The Heifetz 2023 Festival of Concerts

Be a part of the excitement as the Heifetz Institute celebrates the 2023 season with more than 40 spectacular events throughout downtown Staunton and the Shenandoah Valley. For the first time ever, the Institute will offer a dedicated digital program book for every concert that allows for an immersive artist and audience experience and delivers exclusive access to our events in new, intimate, and interactive ways. Reach a diverse demographic of locals and tourists through these entertaining, and information-rich guides to the Festival of Concerts, as well as a global audience through our virtual programs.

Digital Impact
- 10,500+ Facebook Followers
- 5,000+ Instagram Followers
- 10,000+ Email Subscribers
- 55,700+ YouTube Subscribers & 14 million+ views

Concert Attendance
- 130 Season Pass Holders
- 7-10 events per week
- Attendance at 90% Capacity
- 6,000+ attendees
- Approximately 75% Locals / 25% Tourists
- Multi-generational audiences
Your Marketing Investment

WEBSITE VISITATION
- 7,800 average monthly users (peaks during summer months)
- 225 average monthly users reported from Staunton (50 from Waynesboro)
  - 15% of total website visitors do not have location set, so this figure is likely 10-15% higher
  - Most of this traffic is concentrated during summer months

LOCAL ECONOMIC IMPACT (FY22)
- The Heifetz Institute assembles a community of 150+ students, 30 summer staff, and 50 faculty members for 6 weeks in downtown Staunton, which frequents downtown establishments and helps to spur the local economy
- Most of the student’s families stay the weekend in Staunton during move-in and move-out, including virtually all participants of the Junior Division (ages 8-12)
- Over $288,000 paid by Heifetz to local hotels, B&Bs, Mary Baldwin University, and landlords for housing, meals, and facility fees (not including any family or audience fees)

SUMMER 2022 FESTIVAL OF CONCERTS
- 49 Concerts in Total
- 15 Free Concerts
- 26 Free Community Events
- 44 Live Streamed Concerts (2.4 million YouTube views in FY22)
- 158 Students from 14 countries
- Extensive marketing campaigns on TV & Radio statewide (WMRAI WVTF; VPM; WETA), digital marketing including Meta and Google Ads
- 61% of ticket buyers from Staunton, with Virginia Beach, Charlottesville, Washington DC, and Harrisonburg as the most represented feeder markets.
- New concert series launched in 2022 to expand presence beyond the summer: Hear & Now - a chamber music concert series at Mary Baldwin University’s Francis Auditorium featuring world-renowned Heifetz faculty artists joined by outstanding alumni of the Heifetz Ensemble in Residence
- Revamped Heifetz Music Shop at 107 East Beverley is now the only full-service musical instruments store and supplier with the closure of Staunton Music and Fretwell

COMMUNITY SUPPORT
The City of Staunton has been a willing and active partner, notably by providing outdoor media exposure courtesy of Heifetz banners hung on downtown streets, provided as an in-kind service. The City’s Tourism department regularly showcases Heifetz Institute programming through their social media and email marketing campaigns. The Institute is also an active participant in the City of Staunton’s Tourism Advisory Bureau, the Staunton Downtown Development Association, and the Greater Augusta Regional Chamber of Commerce, the latter of which awarded the Institute the “2019 Non-Profit Excellence Award.” The Institute works with several organizations jointly to promote tourism, investment, and growth in the region, including the Staunton Tourism Advisory Board, The Greater Augusta Regional Chamber of Commerce, the Shenandoah Valley Partnership, the American Shakespeare Center, Staunton Augusta Art Center, and Staunton Music Festival.
The Institute’s signature series is a showcase for breathtaking performances by our extraordinary students on Monday & Wednesday evenings at Mary Baldwin University's Francis Auditorium. All concerts will be live streamed on the Institute's YouTube and Facebook channels, with sponsor information included in description and prominent links to the digital concert program (live streams average 2,000-5,000 views). Featured Sponsors receive 4 complimentary tickets to their sponsored event(s); Additional Sponsors receive 2 complimentary tickets.

Digital Ad Specifications:
- Submission Deadline: **May 1, 2023**
- 420px Width by 160px Height
- RGB color mode; No less than 72dpi; JPG, PNG or GIF format
- For ideal presentation, ad should contain an “eye catching” image or color along with a logo and limited text (e.g.: headline; call to action; special offer).
- Font size should be 12pt or higher for maximum legibility.
- Ads can be made interactive. Please indicate which link should be used in order to re-direct viewers once clicked on (e.g. homepage; social media; email). This text does not need to be a part of the ad design.
- Ads may be sent as motion graphic GIFs. Overall size of GIF ad should not exceed 2 megabytes and should follow all guidelines listed above.

**Featured Sponsor (under About the Show section):**
(limited to one sponsor per concert)
1 concert sponsorship: $300 / 2 for $500 / 3 for $700

**Additional Sponsor Section**
(up to three sponsors per concert)
1 concert sponsorship: $150 / 2 for $250 / 3 for $350

**In-Kind Sponsorship**
In-kind Sponsorships are a contribution of certain products or services instead of a direct monetary payment. For example, a restaurant may provide food, or a hotel may provide rooms for entertainers, etc., in exchange for being recognized as a sponsor. The “market value” of the contribution must meet or exceed the specific amount listed in the sponsorship levels to qualify for sponsor status. Contact us to discuss!
Corporate Sponsorship Packages

Sponsorships Packages Include:
- Primary Sponsor placement in the Digital Program Book for selected concert(s)
- Sponsor Spotlight banner ad in Heifetz eNewsletter*
- Sponsor Recognition on Event page on Heifetz website*
- All concerts will be live-streamed on the Institute's YouTube channel, with sponsor information included in description (live streams average 2,00-5,000 views)*
- 4 Complimentary tickets to all sponsored events

* Sponsor’s hi-res logo will link directly to their preferred url

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Chamber Music Showcase Series

**Full Series Sponsorship**

Five Thursday evening concerts at Francis Auditorium highlighting the intensive chamber music study at the Institute. And new for 2023, this series will feature collaborations between students and faculty for an unforgettable series.

- **$3,000**
- **RESERVE NOW**

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Heifetz Hootenannies

**Full Series Sponsorship**

Five Saturday evening concerts featuring Heifetz students, staff, and special guests on multi-genre mashups, from bluegrass and Broadway to folk and rhythm and blues—fueled by local craft brews and food trucks under the supersized Heifetz tent.

*Includes Sponsor Banner as backdrop in the Heifetz tent.

- **$5,000**
- **RESERVE NOW**

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Sunday Matinees

**Full Series Sponsorship**

Five Sunday series concerts return to Francis Auditorium with carefully curated programs featuring Heifetz students, faculty, alumni, and special guests.

- **$2,000**
- **RESERVE NOW**

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Junior Division Showcase Series

**Full Series Sponsorship**

The Institute’s youngest performers, aged 9–14, showcase their talents on the Heifetz stage at these free concerts (10 total)

- **$1,500**
- **RESERVE NOW**