



# CHARLESTON SETS THE STAGE

SPOLETO FESTIVAL USA  
2022 ADVERTISING OPPORTUNITIES

# Align your brand with the country's premier international performing arts festival.

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. The Festival returns to full scale in 2022, its 46th season, May 27 to June 12. We're proud to once again welcome visitors to experience world-class artists in one of America's most beautiful and celebrated cities.

**Who advertises with Spoleto Festival USA?** National brands and local businesses have found great success advertising with this renowned Festival. With Spoleto Festival USA, your business has the opportunity to advertise to a discerning and desirable audience, and we have a placement and opportunity for every business and every budget. Hospitality, boutique retail, real estate firms, insurance agencies, financial services, and other businesses have put their messaging in front of one of Charleston's most important audiences.

Explore our offerings in this 2022 Advertising Kit and get in touch to place an advertisement or explore custom partnership opportunities.

Contact Geoff Yost ([gyost@spoletousa.org](mailto:gyost@spoletousa.org)) for more information and custom opportunities.

## DIGITAL ADVERTISING FOR HOSPITALITY & RETAIL PARTNERS

Spoleto Festival USA is offering our hospitality and partners exciting digital placements to engage an audience ready to travel, dine, shop, and connect in person at Festival events. Our various digital advertising opportunities reach an audience of **more than 50,000 email inboxes** and **47,000+ social followers** across Facebook, Instagram, and Twitter.

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 200,000 annual website visitors** and receive a 15% discount on additional advertisements in targeted Festival emails (see page 2).

### FOR HOTEL PARTNERS

**\$1,200** Includes:

- | **GO SPOLETO! Ticket Package**  
Give each room a \$50 gift certificate to use when purchasing 2022 Festival tickets
- | Mention in targeted email to out-of-market Festival attendees
- | 30-word listing on the Plan Your Visit webpage through December 2022; includes a 135 x 135 pixel thumbnail image and hyperlink to website
- | Inclusion in press releases to local, regional and national lifestyle outlets
- | Unlimited concierge consultations to review 2022 program and answer Festival-related questions

### FOR RESTAURANT AND RETAIL

**\$750** Includes:

- | Listing on Spoleto's Plan Your Visit webpage through December 2022 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)

### THE SPOLETO CUSTOMER

*Your partnership with Spoleto Festival USA puts your business and brand in front of a demanding, desirable audience.*

- | **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

*Our audience is highly engaged, too. Over the past three seasons:*

- | **480,000+ visitors** to [spoletousa.org](http://spoletousa.org)
- | **17,000 pageviews** to our Plan Your Visit section
- | **1,000,000+** social media impressions
- | **25%** longer website stays than industry standards

# 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. These placements are great for brand awareness and direct response advertising strategies.

## NEWSLETTER BANNER AD, HIGH PLACEMENT

| \$800 per email

Your ad will appear in one e-blast under the main news segment.

Available from December 2022, ongoing.

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 December 2022, ongoing.

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 December 2022, ongoing.

Size: 100 – 150 words / Distribution: 50,000+

Open rate: 45% (industry standard is 39%)

## EVENT REMINDER 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)

Target ticketholders in Charleston during the Festival.

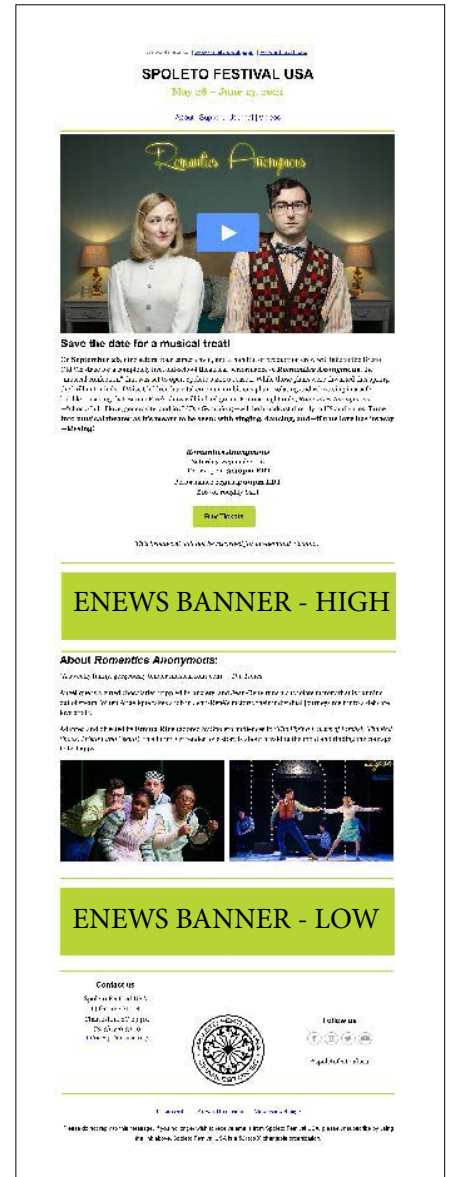
Your ad will appear in at least three pre-performance emails.

