

BUSINESSES AGREE...

Arts Increase Name Recognition **79%**

Arts Increase Networking Opportunities to Develop New Business **77%**

Source: 2018 BCA National Survey of Business Support for the Arts

IPO/CHICAGOLAND SYMPHONY AUDIENCE ATTENDEES

57% HH income **over \$100k**

- **21%** \$100k-\$149,999
- **26%** \$150k-\$249,999
- **10%** \$250,000+

52% Market Value of owned home **over \$250k**

- **10%** \$250k-\$299,999
- **12%** \$300k-\$349,999
- **15%** \$350k-\$499,999
- **9%** \$500k-\$749,999
- **6%** \$750,000+

46% HH net worth **over \$500k**

- **22%** \$500k-\$999,999
- **11%** \$1m-\$1,999,999
- **13%** \$2m+

88% are ages **30+**

- **22%** 30-39
- **21%** 40-49
- **14%** 50-59

68% have college degrees (4-year college)

40% have post graduate degrees

IPO Patrons primarily live in **Palos Heights, Frankfort, Homewood, Flossmoor, Tinley Park, Orland Park, Park Forest, Mokena, New Lenox and Olympia Fields.**

Source: IPO Patron Survey / Scarborough R12021: Feb20-Feb21

2021/22 SEASON

Opening Night:

Copland, Ewazen & Price

featuring The Joffrey Academy of Dance,
Official School of The Joffrey Ballet

OCTOBER 16, 2021, 5:30PM

Naomi Bensdorf Frisch, *Oboe*
Yoshihisa Arai, *Choreographer*

Mozart & Beethoven

NOVEMBER 13, 2021, 7:30PM

Naomi Bensdorf Frisch, *Oboe*
Trevor O'Riordan, *Clarinet*
Erin Kozakis, *Bassoon*
Lee Shirer, *Horn*

Back Together for the Holidays:

The Snowman & Other Holiday Favorites

DECEMBER 11, 2021, 3PM

Still, Bologne & Dvořák

FEBRUARY 19, 2022, 7:30PM

Rachel Barton Pine, *Violin*

Stravinsky, Ravel & Abels

MARCH 12, 2022, 3PM

All Brahms

APRIL 30, 2022, 7:30PM

Azusa Tashiro, *Violin*
Jacob Hanegan, *Cello*

Scheherazade

MAY 14, 2022, 7:30PM

William Wolfram, *Piano*
Martha Horst, *Composer-In-Residence*

CONCERT VENUE

Ozinga Chapel at Trinity Christian College
6601 College Drive, Palos Heights, IL



ADVANCING CLASSICAL MUSIC IN THE SOUTHLAND

2021/2022 PROGRAM BOOK ADS



BENEFITS TO YOU

- **Your ad runs in all 7 concert program books reaching over 6,000 patrons per season.**
- Your logo featured on our sponsor banner located in the concert hall lobby entrance for every performance.
- Your logo with hyperlink to your website featured on the sponsors page of our website.
- Your business featured in a dedicated post on IPO's Facebook page during our Sponsor Appreciation Month, November 2021.
- You have the option to provide IPO with updated ads throughout the season to tie into your business's seasonal promotions.
- IPO's patrons primarily live in Palos Heights, Frankfort, Homewood, Flossmoor, Tinley Park, Orland Park, Park Forest, Olympia Fields, Mokena and New Lenox but come from over 80 communities in the wider Southland region.

IPO APPLAUDS OUR PROGRAM BOOK ADVERTISERS!

As supported by an increasing number of research studies, business and arts partnerships help make economies and communities thrive. Your investment in an IPO program book ad not only has direct benefits for your business, but helps bolster the local community.

As IPO begins its 44th Season in our venue, Ozinga Chapel at Trinity Christian College in Palos Heights, we invite you to join us in **ADVANCING CLASSICAL MUSIC IN THE SOUTHLAND**. Reserve your ad today!

PROGRAM BOOK AD RATES

Your ad is included in all 7 program book printings for the 2021/22 season.

FULL PAGE

5" wide x 8" high

Color: \$1500

B/W: \$900

HALF PAGE

5" wide x 3.875" high

Color: \$750

B/W: \$500

QUARTER PAGE

5" wide x 1.813" high

Color: \$375

B/W: \$300

ADDITIONAL EXPOSURE OPTION

Businesses may also run their ad in the *Friends of the IPO Symphony of Style* Fashion Show program book. The fashion show is November 7, 2021, at Idlewild Country Club and attracts 300 women from the Southland.

ADD ON RATES ARE FOR B/W ONLY*

Full Page: +\$125

Half Page: + \$75

Quarter Page: +\$50

*To reserve a full color, full page back cover, inside cover or center spread ad in the Fashion Show book, contact Friends of the IPO President Dory Machtinger at dorymach1@aol.com.

OFFICE

377 Artists Walk, Park Forest, IL 60466
708.481.7774 | ipomusic.org

Stilian Kirov, *Music Director*
Christina Salerno, *Executive Director*

HOW TO SIGN UP

It's easy to join the movement and help IPO advance classical music in the Southland!

- Fill out the enclosed program book ad reservation form and return with payment. Please contact the IPO office if you need an invoice for payment.
- Submit your print-ready ad (JPG or PDF) or email us the ad components (photo, logo, text) for our designer to create a proof for you to approve.

QUESTIONS?

Please contact Ken Churilla
Marketing & Communications Director
at 708.481.7774 or kchurilla@ipomusic.org

