

Why Advertise in the Columbus Indiana Philharmonic 2019-2020 Concert Program Book?

As we enter the 2019-2020 concert season, the orchestra that was first dreamt of and nurtured by visionary volunteers and dedicated musicians has grown into one of Columbus' most preeminent arts organizations - one that has hosted music's greatest superstars and become one of the cornerstones of the performing arts in Indiana.

The Philharmonic enjoys remarkable community support by means of concert attendance and financial backing. These same individuals and companies also use their resources to support the retail and service establishments in this region.

Ticket buyers are mature, well educated, well traveled and in a positive financial position.

- 75% of the Philharmonic audience is between the age of 35 and 65.
- 45% of the Philharmonic audience has household income of \$50,000 or higher;
- 30% has household income of \$75,000 or higher.
- 42% are college graduates; 37% have attended graduate school.

Our season consists of 8 concerts. Our average concert attendance is 900. This advertising opportunity is a very visible means of capturing the attention of this audience while showing your support of the Columbus Indiana Philharmonic.

With the belief that "making music changes lives," the Philharmonic has provided 31 years of excellence in exciting live performances and important music education programs for all ages. Over 2,500 third and fourth graders from South Central Indiana attend an annual concert designed just for them. The School Strings Program, the Youth Orchestra, the Columbus Indiana Children's Choir, and First Steps in Music are programs helping young people develop important life skills as well as musical talents. The Philharmonic is a valuable community resource for all things musical and for all ages.

Let us help you increase your company's visibility while you contribute to an important community resource. If you have any questions, please do not hesitate to contact Hannah Nieman by phone, 812-376-2638 x3; or by email, hannahn@thecip.org.

We look forward to a mutually beneficial partnership. Thank you!



"There is a tremendous need for this community to have an attractive environment to bring the higher educated workforce here as well as to keep its young people here. Things like the orchestra will do that."

*John Boquist, Professor of Finance
Kelly School of Business, Indiana University*