



## **Business Opportunities with the Charm City Fringe Festival**

**October 10-20, 2019**

The Charm City Fringe Festival celebrates cutting-edge and quirky theater and performing arts throughout 11 days of performances across multiple venues in Market Center/Bromo Arts District.

The Fringe Festival offers three great ways for businesses to get involved and heighten their visibility to Fringe Festival patrons:

1. The Fringe Festival Button Program - In exchange for offering discounts to Fringe Festival patrons, businesses receive a listing and a ¼ page ad in the Fringe Festival program (2,000+ distribution), one social media post specific to the business, and the business name and logo on the Fringe Festival website. For full details about the button program (including expectations of participating businesses), see attached.
2. Program Ads - See attached rate card - 2,000+ distribution.
3. Exclusive Launch Party Food Sponsor - The Launch Party will take place on Thursday, 10/10 in the Bromo from 7-10pm with food available for the first hour prior to sit down preview performances from festival artists. We expect about 100 guests - mostly press and CCF partners from various arts organizations and the city. The event is open to the public for a \$15 ticket. We have a small budget of \$200 in addition to the following promotion:
  - restaurant/business highlighted in social media posts about the launch party on CCF Facebook and Instagram
  - included in all eblasts that mention Launch Party
  - included in Festival Program if commitment received by 9/1/19 (2000+ distribution)
  - 2 tickets to the Fringe After Dark event of your choice (schedule available in September)
  - 1 all access pass to Festival performances (\$100 value)

# Charm City Fringe Program Ad Specifications

\*First Come First Served  
Please add 1/8" bleed to full-bleed advertisements

<p><b>Inside Front Cover</b> 5.5" x 8.5" = *\$500</p> <p><b>Inside Back Cover</b> 5.5" x 8.5" = *\$500</p> <p><b>Interior Pages</b> 5.5" x 8.5" = \$400</p>	<p><b>Half Page Ad</b> 5.5" x 4" = \$200</p>	<p><b>Vertical</b> 2.5" x 4"</p> <p><b>Quarter Page Ad</b> \$100</p> <p><b>Horizontal</b> 5.5" x 2"</p>
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Thank you,

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