



Grand Rapids Ballet, Michigan's only professional ballet company, values all the support we receive from our community partnerships, and as such, we welcome you to explore our 2021-22 *Moving Forward* program advertising opportunities as we celebrate 50 years of lifting the human spirit through the art of dance in 2022.

Following a long-awaited return to live, in-person performances, advertising within our programs provides an opportunity for your organization to make a meaningful cultural impact on West Michigan before an engaged audience of professional, diverse, passionate, and loyal patrons.

Our 2021-22 season includes five dynamic programs, including *The Nutcracker* and *Cinderella* taking place at DeVos Performance Hall, and *Off the Canvas*, *Jumpstart 2022*, and *A Midsummer Night's Dream*, taking place at Peter Martin Wege Theatre. When you advertise in Grand Rapids Ballet's programs you get your message out to over 30,000 annual audience members. Once you purchase an ad, it runs all season – giving your business exposure from October to May.

### DEVOS PERFORMANCE HALL



### AUDIENCE DEMOGRAPHICS

- 40% have household incomes of over \$100,000
- Nearly 25% of those have incomes over \$250,000
- More than 60% of households have children in the home
- Over 60% have a college degree
- Over half of our audience members are between 35 and 54 years old

### PETER MARTIN WEGE THEATRE



