

RAD MIDWEST REGIONAL ALTERNATIVE DANCE FEST

2023 Program Book

AD INFORMATION

RAD Fest Performances

- 14th Annual Midwest Regional Alternative Dance Festival: March 3-5, 2023
 - Friday, March 3rd- 7 & 9 pm
 - Saturday, March 4th- 7 & 9 pm
 - Sunday, March 5th (YOUTH)- 3pm

Reservation and submission deadlines

- Space reservation: **January 31, 2023**
- Advertisement submissions: **January 31, 2023**

Ad rates

	Dimensions (inches)	
Full page	5w x 7.75h	\$400
½ page horizontal	5w x 3.75h	\$200
½ page vertical	2.375w x 7.75h	\$200
¼ page vertical	2.375w x 3.75h	\$100

About our audience

- 2022-23 season performances are expected to reach over 1,500 patrons.
- Most patrons live within a 25-mile radius of Downtown Kalamazoo.
- RADFest patrons draw from a larger pool of patrons across the Midwest and beyond.
- Over 50% of patrons report that they dine out or shop in Kalamazoo as part of their Wellspring experience.

Format

- Artwork must be provided in digital format.
- The preferred format is a high-resolution pdf file.

Upgrade to a RAD Fest Sponsor

- Sponsorship adds additional visibility to influential Kalamazoo arts patrons.
- Sponsors are named and thanked before each concert, listed with logo on our website, listed in the program, and interacted with on social media.
- Sponsors also receive many other benefits depending on the level of sponsorship. If interested, please let us know and we will send you our complete sponsorship package options.

RAD MIDWEST REGIONAL ALTERNATIVE DANCE FEST

2023 Program Book AD AGREEMENT

Organization/Business Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State _____ Zip: _____

Phone: _____ E-mail: _____

Select your ad:

- Full page
- ½ page horizontal
- ½ page vertical
- ¼ page vertical

Amount: \$_____ Please choose your method of payment:

- Check (enclosed, mailed, or in-person)
- Cash (in-person only)
- Credit card (phone, form, or in-person)
Credit Card No. _____ Exp. Date _____ Sec. Code _____ Zip _____
- Trade Agreement
- Please invoice

Please return the completed agreement via email (to kate@wellspringdance.org with subject line: "Season Program Ad"),
mail, or in-person.

Please reserve your space as soon as possible, and submit your final artwork via email in pdf, tiff, or jpeg format.

Authorized Representative Name: _____

Authorized Signature: _____ Date Signed: _____

***Thank you for your collaboration and your support of
Wellspring.***

Date received (Wellspring office use): _____