

# GETTYSBURG FESTIVAL

VISUAL ARTS • DANCE  
THEATER • MUSIC  
CULINARY ARTS

## Why Sponsor the Gettysburg Festival?

### World-Class Events

The Gettysburg Festival I is a 10-day multi-cultural, multi-venue arts festival encompassing music, theater, dance, popular culture, visual arts and the culinary arts.

### Educational Support

One of the primary goals of the Festival is to provide educational components to the younger generation of aspiring musicians and artists, and support for emerging artists in the early stages of their careers.

### Community Involvement

The Festival is designed to be accessible for all, and underwritten by funding from grants and sponsorships, 75% of the events are free.

### Attractive Demographics

The 2009 Festival attracted 20,000 people and injected \$12.5 million into the local economy. Attendees hailed from 22 states and the District of Columbia:

- Almost 40% were between the ages of 41 and 60, with 36% age 61+
- More than 60% possess a college degree or post-graduate education
- The audience was made up of 58% female and 42% male attendees
- The average rating for events, on a scale of 1 to 5, with 5 being excellent, was 4.66
- Culinary events were among the highest-rated, with 17.5% of Festival goers attending

A survey conducted during the 2008 Festival indicated attendance/interest from the following markets:

- Local “patrons of the arts,” primarily Adams County – 30%
- Other local/regional citizens, including Harrisburg, York and Lancaster, Pennsylvania; and Carroll and Frederick Counties in Maryland – 20%
- Cultural tourists from the greater metro area including Baltimore, Philadelphia and the District of Columbia – 30%
- Casual tourists who were already visiting the Gettysburg area – 20%

### Marketing and Media Coverage

National, international and regional marketing and media coverage includes:

- Monthly Festival e-newsletter
- Festival website and press releases
- Advance brochure (50,000 distribution) through Convention and Visitors Bureaus, Pennsylvania and Maryland Welcome Centers, and direct mail
- Pocket Guide with Events-At-A-Glance and directional map (30,000 distribution)
- Comprehensive, final Program Guide (quantity 20,000)
- Billboards posted on Interstate and State Highways
- Paid broadcast with radio spots in the District of Columbia, Maryland, New Jersey, Pennsylvania, and Virginia