

BUTLER ARTS & EVENTS CENTER

Advertising with the Butler Arts & Events Center

2020/2021 Season

About the Butler Arts & Events Center

The Butler Arts & Events Center (BAEC) is Central Indiana's premiere home for diverse performing arts programming and education on the beautiful campus of Butler University. Its venues welcome more than 250,000 visitors annually, with 30,000 from the student matinee series. The BAEC is comprised of five venues including its flagship 2100 seat venue Clowes Memorial Hall; the Schrott Center for the Arts with 475 seats; Eidson-Duckwall Recital Hall with 135 seats; Lilly Hall Studio Theatre; and Shelton Auditorium. Programming includes the "Butler Arts Presents" series, BAEC's Education Student Matinee Series, Jordan College of the Arts performances, Broadway In Indianapolis shows, various Butler lecture series, performances from local performing arts organizations and a variety of national touring shows. In 2020/2021, Clowes Memorial Hall is offering digital in-venue advertising opportunities in addition to program advertising for select shows and events. This now allows exposure to all guests and students entering the venue in addition to the program ads.

Advertising Packages (valid September – May)

Premium Package: \$1,200 cash investment per month

- Rotation in large box office lobby (8 55" monitors making two large screens available for ad space -- 2 high x 2 wide, 1920x1080 OR individual small screens) + including the box office window monitor
- 5 main level lobby monitors (one behind front desk, two left entrance & two right entrance to auditorium)
- 12 terrace monitors (four on first terrace level, four on second terrace level, four on third terrace level)
- One featured ad per week in weekly email (120K addresses)
- Up to two (2) tickets to each Butler Arts Presents performance (upon availability)
- Full-page program ads when applicable

LARGE BOX OFFICE LOBBY



BOX OFFICE WINDOW



FRONT DESK



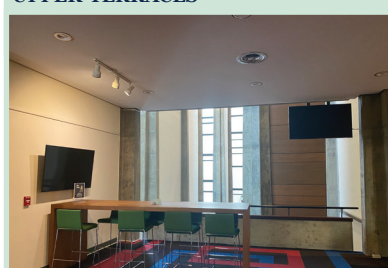
MAIN LEVEL LEFT ENTRANCE



MAIN LEVEL RIGHT ENTRANCE



UPPER TERRACES



Basic Package: \$900 cash investment per month

- 5 main level lobby monitors (one behind front desk, two left entrance & two right entrance to auditorium)
- 12 terrace monitors (four on first terrace level, four on second terrace level, four on third terrace level)
- One featured ad per month in weekly email (120K addresses, you choose the date)
- Special offers/discounts to your staff, clients and marketing lists
- Half-page program ads when applicable

Starter Package: \$600 cash investment per month

- 1 main level lobby monitor (behind front desk)
- 2 upper terrace monitors (two on second level)
- Quarter-page program ads when applicable

Please Note: In the event of a University wide shut down due to COVID-19, Butler Arts & Events Center offers the following refund policy to Advertisers:

Per Month-

- *Shutdown between Day 1 and Day 15- Advertiser to receive a 50% refund of total investment for the month.*
- *Shutdown between Day 16 and the End of Month- Advertiser to receive NO (0%) refund on total investment for the month.*

Livestream Sponsoring

\$1,000 cash investment per month

- Ad before live stream event as well as your logo on all info slides throughout performance
- Ad space on the event's performance webpage
- Special offers/discounts to your staff, clients and marketing lists (when available)

Livestream Starter Package

\$400 cash investment per month

- Ad before live stream event (4 live streams a month)
- Ad space on the event's performance webpage

Web Page advertising

\$800 cash investment per month

- Ad space available on our performance page and homepage
- Ad size available is 16x9

Tech & Specs

- All cash investments are to be paid per month. There is an option for additional savings by paying in advance for the entire academic year for a 20% discount.
- Ads will be on a rotating carousel with a display of 8 seconds.
- Can reach approximately 2,500 students weekly with significantly more when live shows return in January 2021.
- All monitors HD 1920x1080. Monitor sizes vary from 75" – 32" depending on location.
- Ads are expected to be presented in full specs. There would be an additional \$750 charge if you would like BAEC to design the ad.
- Must follow our advertising guidelines.

Contact

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