

# Advertise at Cape Cod's largest cultural event of the year!

THE 33RD ANNUAL

 Citizens Bank®



TO BENEFIT THE

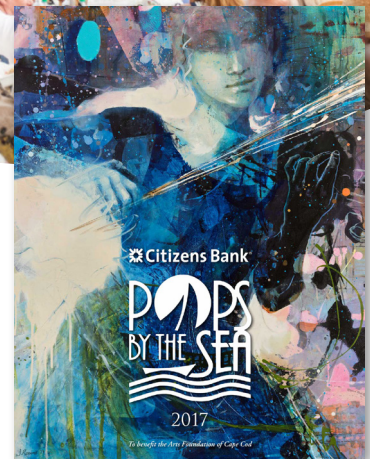


**Featuring the Boston Pops Esplanade Orchestra  
with Conductor Keith Lockhart**

**Hyannis Village Green ~ August 12, 2018**

For 32 years, community members, businesses, and concert attendees have supported our mission of strengthening, promoting, and celebrating Cape Cod's arts and culture by advertising in the Citizens Bank Pops by the Sea program.

Advertising in the program is a special opportunity to showcase your business to an engaged audience of residents and visitors. Citizens Bank Pops by the Sea is **the most important fundraising event for the Arts Foundation and the largest one-day cultural event on Cape Cod**. This is also a wonderful opportunity for individuals to send a message to family, friends, and the arts community!



## KEEPSAKE PROGRAM

- Pops by the Sea VIP table buyers are **one of the most sought after demographics**, as table prices range from \$2,000–\$5,000.
- A beautiful, glossy magazine with a long shelf life.
- Distributed to all **2,500** VIP attendees
- All ticket buyers receive a digital copy of the program the day of the event.
- The program is available online year round!

*see reverse for more information*

# Send a message to your community that the Arts matter!



The Arts Foundation of Cape Cod is a nonprofit organization whose mission is to support, promote, and celebrate the arts and culture of Cape Cod in order to sustain a vibrant, diverse, and strong arts community.

Our work impacts the creative economy and enhances Cape Cod's reputation as a cultural destination. The AFCC funds artistic and cultural initiatives that reflect the vitality and diversity of the arts on Cape Cod. **In the past 25 years, the AFCC has invested more than \$1.5 million in artists, students, arts organizations, educational institutions, and cultural projects.**

## AD DIMENSIONS, RATES AND SPECIFICATIONS

- ☐ **Quarter Page:**  
3.5 inches wide by 4.75 inches high  
\$400
- ☐ **Half Page:**  
7.5 inches wide by 4.75 inches high  
\$600
- ☐ **Full Page:**  
**No Bleed** 7.5 inches wide by 9.75 inches high  
**With Bleed** 8.5 inches wide by 11 inches high  
\$1,000

**Inside Front Cover:**  
\$2,000

**Inside Back Cover:**  
\$1,500

**Advertorial:**  
\$2,000

**Page 1:**  
\$2,000

- A PDF of the Pops program will be sent out to all ticket buyers the day of the event.
- A PDF of the Pops program will be available year-round on the AFCC website.
- All ads are full-color
- Advertising design services are available for \$50 through Alison Caron Design (a \$150 value)
- Camera-Ready Ads: Please supply high resolution PDF files.

**Email ads or materials to [mail@alisoncaron.com](mailto:mail@alisoncaron.com)**

## UPGRADE YOUR AD

☐ **Half Page:**

Your organization will be listed in the AFCC's weekly online newsletter "it's On!" (8,000 recipients)

☐ **Full Page:**

Your organization's logo with a link to your website will be listed in the AFCC's weekly online newsletter, "it's On!" (8,000 recipients)

☐ **Advertorial:**

Full color page. The AFCC will have a professionally written piece highlighting why you support the arts. Only 3 will be sold.

**ADVERTISING DEADLINE: FRIDAY, JULY 21, 2018**

Contact: Steve Richards ~ 774-238-0787 ~ [steve@artsfoundation.org](mailto:steve@artsfoundation.org)

*Space is limited, reserve your spot today!*

Business/Name \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

My check for a total of \$ \_\_\_\_\_ is enclosed. **Please make payable to The Arts Foundation of Cape Cod.**

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

☐ **Yes!** I would like to make an additional, fully tax-deductible, Beyond the Pops gift of \$ \_\_\_\_\_ to support the AFCC's goal of increasing the Grant and Scholarship program. My gift is enclosed.

**\*Please note that a gift of \$500+ welcomes you to our Patron Program, a whole new way to support arts and culture throughout the year. Benefits include unique Patron Program special events, behind the scenes tours, and opportunities to engage in exploration with a robust group of fellow supporters.**

Kindly send payment to Wendy O'Keefe, Director of Development  
The Arts Foundation of Cape Cod, 396 Main Street, Suite 10, Hyannis, MA 02601  
508-362-0066 ext. 112, [wokeefe@artsfoundation.org](mailto:wokeefe@artsfoundation.org)