

# ARTS NC STATE season program



## arts nc state facts:

- The widest variety of arts programming, classes and exhibitions on one campus in the Triangle. Diverse offerings from crafts and dance concerts to high profile professional performing artists and exhibitions.
- Six diverse programs including Center Stage, The Crafts Center, the Dance Program, The Gallery of Art & Design, the Music Department and University Theatre.
- Home to the Power Sound of the South, the marching band that cheers on the Wolfpack football and basketball teams.

## past performances:

- *Capitol Steps*
- Jazz artists Kurt Elling and John Pizzarelli
- Tim Robbins' Actor's Gang touring company (1984)
- Exhibitions by legendary potter Mark Hewitt
- David Sedaris
- Raleigh Civic Chamber Orchestra
- Aquila Theatre Company in *The Canterbury Tales*
- Los Angeles Guitar Quartet with Luciana Souza

## distribution: 30,000

- The Arts NC State season runs from August – June.
- Over 100 performances and exhibitions annually, **reaching a potential audience of 30,000.**
- **Captive audience:** the program is the only printed material that they will have at their seat or while visiting the gallery.
- Program is also distributed in newsstand racks year-round at The Crafts Center, the Gallery of Art and Design, Talley Student Center, DH Hill Library, Park Alumni Center, McKimmon Center and the NC State Visitor's Center.
- It's also delivered to the homes of all donors, board members, Center Stage and University Theatre subscribers.
- The feel and informative content of the program captures the audience's eye and increases probability that the **program will become a take home keepsake.**

## *audience* demographics:

- Audience is as diverse as our programming.
- Persons of all ages attend the performances and classes.
- Attendees are aged 35 through empty nesters.
- Attendees are well-educated with healthy disposable income and leisure time.
- Audience is made up of season ticket subscribers, community members, faculty, staff (current and emeritus) and students.