

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

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

2023/2024 SEASON

Opening Night
MUSIC FROM THE AMERICAS
OCTOBER 14, 2023, 5:30 PM

Stilian Kirov, *Conductor*
Stella Chen, *Violin*

PIAZZOLLA & MOZART
NOVEMBER 18, 2023, 7:30 PM

Stilian Kirov, *Conductor*
Azusa Tashiro, *Violin, IPO Concertmaster*

IPO HOLIDAY FESTIVAL
A Celebration of Voice & Music
DECEMBER 9, 2023, 3 PM

Stilian Kirov, *Conductor*
Chicago Community Chorus
led by Dr. Keith Hampton, Artistic Director / Founder

SIERRA, MARSALIS & GERSHWIN
FEBRUARY 24, 2024 7:30 PM

Stilian Kirov, *Conductor*
Sean Chen, *Piano*

DEBUSSY, V. WILLIAMS & THOMAS
MARCH 16, 2024, 3 PM

Stilian Kirov, *Conductor*
Elizabeth Huffman, *Violin, IPO Assistant Concertmaster*
Anima Glen Ellyn Children's Chorus
ChiArts

BOLOGNE, MOZART & HAYDN
APRIL 13, 2024, 7:30 PM

Stilian Kirov, *Conductor*
Lee Shirer, *Horn, IPO Principal Horn*

JOYFUL VOICES: SHAW & BEETHOVEN
MAY 18, 2024, 7:30 PM

Stilian Kirov, *Conductor*
Chicago Community Chorus
led by Dr. Keith Hampton, Artistic Director / Founder
Kimberly E. Jones, *Soprano*
Leah Dexter, *Mezzo-Soprano*
Ryan Townsend Strand, *Tenor*
Bill McMurray, *Baritone*

CONCERT VENUE

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



ADVANCING CLASSICAL MUSIC IN THE SOUTHLAND

2023/2024 PROGRAM BOOK ADS

Illinois Council of Orchestras
Professional Orchestra of the Year 2020, 2010, 1991
Executive Director of the Year 2022



BENEFITS TO YOU

- **Your ad runs in all 7 concert program books reaching over 6,000 patrons per season.**
- Your logo with hyperlink to your website featured on the Sponsor page of our website.
- Your business will be included as a sponsor of one month of IPO eBlasts within the 2023/24 season. IPO sends three to four eBlasts per month to over 6,000 registered recipients. As a sponsor, you will receive a logo and hyperlink to your business.
- You have the ability to provide IPO with updated ads throughout the season to tie into your businesses 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 46th 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

Price listed is for the full season. Your ad is included in all 7 program book printings for the 2023/24 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 5, 2023, at Idlewild Country Club and attracts 300 women from the Southland.

ADD ON RATES

Full Page: +\$125

Half Page: + \$75

Quarter Page: +\$50

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 a program book ad reservation form and return with payment. Please contact the IPO office if you need a form or 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. Ad design services are free of charge.

QUESTIONS?

Please contact Ken Churilla

Marketing & Communications Director

at 708.481.7774 or kchurilla@ipomusic.org

