Support the Arts and Your Community While Helping Your Business Grow
To us, sponsorship is a belief in shared goals and a genuine engagement in finding the best way to support your business.

IN OUR FIRST 10 YEARS
over
1 MILLION guests

OUR MISSION
Parker Arts will enhance local economic vitality and quality of life by offering unique gathering spaces and providing access to a wide variety of high-quality performances, exhibits, and educational programs in arts, culture, history, and science.

For additional sponsorship opportunities, contact Sara Crowe or Lindsay Bagby.

303.805.3377
scrowe@parkeronline.org

303.805.3379
lbagby@parkeronline.org

parkerarts.org
parkerarts.org

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Parker Arts presents a diverse range of hundreds of events and arts education programs and classes to over 150,000 patrons and more than 20,000 students each year, providing a significant economic stimulus for the Town of Parker and the surrounding area.

Parker Arts encompasses the many facilities and events that the Town of Parker’s Cultural Department oversees.

Parker Arts, Culture and Events (PACE) Center
A state-of-the-art facility located on Mainstreet in Downtown Parker, offering the best of touring acts as well as performances, exhibits and education programs. The PACE Center is home to a 534-seat mainstage theater, 3,000 square foot event room, art gallery, dance studio, educational culinary kitchen, four multi-use classrooms, and Harmony Park, a unique interactive musical outdoor playground.

The Schoolhouse
Originally opened in 1915 as the Parker Consolidated Schoolhouse, The Schoolhouse is an important hub for community-based cultural performances, classes and exhibits. With a 200-seat theater, dance studio and classrooms, The Schoolhouse hosts plays, concerts, children’s performances, recitals and classes. Space is also available for public rental. Fully renovated, The Schoolhouse combines the traditional feel of the original building with contemporary touches, creating a unique destination in Downtown Parker.

Discovery Park
Located next to Parker’s library, the park and plaza on Mainstreet and Pine Drive is a unique destination. With interactive fountains in the summer, a vibrant ice trail in the winter, and performances and events throughout the year, the 1.5 acre park is a four-season community gathering place. The free Discovery Park Concert Series is held in this location each summer.

Ruth Memorial Chapel
Located next door to The Schoolhouse, this chapel was built in 1912 and is on the National Register of Historic Places. This charming and intimate venue has seating for 70 and is the perfect place for small weddings or casual meetings. At this time, there are no sponsorship opportunities at this location, but it is important to know that the chapel is a part of Parker Arts.
Patrons
Each season, Parker Arts welcomes more than 150,000 patrons who visit from every city in the Denver Metro Area, as well as Sedalia, Monument, Conifer, Bennet, Dillon, Greeley, Kiowa, Colorado Springs, Pueblo, Limon, Fort Collins, and Breckenridge. Our patrons are highly educated and have an average household income of $111,000. Each show has a slightly varied audience. About half of our patrons have children living in their household. Age ranges for specific show types are listed throughout this guide.

Artists
Parker Arts events serve not only our patrons and students, but the arts community at large by working with thousands of local and national artists and performers, local production partners, technicians, and artists’ staff members.

Art Education Students
Each year, Parker Arts education programs serve over 20,000 school children, adults, and families through hundreds of cultural enrichment programs held on-site and throughout the region.

Schools
Each year, thousands of local area students, teachers, and parents attend educational shows and events at Parker Arts.

Businesses and Companies
The arts mean business. Nowhere is this more evident than in Parker, where Parker Arts has fueled a love for local theater and culture since the PACE Center opened its doors in 2011.

Who Does Parker Arts Serve?
Number of Children Our Patrons Have Living at Home
48% of our patrons currently have children living in their household.

Annual Household Income
The average household income of our patrons is $111,000.

Highest Level of Education Completed
GRADUATE DEGREE 43.7%
PROF GRADUATE 34.1%
SOME COLLEGE 18.9%
FOUR YEARS COLLEGE 3.0%
SOME HIGH SCHOOL 0.3%

TOP 10 Postal Codes of Ticket Buyers
- 80134: Parker
- 80138: Parker
- 80016: Aurora
- 80015: Aurora
- 80108: Castle Rock
- 80107: Elizabeth
- 80126: Highlands Ranch
- 80112: Centennial
- 80104: Castle Rock
- 80109: Castle Rock
PACE CENTER
SEASON SPONSOR

PACE Center Season Sponsor: $25,000 and Up (2 available)

Season sponsorships are our most exclusive and visible partnerships. As a season sponsor, your business name and logo will be placed throughout the community for a full year at varying events, reaching a variety of audiences.

In addition to marketing, season sponsorship comes with tickets and experience perks. Through your generous support, your business establishes itself as a leader in helping promote arts and culture in our community.

