

2021 ADVERTISING OPPORTUNITIES

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

The Savannah Music Festival (SMF) is scheduled for May 18–30, 2021 and will attract an attendance of tens of thousands of concertgoers during the 13-day festival. Past patron surveys show that up to 30% of festival attendees travel to Savannah for SMF and spend an average of three nights in our city. Every spring, these festival patrons fill area lodging establishments and restaurants, frequent attractions, shop locally and spread the word about their experiences in Savannah to future visitors.

Choose from any of the following advertising opportunities to help patrons plan their visit and be top of mind when the 2021 season lineup is announced and tickets go on sale at the beginning of March 2021.

Lodging Package \$750 (PRINT + ONLINE)

Due date for ticket brochure listing: January 25, 2021

Be included in the printed ticket brochure, which is distributed via mail and local distribution to past and future patrons. We traditionally print 15,000 copies of this publication that offers a first look at our 2021 festival season.

The festival website will go live in late February 2021 and includes an interactive version of the accommodations map. At the same time, we'll begin weekly eblasts to our list of 50,000 email addresses. With the LODGING PACKAGE your property is included on our "Plan Your Stay" eblast, scheduled for March 2021. In addition, if you roll out discounts or promotions for our patrons, tag them with #SMFLocalPartner and we'll share them on our social media channels.

Weblisting: \$600 (ONLINE ONLY)

This package includes online references to your property. Like the LODGING PACKAGE above, your property would be visible on an interactive version of the accommodations map and included on our "Plan Your Stay" eblast in March 2021. We'll also share any posts you tag with #SMFLocalPartner with our social media followers.

AVAILABLE ADD-ON

Featured Property in "Plan Your Stay" Eblast: \$250

*Only one available.

Our "Plan Your Stay" eblast is scheduled for March 2021. The eblast will include any lodging partners who have opted into an applicable advertising package, but it will feature a single property at the top of the email. This add-on is applicable for LODGING PACKAGE or WEBLISTING advertisers only.



E-mail banner ad: \$500 per Eblast

Once tickets go on sale in late February 2021, we send weekly eblasts to our list of 50,000 email addresses. The content of each eblast will change each week, but will feature different performers, genres, or days of the festival that may attract patrons. We have space for one banner advertisement in each eblast, and can assist you in laying out this advertisement if needed.

SMF Local Partner: \$150

SMF LOCAL PARTNERS receive a decal to display at their business identifying them as a partner in the community. SMF 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.

 19,581 Facebook followers

 5,310 Instagram followers

 6,656 Twitter followers

Program Book Advertising

Due date for print-ready ads: April 21, 2021

SMF's in-depth programs are distributed to patrons free of charge during the festival (May 18-30 2021). 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 \$1,335

1/2 page horizontal \$750

1/2 page vertical \$750

1/4 page \$525

Premium full-page placement:

Back Cover \$1,950

Inside Cover (front or back) \$1,500

Page 1 \$1,500 – SOLD

Adjacent to TOC \$1,500

Program Book Bookmark: \$1,750

*Only one available.

Due date: May 1, 2021

The program book bookmark is inserted into the programs distributed daily during the festival on the day of show (May 18-30, 2021).

For more information on how to advertise with the Savannah Music Festival, or to become a corporate sponsor:

 912.234.3378 ext 111

 advertising@savannahmusicfestival.org

 savannahmusicfestival.org/advertise