

BUTLER ARTS & EVENTS CENTER

Advertising with the Butler Arts & Events Center

2021/2022 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 35,000 from the student matinee series. The BAEC is comprised of five venues including its flagship 2200 seat venue Clowes Memorial Hall; the Schrott Center for the Arts with 475 seats; Eidson-Duckwall Recital Hall with 138 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 2021/2022, 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.

Clowes Memorial Hall Advertising Packages (valid August – May)

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

Commit to a full season (August through May), get one month free.

- Rotation in main lobby screen display (middle screen only).
- 16 terrace monitors (4 on first floor, four on first terrace level, four on second terrace level, four on third terrace level)
- 2 side terrace banner monitors
- One featured ad per week in weekly email (120K addresses) 4 emails per month.
- Up to two (2) tickets to select Butler Arts Presents performance (TBD per availability)

Silver Package: \$1,000 cash investment per month

- 16 terrace monitors (4 on first floor, 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 upon availability

Bronze Package: \$800 cash investment per month

- 16 terrace monitors (4 on first floor, four on first terrace level, four on second terrace level, four on third terrace level)
- Special offers/discounts to your staff, clients and marketing lists upon availability

Livestream Sponsoring

\$1,000 cash investment per month

- Ad before live stream event as well as your logo on all info slides throughout performance (potential livestream reach up to 2.5k)
- Ad space on the event's performance webpage
- Special offers/discounts to your staff, clients and marketing lists (when available)

Web email advertising only

\$1000 cash investment per month

- One featured ad per week in weekly email (120K addresses) 4 emails per month.

Web Page advertising

\$800 cash investment per month

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

Tech & Specs

- Ads will be on a rotating carousel with a display of 10 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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BUTLER ARTS & EVENTS CENTER

PR Marketing

Specialized email

\$1,000

- A pre-sale email sent to our email list that includes past ticket buyers, along with supporting social media to announce the show and when tickets are on sale.

Screens

\$600

- Advantage of preferred advertising in rotation that leads to increased ad frequency
- Inclusion from on sale date to the day of the show on our 17 terrace monitors and middle lobby monitors.

Grassroots

\$500

- Crossposting of the event on community calendars
- Sending press releases
- 3-5 organic social media posts