

# Double your exposure.

Two great festivals. Two opportunities to promote your brand.



May 28–June 7, 2026



January 21–January 24, 2027

## Make our loyal audience your customers.

Advertising in Bach Charlotte's Festival Program Guides is a cost-effective way to reach an audience of culturally-minded, highly engaged members of your community.

Each Program Guide is an 8.5 x 11-inch, full-color, magazine-style publication that is distributed at venues throughout the festival. Our audience comes primarily from the greater Charlotte market and includes adults of all ages. The majority of attendees are between the ages of 50 and 75 and live in Myers Park, Eastover, Dilworth, the Providence Road corridors, as well as South Charlotte and surrounding towns such as Davidson and Matthews. Our patrons are passionate about helping to build the Queen City into a regional destination for the arts and a cultural leader with a national reputation.

Your advertisement demonstrates a commitment to making Charlotte a destination for world-class musical performance, and as a Bach Charlotte advertiser, you will reach a highly desirable audience and be partnered with a respected organization committed to engagement and growth.



## Advertising Opportunities Rates

Place ads in both Program Guides and save 15%



### Charlotte Bach Festival Program Guide

**Full Page** - \$1,000  
**Half Page** - \$575  
**Quarter Page** - \$300



### Charlotte Bach WinterFest Program Guide

**Full Page** - \$1,000  
**Half Page** - \$575  
**Quarter Page** - \$300



### Charlotte Bach WinterFest + Charlotte Bach Festival Program Guides

**Full Page** - \$850 each (total \$1,700)  
**Half Page** - \$488 each (total \$976)  
**Quarter Page** - \$255 each (total \$510)

Full Page Advertisements include recognition of support on Facebook and Instagram social media accounts.

For more information on advertising, or to place an ad, contact us at  
[bookkeeper@bachcharlotte.com](mailto:bookkeeper@bachcharlotte.com)



**BACH**CHARLOTTE

Bach Charlotte is an IRS-recognized 501(c)(3) nonprofit organization.



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## Advertising Space Reservation Form

Please reserve space for my organization in the program book(s) as indicated below.

### Charlotte Bach WinterFest Program Guide

- Full-page: \$1,000
- Half-page: \$575
- Quarter-page: \$300

### Charlotte Bach Festival Program Guide

- Full-page: \$1,000
- Half-page: \$575
- Quarter-page: \$300

### Charlotte Bach WinterFest Charlotte Bach Festival Program Guides

- 2 Full-pages: \$1,700 (\$850 each)
- 2 Half-pages: \$976 (\$488 each)
- 2 Quarter-pages: \$510 (\$255 each)

### Contact Information for Ad Submission

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Contact Information for Payment/Billing

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Content must be submitted by the deadline noted on the Advertising Specifications page.**

**Payment must be received by the specified deadline(s) to ensure inclusion in the program.**

I have read and agree to the terms and conditions outlined above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please send the completed form (or photo) to [bookkeeper@bachcharlotte.com](mailto:bookkeeper@bachcharlotte.com)  
or Bach Akademie Charlotte | PO Box 12325 | Charlotte, NC 28220.

This form may also be filled out online at [bachcharlotte.com/adform](http://bachcharlotte.com/adform)



**BACHCHARLOTTE**