

BRECKENRIDGE MUSIC FESTIVAL

In the Key of Excellence

BRECKENRIDGE MUSIC FESTIVAL SPONSORSHIP & ADVERTISING 2011/2012

Concerts and Events Year 'Round
Featuring the Festival Orchestra Series,
Blue River Series, Champagne Series,
Chamber Series and Winter Series Concerts

Our audience is your target market.

Breckenridge Music Festival performances have the largest paid attendance in Summit County:

- 1/3 own a primary residence in Summit County
- 1/3 own a secondary residence in Summit County
- 1/3 are frequent, occasional or first-time visitors
- 1/2 have an annual income over \$100,000
- 95% of patrons surveyed visit Summit County shops and restaurants while they attend the Festival

Support the Breckenridge Music Festival and reach your target market at rates still lower than our regular rates.

Full-Color Advertisements in both of the Summer Festival and Winter Series Programs.



Benefit Descriptions

Concert Sponsor: Acknowledgements in preseason brochure, Festival program and concert opening announcements.

Main Street Banner: Logo on the Breckenridge Music Festival banner on Breckenridge's Main Street at Ski Hill Road.

Riverwalk Center Screen: Business name displayed on screen in the Riverwalk Center before concerts and at intermission.

Promo Materials: Listing in BMF promotional materials.

Merchant Discount Card: The opportunity to direct Breckenridge Music Festival supporters to your business with an offer for discounts on products or services of your choice.

All of our Merchant Sponsors receive invitations to our Sponsor Appreciation Reception during the Festival Season.

	Concert Sponsor	St. Banner	RWC Screen	Promo Mat.	Website Link	Festival Passes	Winter Passes	Full-page Ad	Merchant Discount Card
Series Sponsorships									
Blue River Series	\$5,000	x	x	x	logo	x	4 gold season	x	x
Festival Orchestra Series	\$5,000	x	x	x	logo	x	2 gold season	x	x
Champagne Series	\$3,000	x		x	logo	x	2 Champagne Series	x	x
Concert Sponsorships									
Corporate	\$2,500	x		x	x	x	2 gold 4-packs		x x
Special Rates for 2011									
Advertising Sponsors									
Full-page ad, S&W	\$1,750 (\$2,000 regular)		x	x	x	1 gold 4-pack	2 season	x	x
Half-page ad, S&W	\$1,200 (\$1,500 regular)		x	x	x	1 gold 4-pack	2 season		x
Third-page ad, S&W	\$900 (\$1,000 regular)			x	x		2 season		x
Quarter-page ad, S&W	\$600 (\$750 regular)				x				x

Advertisement Space and Art Deadline: May 1st, 2011

Specifications/Submission of Digital Advertisements

Completed Ads: Please supply ad at 300 dpi at 100%, cmyk color and in jpg or pdf format only. Include a color calibrated printout for accurate color-matching.

Incompleted Ads: Please include all images/logos, copy/text and fonts (optional) both screen and printer. Any linked art is to be outlined and saved in cmyk format, eps, jpg or tif accepted. Mac users: Please save files in CS5.

Send Materials to:

• **USPS/Shipping**

McGraphix Creative, Ltd.,
Post Office Box 83
201 North Ridge Street
Breckenridge, CO 80424

• **Email/File Transfer Protocol**

Email: erin@mcgraphixcreative.com (*less than 10 mbs*)

FTP: host: mcgraphixcreative.com
user: BMF (*all upper case*)
password: bmf2011 (*all lower case*)

Mechanical Specifications

	Width	Height
Trim	8.375"	10.875"
Full Page Live Area	7.375"	9.875"
1/2 Horizontal	7.375"	4.875"
1/2 Vertical	3.625"	9.875"
1/3 Horizontal	7.375"	3.21"
1/4 Vertical	3.625"	4.875"

AD Production

McGraphix Creative, Ltd. offers complete graphic design and production services for ad design if needed. Arrangements can be made for color proofs from supplied photography. Contact McGraphix Creative for a design estimate at (970) 453-5580.

Positioning

Positioning of advertisements is at the discretion of the publisher unless a guaranteed premium position has been purchased or special arrangements are in writing from the publisher.

Agreement

Prior to printing and production of your ad, please review all typesetting and artwork carefully as McGraphix Creative is not held responsible for any typographical or graphical errors after receiving sign-off. Changes after this point will incur greater expense due to re-output of proofs and plates.

