



## Program Advertisement Information

Ann Arbor in Concert (A2IC) is a non-profit performing arts organization focused on delivering professional musical theatre experiences with a primary focus on the music. From the first day of rehearsal to our one-night-only performance, the entire production is assembled in just three weeks. This approach has brought to life the music of epic shows such as “Ragtime” and “West Side Story.”

This year’s show, “Spring Awakening,” is on Saturday, July 15, 2017 @ 8p at the Power Center.

Learn more at [a2ic.org](http://a2ic.org).

### **Why This Year’s Production is Especially Important**

“Spring Awakening” is not an easy show. Staged as a rock musical, we follow our characters as they grapple with adolescence and sexuality, and deal with the very real and difficult topics of abuse, abortion, and suicide - issues that are still present in our community today. We are sensitive to the fact that this production may be upsetting and triggering to community members who have experienced and been impacted by recent losses.

Unlike the story's oppressive 19th century setting where talk about these matters is forbidden, today we strive to discuss these issues in order to remove shame and allow those who need help to access it. We are working with local service providers to ensure that information about resources in our community is readily available to our audience as well as the cast and crew.

Our hope is that, through music and theatre, we provide an opportunity for expression and conversation.

### **We Need Your Help**

It takes a lot of money to put on a production like “Spring Awakening” – even (especially) for a one-night-only performance. Our total costs this year will near \$40,000. While we anticipate covering half of that amount through ticket sales we need everyone’s help to raise awareness and the funds necessary to mount this show. **Program advertisement also helps underwrite the cost of the show.**

### **Tax Deductible Contribution**

Ann Arbor 501(c)(3) nonprofit organization. If you would like to make a donation en lieu of purchasing an ad we would absolutely love your support.

**Questions regarding program ads or payments?**

Email [fundraising@a2ic.org](mailto:fundraising@a2ic.org).

**Ad Requirements, Sizes, & Rates**

Advertising copy must conform to specific sizes. Ad copy should be submitted electronically (via email) to [fundraising@a2ic.org](mailto:fundraising@a2ic.org). A PDF file format is preferred but we will also accept JPEG. **Ad copy and payment (please make checks payable to Ann Arbor in Concert) are due by July 5, 2017.** Payments may be mailed to: Ann Arbor in Concert, c/o Eric Lofstrom, 3588 Plymouth Rd, Suite 384, Ann Arbor, MI, 48105. If you would like to pay by credit card please email [info@a2ic.org](mailto:info@a2ic.org) for an electronic invoice.

**Ad Rates**

Full Page	8" x 4 7/8 "	\$240
Half Page	4 7/8" x 3 7/8"	\$120
Quarter Page	4 7/8" x 1 3/4" or 2 1/4" x 3 7/8"	\$ 70

Premium space is available for an additional charge!

**Checks should be made payable to Ann Arbor In Concert. Ads should be submitted as soon as possible, but no later than July 5, 2017. If you have any questions, please contact us at 734-786-3868 or email [fundraising@a2ic.org](mailto:fundraising@a2ic.org).**

