

GROW YOUR BUSINESS WITH OUR 150 VOICES!!



Men Alive has become the fastest growing and most talked about arts organization in Orange County. And we want you to be a part of the excitement! Our 2009-2010 Season, Laugh Out Loud! Love Out Loud!, offers many opportunities for your company to be introduced to our patrons. This past season had record setting attendance, culminating with our sold out performances of Wicked to Oz, which had more than 2200 people in attendance. And we have more season ticket holders this season than EVER! Our audience is growing! Our nine years of quality shows have garnered Men Alive a reputation as a first class performing arts organization that continuously delivers exceptional entertainment through our music. This season, our 150 performing members of Men Alive will lift spirits while we entertain our enthusiastic audiences, your future customers.

This season we are performing in the beautiful Barclay Theatre on the UC Irvine campus and offering advertising in our programs for the following wonderful shows:



Men Alive performs each of our shows three times. Our expected audience size for each show is approximately 2,220 (740 per performance). Our patrons are among the most passionate and loyal audiences on earth and the brand that

supports diversity in the arts by sponsoring our shows will definitely get their attention and earn their loyalty.

Our Season Patron Breakdown is as follows:

- **51% GLBT**
- **49% Straight**
- **52% Male**
- **448% Female**
- **89% of our audience comes from the Orange County or Long Beach area**
- **Median household income of just under \$90,000**

With your support of the organization through purchasing advertising in our 1st class program, Men Alive can continue to deliver high quality and original performances. Advertising with Men Alive puts your products and business before a very large, passionate audience while gaining positive exposure to a select targeted demographic.

Did you know that a recent study by Cone Inc. reports that 81% of Americans are likely to switch to a brand or retailer associated with a good cause, if price and quality are equal?

So review our very modest rates (attached) and contact us to place an ad today in our Holiday program or for the entire season. Want more information about Men Alive? Visit menalivechorus.org; For advertising, click on the "support" button then "advertise". Want more information about advertising with us? Please write to: Development@MenAliveChorus.org

AND, if you have never seen one of our shows, make sure to come see what your missing.

I look forward to hearing from you!

Carl R. Stevens

Men Alive CEO/Donor Development