

### The Heifetz 2024 Festival of Concerts

Be a part of the excitement as the Heifetz Institute celebrates the 2024 season with more than 56 spectacular events throughout downtown Staunton and the Shenandoah Valley. The Institute will again offer a dedicated digital program for every concert that allows for an immersive artist and audience experience - delivering exclusive access to our events in new, intimate, and interactive ways, while also lessening the environmental impact of printing a traditional program book. These entertaining and information-rich guides to the *Festival of Concerts* reach a diverse demographic of locals and tourists, as well as a global audience through our extensive virtual programming and livestreams.

### Digital Impact

- 80,000 digital program page views during festival season
- 11,200+ Facebook Followers
- 5,700+ Instagram Followers
- 10,000+ Email Subscribers
- 61,100+ YouTube Subscribers & 16.1 million+ views

### Concert Attendance

- 130 Season Pass Holders
- 7-10 events per week
- Attendance at 90% Capacity
- 8,000+ attendees
- Approximately 75% Locals / 25% Tourists
- Multi-generational audiences



[MORE INFO](#)

[Preview a Digital Program Book](#)



# Your Marketing Investment

## DIGITAL PROGRAMS & WEBSITE VISITATION DURING FESTIVAL SEASON

- 80,000 digital program page views // 4,480 unique viewers
- Highly engaged users: average engagement time of 4m24sec
- >26,000 users // >51,00 sessions to Heifetz Institute website

## LOCAL ECONOMIC IMPACT

- 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). Families of younger Junior Division students reside in Staunton for the duration of the program.
- Over \$300,000 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 2024 FESTIVAL OF CONCERTS

- 56 Concerts in Total
- 15 Free Concerts
- 26 Free Community & Outreach Events (including performances at Augusta Health and regional assisted living facilities)
- 51 Live Streamed Concerts on YouTube and Facebook
- Extensive marketing campaigns on TV & Radio statewide (WMRA, WVTF; VPM; WETA), digital marketing including Meta and Google Ads
- Partnership with Staunton Music Festival to promote classical music in Staunton with grant support from the Virginia Tourism Corporation
- 2/3 of ticket buyers from Staunton, with Virginia Beach, Charlottesville, Washington DC, and Harrisonburg as the most represented feeder markets.

## 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. Sponsorship includes:

- Ad placement in digital concert program (see below)
- Sponsor recognition in printed program and announcement at the concert
- Recognition in the concert live streams via the Institute's YouTube and Facebook channels
- 4 complimentary tickets for Featured Sponsors; 2 complimentary tickets for Additional Sponsors

**Digital Ad Specifications:**

- Submission Deadline: **May 31, 2024**
- 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.

**RESERVE NOW**

**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 all concerts in selected series
- 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



## 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.

**\$1,250**  
**RESERVE NOW**



## 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.*

**\$2,500**  
**RESERVE NOW**



## 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.

**\$1,500**  
**RESERVE NOW**



## Fridays in the Gallery *Full Series Sponsorship*

Our popular Free Friday series returns to the Staunton Augusta Art Center with thrilling performances amidst the inspiring art in the Center's main gallery.

**\$1,000**  
**RESERVE NOW**

# Welcome Packet Promotions

*Offered free with any Stars of Tomorrow or Series Sponsorship Packages*



We will host a community of 40 summer staff members, 76 faculty members, and 164 students over our six-week summer program. All attendees receive a welcome packet upon arrival, including informational guides to Staunton and the surrounding areas. If you would like to include a promotional item like a flyer, business card, or coupon, you may provide those to us by June 1 for inclusion in the welcome packets.

Some key dates to be aware of on which we see particularly high traffic:

**June 14:** Move-in day for students

**July 7-8:** Junior Division Session I ends / Junior Division Session II begins  
*(this is an especially busy weekend, as most of our younger students get picked up by their families, who generally will stay several nights in Staunton to attend concerts)*

**June 28 -** Move out

**\$50**  
**RESERVE NOW**