

Local Business Partner Program

Dear Local Business Partner,

We are very proud to be in the midst of another record-breaking season here at the Fox Tucson Theatre, and we're looking forward to an exciting future "right around the corner."

As part of Tucson's rich historic and cultural fabric, we're excited to support and cross promote our local businesses through the Fox Tucson Theatre's Local Partners Program and our Festival of Trees Silent Auction, which seeks to maximize the opportunities created by the patronage of both the Fox and your business.

This year's **Festival of Trees** will feature a custom designed tree that highlights your business activity and/or your company logo. Your logo will be prominently displayed on the tree, and patrons and Tucsonans alike will have the opportunity to bid in the silent auction to get the chance to display it in their home or office for this and years to come. Plus, participants get to enjoy all of the following benefits listed below!

Nearly
\$10,000
in value!

Participate in this partnership for only:
\$1,000 in cash or \$2,000 in trade
(or mutually agreeable combination of the two)

We offer our partners:



- Your logo, photo, and thank you acknowledgment on no less than three e-blasts throughout the year (valued at \$2,520)
- Your logo and photo on our lobby screens, and playbills (valued at more than \$2,400)
- Your logo and link on the Plan Your Visit section of our website all year long (valued at \$2,358)
- Custom designed tree in the Fox Tucson Theatre Lobby from November 12 through December 16, 2024 prominently displaying your company logo during one of the busiest times of year (valued at \$1,500)
- Your logo, photo, and link on dedicated social media posts (valued at \$936)
- Four tickets to a Fox presented show of your choice (valued at approximately \$242) or a pair of \$100 Fox gift certificates

Local Business Partner Benefits

EBLASTS

Your logo, photo, and thank you acknowledgment on no less than three e-blasts throughout the year (valued at \$2,520)

LOCAL PARTNER SPOTLIGHT

The Fox would like to thank all of our local partners, who have continued to be a part of our ongoing success. Including our current partner spotlight:



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The Fox would like to thank all of our local partners, who have continued to be a part of our ongoing success. Including our friends at **Arizona Theatre Company**. Filled with vivid characters, sharp dialogue, and lethal amounts of intrigue, "Dial M" will keep you on the edge of your seat. [CLICK HERE FOR TICKETS](#)



Fox's Average
Open Rate
35%

Fox
Eblast Patron
Full List
74,000+

Our email benefits: Highly specific audience, both with regional implications and buying behavior, as well as an 16% greater open rate than the industry standard

An email marketing list can cost between \$60 and \$400 CPM industry wide

Most
non-profits average
around **20%** open rate,
while the entertainment
industry averages 11%
open rate

Local Business Partner Benefits

WEBSITE Your logo and link on the Plan Your Visit section of our website all year long

Our site traffic benefits: Highly specific audience, both with regional implications and buying behavior. Local media outlets charge **\$25 CPM** for website-sponsored banners.

Current
monthly
web visitors
5,000+

Active
users last
12 months
512k



SOCIAL MEDIA Your logo, photo, and link on dedicated social media posts (valued at \$936)

Fox's
Facebook
31,000

Fox's
Instagram
7,900

Our Social Media benefits:

Large regional implications
Industry standard pricing range
from **\$7-\$15 CPM** depending
on targets



Fox Tucson Theatre



foxtucsontheatre



foxtucson



foxtucson



thefoxtucson



thefoxtucson

Local Business Partner Benefits

INDOOR

Your logo and photo on our lobby screens, on-site posters, and playbills (valued at more than \$2,400)

Trees are on display to approximately 18,000 Fox patrons over the holiday season!



Throughout the year, the Fox can average between **5,500-8,500 visitors** each month including both Fox presented events and rental partners

Our indoor foot traffic benefits: highly specific audience, qualified buyers, limited space for competing advertisements

Indoor media advertising costs can be rather high in the Tucson market, averaging a rate of **\$25 CPM** a day

5,500-8,500

visitors to the Fox each month



PROGRAM ADS

Your logo and photo on our lobby screens and playbills (valued at more than \$2,400)

Printed ads and recognition in Fox programs to market your show:

60k+
Fox total patrons annually



Impact of Marketing

Impact of the arts and the Fox:

Few activities in society have as much of an impact as the performing arts, as it helps society as a whole in self-actualization, empathy, and understanding. Theatre and the performing arts teach societies about themselves, hoping to point out the trends and mindsets of current circumstances.



The Fox Tucson Theatre brings an estimated \$6.3 million in annual direct spending to Downtown Tucson; up 86% from a decade ago. The biggest beneficiaries are restaurants and bars, where Fox patrons spent more than \$2 million annually.

The Fox Tucson Theatre Audience

Total attendance at the Fox Tucson Theatre concerts, movies, and other events nears 85,000, up 25% from ten years ago. Approximately 47% of patrons live within 10 miles of the Fox. More than 36% live outside the City of Tucson and more than 7% travel to the theatre from outside Pima County. Nearly 80% of Fox Tucson Theatre patrons visit Downtown Tucson primarily to attend the event, but also visit other businesses while there, with average spending of \$104.07 per party or \$41.33 per person.

Our Audiences are More Likely to:



Shop at high end retail venues



Travel



Have expendable income



Invest in recreational activities



Dine at upscale restaurants



Attend sporting events



Give to charities



Take part in outdoor activities