Specific performances subject to availability.

Available May 27 – June 12.

Size: 1000 x 200 pixels / Distribution varies by performance/theater capacity

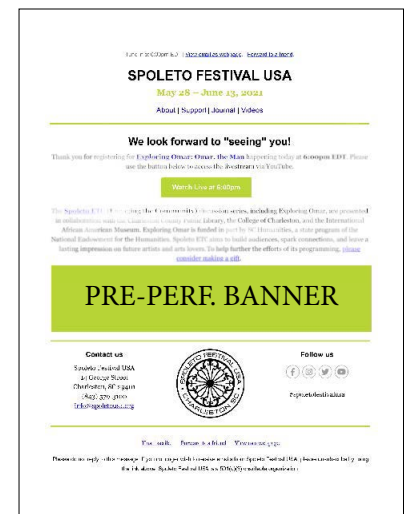
Open rate: 63%



**NEWSLETTER BANNER AD BUNDLE**  
**SAVE UP TO 37.5%!**

- | Three email bundle, \$2,100
- | Six email bundle, \$3,600
- | Nine email bundle, \$4,500

Repeat impressions improve conversion rates. Buy a bundled package of high placement newsletter banner ads and save!



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

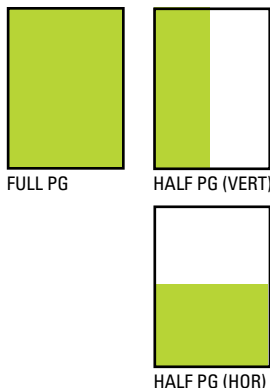


# OFFICIAL FESTIVAL PROGRAM BOOK

Celebrate Spoleto Festival USA's 46th season by advertising in the official Festival Program Book. 20,000 programs are distributed to ticket holders at over 150 performances—digitally and in print. This full-color publication is a wonderful souvenir that will be admired for years to come and contains pertinent program/casting details and editorial content.

## RESERVATION AND MATERIALS DEADLINE: Friday, March 18, 2022

Inside Front Cover.....	\$5,000
8.625" x 11.125" bleed / 8.375" x 10.875" trim	
Full Page.....	\$4,000
8.625" x 11.125" bleed / 8.375" x 10.875" trim	
Half Page Vertical.....	\$2,250
4.25" x 11.125" bleed / 4" x 10.875" trim	
Half Page Horizontal.....	\$2,250
8.625" x 5.375" bleed / 8.375" x 5.25" trim	



There is a 20% surcharge for guaranteed placement.

Space is limited. Contact Jessie Bagley (jbagley@spoletousa.org) for more information and availability.

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## BRAND ACTIVATION PARTNERSHIPS

There are lots of ways to activate your brand with the Spoleto Festival USA audience. These unique placements allow you to showcase your brand in highly visible, memorable ways.

### 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: 25,600+ followers**

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

**Instagram: 12,200+ followers**

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

### BUG SPRAY SPONSORSHIP

**| \$4,000**

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

### HANDHELD FANS

**| \$500**

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 13, 2022. 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

**CLICK HERE TO START  
YOUR ADVERTISING ORDER**

## ADVERTISING POLICIES

- | Submit your advertising order [online using this form](#).
- | 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 or outline 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.

Geoff Yost  
Spoleto Festival USA  
14 George Street  
Charleston, SC 29401  
Phone: 843.720.1135  
Email: [gyost@spoletousa.org](mailto:gyost@spoletousa.org)