

Arizona Musicfest

2019-20 Business Partner Program



Invest in Musicfest
azmusicfest.org · (480) 488.0806

*· Arizona Musicfest is a secular non-profit arts organization
serving North Scottsdale and beyond ·*



Arizona Musicfest

Welcome to Arizona Musicfest!

Last season, a **record 27,743 patrons** attended Arizona Musicfest performances at venues conveniently located in and around North Scottsdale.

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

For over a quarter century, Arizona Musicfest (a non-profit charitable organization) has served our community by providing spectacular concerts through its annual Festival, extraordinary music education programs for area schools, youth performance opportunities for some of the best and brightest young musicians of Arizona, and lifelong learning programs to expand and enhance our community's engagement with the arts.

Over the last few years, Arizona Musicfest has realized tremendous growth in its audience development, attracting **over 100,000 patrons** since 2013. For the 2019-20 Festival Season, Musicfest will present 27 outstanding performances featuring world-class artists, including American music icon **Michael Bolton**, celebrity entertainer **Vanessa Williams**, Country music great **Sara Evans**, iconic star of TV and stage **Tony Danza**, Musicfest audience favorites **Chris Botti** and **Michael Feinstein**, leading jazz musician John Pizzarelli, the beloved **Festival Orchestra** and MUCH more!



Based on recent sales trends, Arizona Musicfest anticipates attracting **over 30,000 attendees** to this year's Festival season (Nov 8 – March 13).

The Stars Shine Brighter in N. Scottsdale!

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

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



Arizona Musicfest

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.

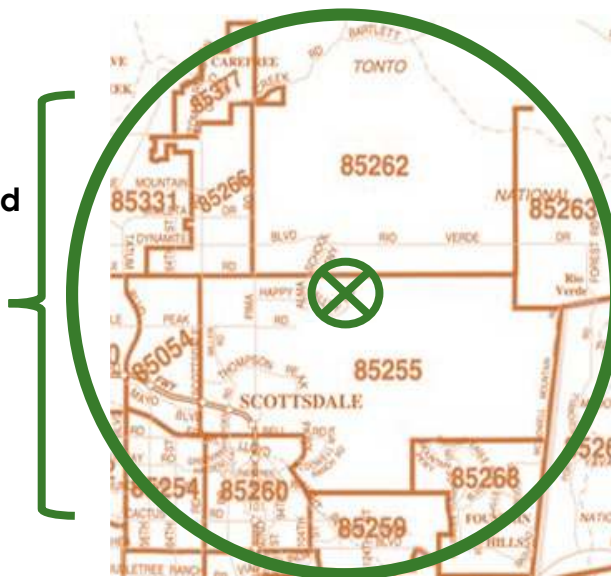
Arizona Musicfest attracts a highly desirable patron demographic, as both ticket buyers and donors.

YOUR Target Neighborhood
YOUR Customers/Clients
OUR AUDIENCE



Musicfest target audience demographics:

Age 60+ Active lifestyle adults



Key Musicfest patron zip codes:

85255
85262
85377
85266
85054
85260

As well as 85258, 85331, 85254, 85259, 85050, 85028, 85268, 85263, 85253, 85022, 85327, and 85024

Musicfest patrons value and respect the Musicfest organization and find “community” through their engagement with the organization. As such, **Musicfest patrons value and respect those area businesses that share a similar appreciation and commitment for the organization’s work.**

Arizona Musicfest

The Benefits of Giving

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

By attracting 30,000+ visitors each year, Arizona Musicfest makes a substantial economic impact on the North Scottsdale/North Phoenix/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

Festival 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 donor benefits is listed on the enclosed document.

Your Logo Could Be Here

Your Logo Could Be Here



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

Allan Naplan
Executive and Producing Director
allan@azmusicfest.org
direct: 480-422-8546
P.O. Box 25455 Scottsdale, AZ 85255

www.azmusicfest.org