



MAIN STAGE, NEW HAVEN GREEN

The Festival annually draws over 100,000 people from around the world, across the country, and every corner of Connecticut. Most spend nearly three times the national average for arts attendees, and stay to shop in stores, dine in restaurants, visit museums and galleries, and explore the neighborhoods. We work closely with our sponsors to attain a clear understanding of their marketing objectives, target demographics and budget. This communication fosters effective brand-specific integrations, aligning the sponsor with the Festival as a featured partner.

## Audience Demographics

### Age

- 18-35 year olds represent 30% of the Festival's audience, double the national average for arts attendees in the age group.
- 36-55 year old age group and the 55+ age group each make up more than 30% of the audience.

### Income and Education

- 61% of the audience has an income of \$60,000 or more; however, the Festival's free programming and modestly priced tickets attract audiences from all socio-economic categories.
- 76% of the audience is college graduates; of that, 43% attended graduate school.

### Geographical Distribution

- Half of our audiences are distributed broadly across the state and the region.
- 44% of the audience came from 121 Connecticut cities and towns other than New Haven.
- 9.8% were out-of-state and international visitors drawn from 32 states and 18 countries.

## Media Campaigns

The Festival enjoys widespread praise and recognition from the media. Recent media exposure included the following:

### Print

- National coverage from *The New York Times*, *Variety*, *American Theatre Magazine*, *Time Out New York*, *Philadelphia Inquirer*, *USA Today*, and *Dance Magazine*, to name a few.
- Regional coverage from the *New Haven Register*, *New Haven Advocate*, *Connecticut Post*, the *Hartford Courant*, and others.
- Recognition as "Best Connecticut Festival" by *Connecticut Magazine*.

### Online

- The interactive Festival website, featuring a unique series of video blogs as well as featured broadcasts of artist interviews, saw a 20% increase in traffic in 2009.
- Festival presence expanded to Twitter and Flickr in 2009, following previous creation of pages on Facebook, MySpace, and YouTube.



MAVIS STAPLES, 2009

## Sponsorship Recognition

Depending on the level of sponsorship, corporations receive increasing levels of recognition in the Festival's print, media, event venues, and website promotions as well as access to exclusive Festival events.

## A Major New England Destination for Tourists

The Festival has drawn praise and recognition from the tourism industry for its leadership and cultural excellence.

- Ranked among top 100 event destinations in America by the American Bus Association.
- Listed in USA Today as Connecticut's "Travel Destination" at the start of the summer travel season (May 2009).
- 50% of Festival audiences attended multiple events; 90% attended a free performance.

## Economic Impact of \$21 Million in 2009

A Quinnipiac University study calculated that the 2009 Festival generated \$21.3 million to the State's economy through Festival related business in the travel, hospitality, food & beverage services, printing and production, seasonal jobs, and audience expenditures.

- The Festival's cumulative economic impact over 14 years is over \$211 million

**For additional information please contact  
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MAIN STAGE CONCERT ON THE GREEN