



An Appalachian Summer Festival

MUSIC • DANCE • THEATRE • VISUAL ARTS • FILM



Bringing over 27,000 visitors to Boone each July, An Appalachian Summer Festival continues to be a summer tradition for many and a new experience for the next generation of arts lovers!

2019 Playbill Advertising Sizes & Prices

- Complimentary ad design (upon request)
- Full color, pdf or jpeg

Full Page	7.25"W x 9.625"H	\$1200
Half Page Horizontal	7.25"W x 4.75"H	\$800
Half Page Vertical	3.625"W x 9.625"H	\$800
Quarter Page Horizontal	7.25"W x 2.312"H	\$500
Quarter Page Vertical	3.5"W x 4.75"H	\$500

Ad Contract Deadline: April 12, 2019

Ad Materials Deadline: May 17, 2019

Business Name _____

Contact Name _____

Ad Size _____

Mailing Address _____

Phone Number _____

Email Address _____

Signature _____ Date _____

Forms can be emailed, faxed (828.262.2848) or mailed to ASU Box 32045, Boone, NC 28608.

For questions please contact Anna Gaugert, Director of Marketing & Public Relations, at gaugertah@appstate.edu or 828.262.6084, ext. 107.

CELEBRATING

YEARS

JUNE 29
THROUGH
AUGUST 3, 2019

STAY TUNED, EVENTS WILL
BE ANNOUNCED IN
THE NEXT FEW WEEKS!

AN APPALACHIAN SUMMER FESTIVAL

Points of Pride:

- Foundation in classical/chamber music
- Commitment to affordable ticket prices and free events, ensuring arts access for all
- Track record of artistic excellence
- Programming that emphasizes education and enrichment– not just entertainment
- Diverse audience comprised of community members, seasonal residents and visitors
- Opportunity to showcase the campus and resources of Appalachian State University
- The best of both worlds– world-class programming in a beautiful mountain setting
- Events that bring the entire community together
- Strong sense of “ownership” by festival audiences
- Advisory Board that creates a strong link between the festival and the larger community
- Partnerships with campus and community groups that broaden its base of participation
- Important role in promoting tourism and economic development for the region
- Commitment to seeing the arts grow and flourish while building the next generation of arts lovers– the arts audiences of tomorrow!

Over the past 35 years...



880+
arts events



7,100
artists
featured



146
weeks of
arts
programming



682,000+
audience
members in
attendance

Appalachian
STATE UNIVERSITY

