



PROMOTION OF ANN ARBOR SUMMER FESTIVAL'S ANNUAL "TOP OF THE PARK" EVENTS

The festival's general season marketing and public relations efforts beginning in April. Information on the entire festival season is distributed throughout the Midwest region as well as a variety of national and international media outlets catering specifically to the arts, festival, and tourism audiences.

A description of ticketed presentations is included in the season brochure, which is mailed to an arts-targeted list of 30,000+ area homes in April.

The full schedule and description of the entire season's presentations becomes available in mid-May and promoted through:

1. The "Festival at a Glance" publication with fold-out calendar (50,000 + piece distribution including at State of Michigan Welcome Centers)
2. The full Festival Program Guide available at all Festival events.
3. The festival website (www.a2sf.org) including a detailed visitor guide and program descriptions. (over 276,000 unique visitors annually)
4. On-air mentions through a variety of regional media-partners.
5. In-print advertising through a variety of regional print media partners.

Event information and real-time updates, including weather cancelations are delivered to patrons on a variety of platforms. The Festival has a robust digital and social media presence, including:

- Festival mobile app (nearly 15,000 downloads)
- E-News (opt-in) List (16,000 members)
- Facebook page (over 12,000 fans)
- Twitter feed (over 5,700 followers)