

2018-98 PROGRAM ADVERTISING

Reserve your advertising space today!

The Rapid City Children's Chorus 2018-19 Season Program provides an ideal marketing opportunity for businesses wishing to demonstrate their support of the arts and our community. Since its inception 31 years ago, the Rapid City Children's Chorus has captured the spirit of the performing arts community through the creation of high quality programs and performances. No other advertising medium offers the same captive audience. If you want real star power, put your message in print in the ***2018-19 RCCC Season Program***.

Why advertise in the Choirs 2018-19 Season Program?

Reach a whole LOT of people: Our programs consistently reach 3,500-4,000 consumers each year in three concert performances and numerous business community performances.

Gain recurring and lengthy exposure for your business: Audience receives RCCC's printed programs at each and every event. Many save the programs as souvenir items, so your **ad gets longer shelf life**.

- **Associate yourself with the arts:** Identify yourself and your business as a supporter of the arts. **AND** gain business exposure to those with evident commitment to the arts and our community.
- **Connect with a regional market:** The choir's enrollment consists of the greater Black Hills area, four counties and over 30 public/private schools.
- Your company's **web site will be listed** on RCCC's web directory of advertisers as well as the printed program.
- The **Rapid City Children's Chorus audience is families**. Your ad reaches a desirable and valuable consumer several times each year. Our **programs are provided free-of-charge** to audiences at least 45 minutes before each performance. At the performance, audiences spend an average of 20 minutes reading the program. After the show, 100% of the programs are taken home as a guide for future events and/or as a memento of the performance, giving the program (and your ad) a second life. We extend the opportunity for you to become an advertising sponsor and be represented in the programs for our ***2018-19*** concert season. Proceeds will be used to assist the choir in providing quality music education to area children.