



2020-21 MEDIA KIT

Children's Theatre of Charlotte has grown to become one of the top theatre and education organizations for young people in the United States. *Nationally recognized* for the breadth and strength of its programs, Children's Theatre of Charlotte provides more than 250,000 experiences for children and families each year with *high-quality* productions and *award-winning* education programs for young people.

AUDIENCE DEMOGRAPHIC INFO

Patron profile

Children's Theatre of Charlotte's audiences are family-oriented with interests in arts, culture and education. Through culture segments identified by the Arts & Science Council, the audience of Children's Theatre of Charlotte is an expressionistic group that enjoys community, sharing experiences, creative environments and opportunities that are moving, touching, emotional and immersive.

- 80% female / 20% male
- Average household income is \$125k - \$150k (per 2018-2019 season survey results)

2020-21 SEASON

The Velveteen Rabbit

Streaming December 2020

GRIMMZ Fairy Tales

Streaming January 2021

My Wonderful Birthday Suit

Streaming March 2021

Tropical Secrets: Holocaust Refugees in Cuba

Streaming April 2021

AD SIZES, RATES & OTHER DETAILS



Standard sizes

	Dimensions	Rate
Full page	7.75" x 9.75"	\$675
Half page (horizontal)	7.75" x 4.75"	\$463
Half page (vertical)	3.675" x 9.75"	\$463
Quarter page	3.625" x 4.75"	\$310

Premium sizes

	Dimensions	Rate
Inside front cover	8.25" x 10.75"	\$1,100
Inside back cover	8.25" x 10.75"	\$1,100
Outside back cover	8.25" x 10.75"	\$1,225
Facing title page	8.25" x 10.75"	\$1,225

Playbill size

8.25" w x 10.75" h. All ads are in color and will appear in four digital playbills for the entire 2020-21 season. Each ad includes a link to the advertiser's website.

Preferred file format is PDF (CMYK, with fonts embedded). EPS and TIFF (gray-scale or CMYK at 300 DPI) also accepted. File not to exceed 10MB. Submit to adsales@ctcharlotte.org.

Checks should be mailed to:
Children's Theatre of Charlotte Box Office
300 E. 7th Street
Charlotte, NC 28202

*Full payment due upon commitment. Artwork due dates on next page. If new artwork is not submitted, we will run previous artwork.

COMMITMENT

Name: _____ Organization Name: _____

Phone: _____ Email: _____

Ad Size: _____ Signature: _____

2020-21 SEASON OVERVIEW



The Velveteen Rabbit | Recommended for all ages
Adapted by Michelle Hoppe-Long | Based on the book by Margery Williams
Streaming December 2020 (artwork due Nov. 2, 2020)

A child's love of his favorite toy literally brings this story to life.

A little boy awakens Christmas morning to discover a Velveteen Rabbit among his gifts. Adored at first, then cast to the toy box, the Rabbit is snubbed by the other toys for being old-fashioned. Over time, a friendship blossoms. The Velveteen Rabbit learns what it means to be truly loved by the Boy - and the smiles and tears that come from being "real". Adapted from the classic book, this poignant story has charmed generations of families and continues to be cherished by audiences today.

Themes: Becoming one's self, unconditional love, friendship



GRIMMZ Fairy Tales | Recommended for ages 7+
By Christopher Parks, Rahsheem Shabazz, and Ron Lee McGill
Streaming January 2021 (artwork due Dec. 1, 2020)

Brothers put a spin on classic fairy tales in this hip-hop revelation for the younger generation.

Jay and Will Grimmz, the hip-hop fable story dance-pop sensation, have come back home to the city where they grew up to give a concert. The brothers put a modern spin on valuable life lessons in *Snow White and the Seven Shawties*, *Down with Rapunzel*, *Hanzel & Gretel: Lost in the Streets*, and their brand new release *Cinderella Remix*. Pay your bling, hear them sing and get ready to drop the mic in this unforgettable theatrical experience.

Themes: Understanding and appreciation, helping others, the power of music

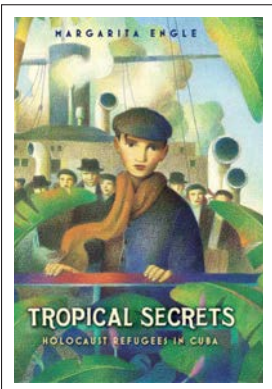


My Wonderful Birthday Suit | Recommended for ages 4+
By Gloria Bond Clunie
Streaming February 2021 (artwork due Jan. 4, 2021)

A surprise birthday party gives three children something truly amazing to celebrate - their differences.

Rainbows, moonbeams and a bit of birthday magic make for a super-fun party! But friendships are questioned when judgements and comments about skin color slip out. By sharing experiences, the children learn important lessons about understanding and acceptance that pave the way to forgiveness. This spectacular story told with music, an awesome puppet named Bobo the bird and the wonder of a magical Thinking Tree will give everyone something to ponder. Each of us is a gift "wrapped" in our own unique way but it's what's on the inside that truly makes us special. This powerful conversation-starter proves that you're never too young (or too old) to be kind.

Themes: Tolerating differences, acceptance, understanding and celebrating diversity



Tropical Secrets: Holocaust Refugees in Cuba | Recommended for ages 8+
By Margarita Engle | Adapted for the stage by LM Feldman
Streaming March 2021 (artwork due Feb. 1, 2021)

Kindness casts a welcomed light against the dark shadow of the Holocaust.

11-year-old Daniel has escaped Nazi Germany and finds himself alone on the shores of Havana, Cuba. He meets a spirited girl with some painful secrets of her own. Through their unlikely bond, she introduces Daniel to the language, music and history of Cuban culture. However, once Cuba enters the war these two young friends are faced with some dangerous choices that will ultimately test their friendship. Part of The Kindness Project.

Themes: The Holocaust, Cuban history and culture, immigration, kindness