



BPA Season Program Advertising Opportunity 2013 – 2014

***Target a diverse audience that's committed to the arts
and devoted to the local community!***

Whether your business offers theatre-goers a chance to grab a bite *before* the show or linger *after* the show, or if your venue cleverly engages customers at an aesthetic level, Bainbridge Performing Arts' Season Program provides your establishment an appealing opportunity for targeted advertising. Our patrons return time after time, and they often use our printed Season Program as a pivotal resource for planning their Island activities –for the evening, for the weekend, or for the full season!

BPA's Season Program advertising sales are NOW underway. Don't miss out on this valuable means of reaching a targeted audience with a known commitment to the arts and dedication to our community. Please review the enclosed details and instructions, and sign up for your Season Program ad by June 3:

- 2013 – 2014 Season Flyer & Subscription Order Form
- Season Program Advertising Agreement (Deadline June 3)
- Event Program Advertising Agreement (RSVP one month ahead of show)

One especially unique partnership opportunity next season takes place during the three-week run of *The Kentucky Cycle*, a series of nine one-act plays by Robert Schenkkan that explores the American mythology of the West. Each Saturday performance will include a strategic break for dinner, offering local restaurants a chance to tempt patrons with their distinctive culinary offerings.

Contact BPA Operations Manager Shannon Dowling at 206.842.4560 or sdowling@bainbridgeperformingarts.org to discuss the best advertising fit for your business today! To inquire about *The Kentucky Cycle* partnership, please contact BPA Executive Director, Dominique Cantwell at 206.842.4560 or dcantwell@bainbridgeperformingarts.org.

Look for Bainbridge Performing Arts online at www.bainbridgeperformingarts.org and "like" us at www.facebook.com/BPAOnline.

Are additional advertising funds just not in your budget right now? BPA has developed two clear options to facilitate your access to an audience with a known loyalty to the arts and to local business...our patrons.

Option 1: Discounted rates are available for advertising in BPA's *show-specific Event Programs*, allowing you to target your marketing to the audience base of designated shows instead of the entire season.

Option 2: BPA's *Ad Exchange Program* is another way to direct your advertising dollars without breaking the bank. Businesses may trade specialty services in exchange for advertising in BPA's Season Programs or Event Programs. Examples include flower vendors, caterers, wineries, breweries, photographers, costume shops, snack purveyors, and more. We'll gladly entertain a variety of scenarios ranging from services to gift certificates, to promotionals, or in-kind donations.