2020 Advertising Opportunities

Align your brand, attract traffic to your establishment and play an integral part in supporting the cultural vibrancy of Savannah!

The annual Savannah Music Festival (SMF) attracts an attendance of nearly 30,000 concertgoers during the 17-day festival with patron surveys showing that up to 30% of festival attendees spend an average of three nights in our city. Every spring, festival patrons with highly desirable demographics fill area lodging establishments and restaurants, frequent attractions, shop locally and spread the word about their experiences in Savannah to future visitors.

NEW IN 2020!

BECOME AN SMF LOCAL PARTNER! $150

SMF Local Partners receive a decal to display at their business identifying them as a partner in the community. Local Partners may offer discounts or specials at their discretion to SMF patrons. When posted to Twitter, Facebook or Instagram with #SMFLocalPartner, we'll share your offers with our social media community to drive traffic to your business.

SMF Local Partners will also be listed in the printed version of the official festival program and on the SMF website.

6,162 Followers | 6,514 Followers | 4,016 Followers

WEBSITE LISTING $600

SMF's website attracts over 20,000 monthly users starting with the season announcement through the end of the festival, and in 2019, 63% of ticket sales were online transactions. Website listings are listed by category in the "Plan Your Visit" section of the SMF website (savannahmusicfestival.org/plan-your-visit), e.g. "Accommodations" for hotels and inns, "Food & Drink" for restaurants and bars. Between the season announcement in early November and the start of the festival in March, SMF's weekly e-blasts link directly to the "Plan Your Visit" pages.

ONLINE + PRINT: WEB LISTING WITH INTERACTIVE MAP + TICKET BROCHURE TEXT LISTING WITH MAP MARKER $750*

With over 15,000 copies distributed starting in November 2019, SMF's ticket brochure is the first look into the 2020 season. This piece allows patrons to plan their full festival experience, and hotel properties are included on the "Plan your stay" map (which also includes festival venues) with a short description provided by the advertiser. Also included is a listing on the SMF website's Accommodations section that featured a short property description and an interactive map with the opportunity to include a custom booking URL.

**This exclusive deal is only available to hotels, inns, and bed and breakfasts.*

PROGRAM BOOK ADVERTISING

SMF's 6,500 in-depth programs are distributed to patrons free of charge during the festival (March/April 2020). The publication includes in-depth information about individual festival performers, a detailed venue map as well as facts about SMF education programs and the organization in general.

Standard run-of-book:

Full page	$2,225
1/2 page horizontal	$1,250
1/2 page vertical	$1,250
1/4 page	$875

Premium full-page placement:

Back Cover	$3,250
Inside Cover (front or back)	$2,500
Page 1	$2,500
Adjacent to TOC	$2,500

PROGRAM BOOKMARK $2,500 (ONLY ONE AVAILABLE)

This piece is inserted into the 6,500 programs distributed daily during the festival on the day of show (March/April 2020).

TICKET ENVELOPE $2,500 (ONLY ONE AVAILABLE)

Reach SMF patrons as they receive their tickets in 5,000 of our custom-printed ticket envelopes featuring your business.

For more information on how to advertise with the Savannah Music Festival, or to become a corporate sponsor, please call 912.234.3378 or e-mail advertising@savannahmusicfestival.org