

Arizona Musicfest

2021-22 Corporate Partner Program



Invest in Musicfest
azmusicfest.org • 480.488.0806

Arizona Musicfest

Welcome to Arizona Musicfest!

Arizona Musicfest annually attracts over 30,000 attendees to its concert season.

Arizona Musicfest patrons are a highly desirable demographic...**They are your current and future clients and customers.**

For the 2019-20 season (pre-COVID), **a record 31,285 patrons** purchased tickets to Musicfest's performances held at venues conveniently located in and around North Scottsdale.

For more than 30 years, Arizona Musicfest (a secular non-profit organization) has served our community by providing spectacular concerts through its annual concert season; extraordinary music education programs for area schools; unique youth performance opportunities for some of the best and brightest young musicians of Arizona; and dynamic lifelong learning programs which expand and enhance our community's engagement with the arts.

In recent years, Arizona Musicfest has realized tremendous growth in its audience development, attracting **over 100,000 patrons** since 2013. For the 2021-22 Concert Season, Musicfest will present more performances than ever (30 concerts in all), featuring world-class artists including legendary singer-songwriter **Paul Anka**, star of stage and screen **Bernadette Peters**, beloved pop instrumentalist **Kenny G**, Country music superstar **LeAnn Rimes**, Classical virtuoso **Emanuel Ax**, America's favorite trio **The Texas Tenors**, legendary Brazilian bandleader **Sergio Mendez**, audience favorites **Pink Martini**, the **Festival Orchestra** and MUCH more!



THE STARS RETURN TO MUSICFEST!

Based on recent sales trends, Arizona Musicfest anticipates attracting **over 35,000 attendees** to the 2021-22 concert season.

The customers and clients you desire...

just enjoyed another performance at Musicfest!

By partnering with Arizona Musicfest, you are not only promoting your business to a **highly desirable demographic**, but also helping to support one of the region's most treasured non-profit cultural institutions.

As ticket revenues only cover a portion of annual operating expenses, Arizona Musicfest relies on the community's generous charitable support to help us sustain our efforts both on stage and off. These efforts include our extensive music education, youth performance and lifelong learning programs, which touch over **6,000 area students and adults** each year.

Join us for another great season of Arizona Musicfest!

Allan E. Naplan
Executive and Producing Director/CEO

**An exciting and
rewarding opportunity
to partner with one of
the region's most treasured
cultural institutions!**

Who Are Musicfest's Patrons?

Arizona Musicfest patrons enjoy active lifestyles, fine dining, shopping, travel and entertainment. Most Musicfest patrons are highly-educated and many are retirees and/or empty-nesters. As over 75% of Arizona Musicfest patrons reside within a 20 mile radius of North Scottsdale (from the 101 to Desert Mountain, and within the Tatum Blvd/N. Cave Creek Rd. to Pima Rd. corridor), the overwhelming majority of Musicfest audiences live, work and spend money in your desired target neighborhood.

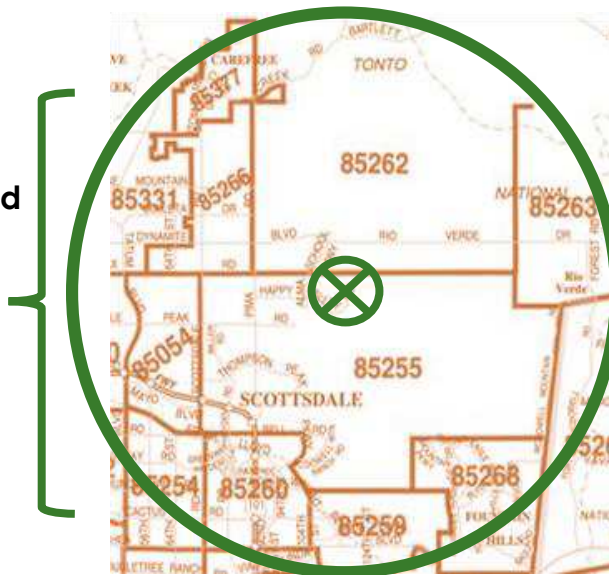
Arizona Musicfest attracts a highly desirable patron demographic, as both ticket buyers and donors.

YOUR Target Neighborhood
YOUR Customers/Clients
OUR AUDIENCE



Musicfest target audience demographics:

Age 60+ Active lifestyle adults



Key Musicfest patron zip codes:

85255
85262
85258
85266
85054
85260

As well as 85377, 85254, 85250, 85259, 85050, 85028, 85268, 85263, 85253, and 85327

Musicfest patrons value and respect the Musicfest organization and find "community" through their engagement with the organization. For many, attendance at Arizona Musicfest concerts, classes and events is core to their lifestyle. As such, **Musicfest patrons value and respect those area businesses that share a similar appreciation and commitment for the organization's work.**

Arizona Musicfest

Why Invest?

As an Arizona Musicfest corporate partner, you are investing in one of our community's cultural treasures, while serving your business interests.

By attracting 30,000+ patrons each year, Arizona Musicfest makes a substantial economic impact on the North Scottsdale/North Phoenix/Paradise Valley/ Carefree/ Cave Creek region, by generating meaningful business income for our local economy.

Join an inspired group of businesses who recognize Arizona Musicfest's financial, educational and cultural impact on the community.

By partnering with Arizona Musicfest, you can enhance and grow your business through networking, marketing opportunities, and client entertainment, as well as through the recognition of being an invested and respected community steward.

**Concert Sponsorship
Recognition**

**Season Program Book
Advertisements**

**Logo Recognition
on the Musicfest
website:
azmusicfest.org**

**Complimentary &
Discounted Concert
Tickets**

**Concierge Box Office
Assistance**

**Networking with Key
Donors and Patrons**

A full list of corporate partner benefits is listed on the enclosed document.

Your Logo Could Be Here

Your Logo Could Be Here



To become an Arizona Musicfest corporate partner, or to learn more about sponsorship opportunities, please contact:

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