

CHAUTAUQUA INSTITUTION SPONSOR KIT

Located in southwestern New York, Chautauqua Institution is a not-for-profit global convener of dialogue and debate on the most significant issues of the day. Chautauqua offers opportunities for families to relax and renew in a quintessential lakeside community setting that has inspired minds and hearts, solutions and resolutions, for nearly 150 years.

As both a place and a movement, Chautauqua Institution is a center of lifelong learning that convenes those hungry for ideas, civil dialogue and intergenerational experiences. Some 100,000 people visit Chautauqua each summer to partake in over 3,000 events scheduled across nine theme weeks. Some guests are in residence the entire summer with many more spending a week or several weeks on campus.

Chautauqua offers its patrons engagement across four programmatic pillars — arts, education, religion and recreation. Our nationally renowned platform for lectures, dialogues and sermons invites attendees to listen and learn, to be responsible citizens in their home communities, and to seek the best in human values in shaping a better tomorrow. Within the arts, Chautauqua features its own highly regarded resident symphony orchestra, opera and theater companies, and visual arts galleries, and annually hosts performances and/or residencies by celebrated dance companies; festival schools in all five of the performing and visual arts areas; and concert series that include popular entertainment, chamber music, family entertainment and performances by all resident and student companies.

This dynamic mix of programs is the foundation for a community that comes alive each summer, creating an environment of artistic stimulation, intellectual pursuits, and recreational endeavors for audiences of all ages.

Serving as a sponsor during Chautauqua's season provides an opportunity to:

- Feature your company with unique branding opportunities aligned with a high-quality summer experience
- Capture the awareness of an audience poised to activate change and embrace social responsibility
- Show appreciation and deliver an exceptional experience to key customers and valued employees
- Deliver critical value to the cultural tourism industry (Chautauqua annually provides an injection of more than \$100 million to the local economy)
- Provide regional families the opportunity for social, cultural and artistic stimulation

MORE THAN
100k
VISITORS A
SEASON

MORE THAN
3k+
EVENTS

8k+
PATRONS
DAILY

22
SYMPHONY
CONCERTS

45
MORNING
LECTURES

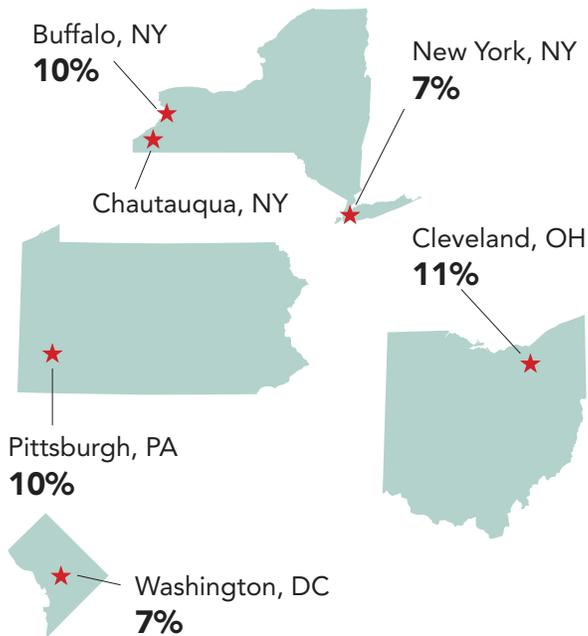
20+
POPULAR
CONCERTS

Interested in sponsorship opportunities? Contact **Tina Downey** • tdowney@hq.org • **716.357.6406**

LONG-TERM TICKET AUDIENCE PROFILE

Of the 8,000 patrons in residence on any given day during the season, most are highly educated, well-connected leaders from across the business sector, and are identified as community influencers with variable interests and high disposable income.

Top Demographic Market Areas



Guest Profile and Interests

99%

of guests have a college degree

61%

of guests make more than \$86,000 annually

87%

of guests are homeowners

97%

of guests have a travel and/or entertainment credit card

88%

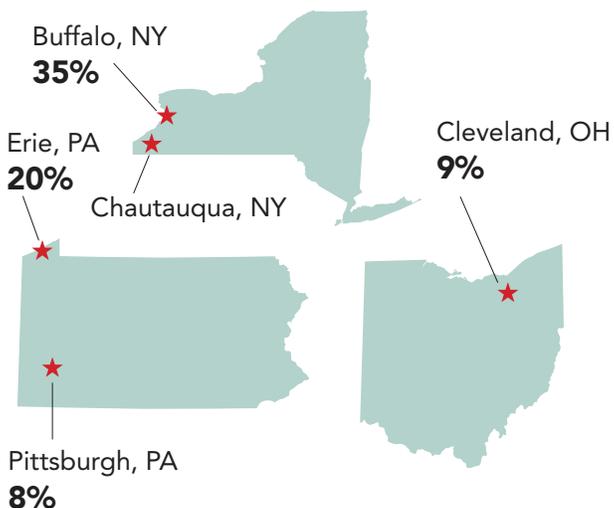
of guests are interested in classical music

92%

are interested in live theater

SINGLE TICKET AUDIENCE PROFILE

Top Demographic Market Areas



Guest Profile and Interests

62% of guests make more than \$50k a year, with **15%** making more than \$150k

30% have a bachelor's degree and **23%** have a graduate degree

70%

have children

74%

are interested in books

69%

are interested in cooking

65%

are interested in travel

52%

are interested in outdoor activities

Interested in sponsorship opportunities? Contact **Tina Downey** • tdowney@chq.org • **716.357.6406**