



THE GEORGIA BALLET

50th Anniversary Season

2009-2010 Ticket Buyer Bonus Program

Advertising Information

Demographics

The Georgia Ballet attracts a diverse audience from not only Cobb County, but also Fulton, Fayette, Gwinnett, Paulding, Dekalb, Cherokee, Pickens, and Bartow Counties.

The Georgia Ballet's patrons are well educated, committed to the community, and have the finances to secure their well being. They are in the prime of their lives with families to care for, and building careers, homes, and futures.

57% of our patrons have an annual income above \$50,000 per year; 25% have an annual income of more than \$100,000. 68% of our audience is between the ages of 25 and 55 and the average patron has two children under the age of eighteen. 60% of our audience has seen at least one Georgia Ballet performance before, and many come to all the performances we produce in one season.

Many of our patrons purchase their tickets at The Georgia Ballet box offices, or request that they be mailed to their home. 90% of our patrons have their tickets in hand weeks before the performance.

Ticket Buyer Bonus!

Supplement your exposure this year with our Ticket Buyer Bonus program. We will insert your advertisement or coupon in with the patron's tickets. Our patrons will receive your special ad or coupon when they purchase their tickets. This is the perfect chance for your business to become a part of their special day at the ballet.

Ticket Buyer Bonus Rates:

A Sleepy Hollow Story Insertion: \$200.00

The Nutcracker Insertion: \$300.00

Spectrum, An Evening of New Works Insertion: \$200.00

GAB School Recital Insertion: \$200.00

Season Insertion Rate (Every ticket patron will see your name all season!): \$600.00

New this year! *Link and Logo*

Purchase an ad upgrade for only \$25. Your business logo and a link to your website will be featured in the Performance tab of our website. We will direct our patrons to your business, you tell them where to shop, what to eat, and what to buy. Reserve your *Link and Logo* today!