenny Ouellette  
Spoleto Festival USA  
14 George Street  
Charleston, SC 29401  
Phone: 843.720.1137  
Email: [jouellette@spoletousa.org](mailto:jouellette@spoletousa.org)

# SPOLETO FESTIVAL USA

2021 \_\_\_\_\_ Advertising Contract

## CONTACT INFORMATION

Company/Business \_\_\_\_\_

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## DIGITAL LISTINGS

Digital Ticket Brochure and Web Listing - Hotel.....\$1,000

Web Listing - Restaurants and Retail.....\$700

## EMAIL MARKETING ADS

Enewsletter Banner Ad - High Placement.....\$800

Enewsletter Banner Ad - Low Placement.....\$500

Enewsletter Advertorial.....\$1,200

Pre- In-Person Performance Banner Ad.....\$\_\_\_\_\_ (\$450 minimum)

Pre- Digital Performance Banner Ad.....\$450

## DIGITAL PROGRAM BOOK ADS

Full Page Inside Front Cover Festival Book Advertisement.....\$4,500

Full Page Festival Book Advertisement.....\$3,500

Half Page Vertical Festival Book Advertisement.....\$4,500

Half Page Horizontal Festival Book Advertisement.....\$4,500

Quarter Page Festival Book Advertisement.....\$3,500

Festival Book Guaranteed Placement.....20% surcharge

## MORE ADVERTISING OPPORTUNITIES

Social Media Sponsored Post.....\$1,000

Ticket Envelope.....\$2,800

Fans - Opening Ceremonies.....\$500

Fans - Cistern Yard Events.....\$500

Mask Sponsorship.....\$5,000

Hand Sanitizer Sponsorship.....\$4,000

Bug Spray Sponsorship.....\$4,000

\$ \_\_\_\_\_ TOTAL

### PAYMENT INFORMATION (select one):

Check has been mailed.

Call the number listed above for credit card info.

Send formal invoice to email address listed above.

\_\_\_\_\_  
Signature of Advertiser / Date

\_\_\_\_\_  
Signature of SFUSA Sales Manager / Date

For office use only.

Contract #: