



Santa Cruz Baroque Festival

Linda Burman-Hall, Artistic Director

P. O. Box 482 • Santa Cruz, CA 95061
Tel.: (831) 457-9693 • Email: info@scbaroque.org
Visit our website: www.scbaroque.org

Dear _____,

We are writing you with the hope that you will consider placing an advertisement for your business in our upcoming season booklet. **Santa Cruz Baroque Festival** is a registered non-profit arts organization. Your encouragement of the local arts community is essential now that state and city grants have disappeared in recent years!

From February through May of 2008 the *SC Baroque Festival* will hold its 35th concert season with a set of 5 magnificent concerts under the theme "**Musical Legends.**" We have directed special efforts towards increasing youth audiences and exposing younger generations to high-quality live and acoustic music of the Baroque period, and other related styles. To this end we have offered \$2 tickets for K-12 and UCSC students, and we have sponsored an annual *Youth Chamber Music Competition*. Our youth outreach programs have only been possible through partial support through local businesses, in particular advertisers.

Between 150 and 200 highly-educated (mostly) local patrons will be in attendance at each of our 5 concerts. Our concertgoers make a habit of shopping and doing business locally, thus supporting back our loyal advertisers. Our board members and administrative staff also make an effort to utilize the services of our advertisers in return for their support.

Your ad will appear in our program booklet for the season, which is distributed at all five events, reaching hundreds of music patrons. Our ad rates have remained unchanged and are as follows:

☞ Quarter page (business card)	\$95	(you receive 2 complimentary season concert passes)
☞ Half page	\$185	(you receive 4 complimentary season concert passes)
☞ Full page	\$345	(you receive 6 complimentary season concert passes)

We also offer the following special opportunities:

☞ Corporate Sponsorship: A Full page ad, website banner & link, <i>and</i> 10 complimentary concert tickets.	\$450
☞ Garden Tour Sponsor: A Garden Tour program ad, <i>and</i> a large advertisement sign at the entrance of one of our 5 lovely gardens (with hundreds of guests enjoying the music and food). Your sponsorship is a direct contribution towards one of the five musical groups performing at this event.	\$250

We look forward to discussing the details with you soon and please contact us any time for more information.

Many thanks,

Dean Silvers, Advertising Coordinator ➤ (831) 426-1675, dsilvers@cruzio.com
 Gertrude Fator, Asst. Ad Coordinator ➤ (831) 662-8960, trudelaf@msn.com
 Alissa Roedig, General Manager ➤ (831) 457-9693, ajrflute@cruzio.com

☞ AD/SPONSOR PLEDGE FORM ☞

Business Name: _____ Contact: _____

Yes, I would like to place an ad/be a sponsor Please re-contact me at a later time for re-consideration

Ad size/Sponsorship Type:

¼ Page ½ Page Full Page Corporate Sponsorship Garden Tour Sponsorship

Payment Information:

Check Enclosed Credit Card Information Provided I will pay at a later time (payment due by Feb. 15, 2008)

VISA Master Card Number: _____ Exp.: _____ Sign.: _____

I will provide our own ad copy as pdf or jpg Please design an ad for us (I will provide information)

THANK YOU!