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

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

- Buffalo, NY: 10%
- New York, NY: 7%
- Chautauqua, NY: 9%
- Cleveland, OH: 11%
- Pittsburgh, PA: 10%
- Washington, DC: 7%

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

- Buffalo, NY: 35%
- Erie, PA: 20%
- Chautauqua, NY: 9%
- Cleveland, OH: 9%
- Pittsburgh, PA: 8%

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
- 71% are interested in cooking
- 69% are interested in live theater
- 65% are interested in travel
- 52% are interested in outdoor activities

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