

carolina performing ARTS season program



carolina performing arts facts:

- Full spectrum of events including dance, jazz, folk, world music performers, opera, theatre and orchestra.
- Draws diverse audiences through multi-disciplinary performing arts programs in presentation, creation, and education.
- Permanent home is Memorial Hall in the heart of the UNC-Chapel Hill's historic campus.
- Committed to inviting outstanding professional artists to perform and to teach; and to establish Carolina as a leader in the performing arts in the region.

past performances:

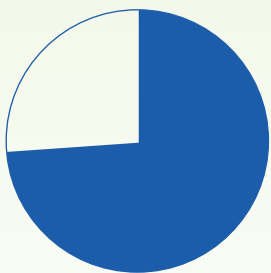
- Tony Bennett
- Bonnie Raitt
- The Cleveland Orchestra
- Dance Brazil
- Lyle Lovett
- Wynton Marsalis
- Nanci Griffith & Tift Merritt
- Nickel Creek
- Itzhak Perlman
- Brentano String Quartet
- Carolina Ballet
- RENT
- DJ Spooky
- Russian National Orchestra
- Los Lobos
- Hamlet
- Susan Graham

distribution: 60,000

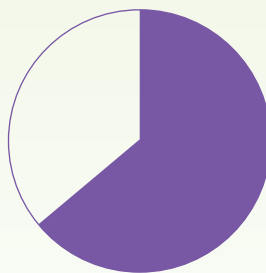
- The Carolina Performing Arts season is September – May with over fifty performances and a potential audience of 60,000. Each season averages 6,000 new attendees.
- **Captive audience** – handed out to all attendees, it is the only printed material they take to their seats.
- Magazine feel and informative content capture's the audience's eye and **increases the take-home value.**
- Mailed to UNC Boards of Visitors, Trustees and Governor's as well as top UNC administration and town officials.

audience demographics:

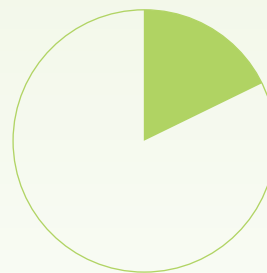
Attendees come from Chapel Hill, Durham, Raleigh and beyond.



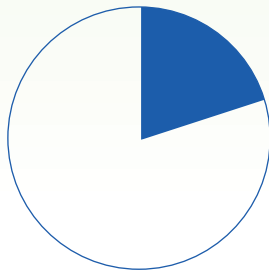
74%
hold an
undergraduate
degree or higher



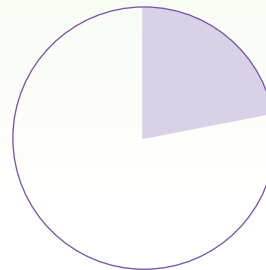
64%
of subscribers
are also donors



18%
of ticket buyers
are subscribers



20%
of ticket buyers
are UNC students



22%
earn over
\$100,000