**BENEFITS AT THIS LEVEL MAY INCLUDE BUT ARE NOT LIMITED TO:**

- Prominent billing on season mailer mailed to 75k residents in and around Parker
- Prominent billing on all program covers
- Full-page color advertisement and donor listing in each program for the duration of the season
- Recognition in curtain speeches, live from stage, before each performance of the season at the PACE Center
- Inclusion in weekly Parker Arts e-newsletters
- Your company logo listed on our website with a direct link to your company’s website
- 20 Complimentary event tickets (10—local shows; 10—any show)
- Your company logo listed on our website with a direct link to your company’s website
- Exclusivity in your business category
- Monthly company recognition on all Parker Arts social media platforms
- 20 Complimentary event tickets (10—local shows; 10—any show)
- Your company name on Major Contributors wall in PACE Center lobby, directly outside mainstage theater entrance
- Your company logo on the PACE Center outdoor electronic sign
- One four-hour complimentary room rental at the PACE Center or Schoolhouse
- Invitation to Season Announcement Party

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What a great venue. No matter if you are in the worst seat in the house, it’s better than any large venue.

- Bruce S.
SCHOOLHOUSE THEATER SEASON SPONSOR

Schoolhouse Theater Season Sponsor: $12,500 (1 available)

Sponsoring the season at The Schoolhouse brings immense exposure in our newly renovated Parker Arts facility. Get your brand in front of a variety of different audiences throughout the course of the year.

The newly renovated Schoolhouse Theater is home to theater and musical performances, dance classes, jazz nights, and much more. The theater's Friday Night Jazz and Comedy Zone series have both proven to be huge successes, capitalizing on the intimate setting of The Schoolhouse Theater. The small theater is also a perfect venue for straight plays and children's programming.

BENEFITS AT THIS LEVEL MAY INCLUDE BUT ARE NOT LIMITED TO:

- Prominent billing on season mailer mailed to 75k residents in and around Parker
- Prominent billing on all program covers
- Full-page color advertisement and donor listing in each program for the duration of the season
- Recognition in curtain speeches, live from stage before each performance of the season at The Schoolhouse
- Inclusion in weekly Parker Arts e-newsletters
- Your company logo listed on our website with a direct link to your company's website
- 12 Complimentary event tickets (8—Friday Night Jazz, Comedy & Cocktails; 4—any show)
- Your company name on a plaque in The Schoolhouse for the length of the sponsorship
- Your company name on Major Contributor wall in PACE Center lobby, directly outside mainstage theater entrance
- Four-hour event room rental in The Schoolhouse Event Room
- Invitation to Season Announcement party

A perfect venue for date night. We love the jazz and comedy performances.
—The Millers
Typically selling out, our National Touring Series brings nationally and internationally acclaimed artists and performers to the PACE Center and features artists across all genres including country, rock, classical, comedy, and much more. These performances appeal to people outside the Town of Parker, drawing audiences from throughout the metro area and surrounding rural communities.

In 2022-2023 there will be 10-12 National Touring Acts. Sponsor one or sponsor all, this will not only get you in front of a packed crowd but will offer an opportunity to meet some really talented musicians.

**RECOGNITION BENEFITS**

<table>
<thead>
<tr>
<th>Single Show Sponsor (2 available) $2,000</th>
<th>Series Sponsor 10-12 Nat’l Acts (1 available) $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parker Arts weekly e-newsletters (for 1 month leading up to show)</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Show ticketing page</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Parker Arts sponsor recognition web page</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Electronic lobby signs</td>
<td>Logo</td>
</tr>
<tr>
<td>Vocal recognition from stage</td>
<td>•</td>
</tr>
<tr>
<td>Program cover</td>
<td>Logo</td>
</tr>
<tr>
<td>Program book advertisement (full color)</td>
<td>-</td>
</tr>
<tr>
<td><em>Sponsor Spotlight</em> feature article in program book</td>
<td>-</td>
</tr>
<tr>
<td>Family Circle member monthly e-newsletter article</td>
<td>-</td>
</tr>
<tr>
<td>Facebook recognition announcing sponsorship</td>
<td>1 per show</td>
</tr>
<tr>
<td>Listing on Major Contributors lobby wall</td>
<td>-</td>
</tr>
</tbody>
</table>

**ADDITIONAL BENEFITS**

<table>
<thead>
<tr>
<th></th>
<th>Artist meet-and-greet invitations (Subject to change at the last minute and subject to availability)</th>
<th>2 tickets</th>
<th>4 per show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary tickets **</td>
<td>2 tickets</td>
<td>4 per show (Total of 20 tickets, cab be in sets of 2 or 4 for the show.) **Based on availability</td>
<td></td>
</tr>
</tbody>
</table>

**AGES OF TICKET BUYERS**

We have attended various concerts over the years and this was one of the best! The Denver Center is just a great place to see any performance. Clint Black was great but the PACE Center is quality, not a bad seat!  
-Ray W.
THEATER & MUSICALS

Series Sponsor: $10,000 (1 available)
Single Production: $5,000 (2 available per title)

Parker Arts works with a number of theater companies to co-present two musical productions and one play or musical each season. Each individual production typically runs 9 - 22 performances over a 2-4 week run.

These musicals have been very successful in previous years, allowing your brand to reach a large amount of people over an extended duration of time. Programs are handed out to patrons as they arrive to performances, providing a direct path for your business to engage with potential consumers.

### RECOGNITION BENEFITS

<table>
<thead>
<tr>
<th>Recognizable Benefits</th>
<th>Single Production Sponsor ($5,000)</th>
<th>Series Sponsor ($10,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parker Arts weekly e-newsletters (for 1 month leading up to show)</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Production ticketing page</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Parker Arts sponsor recognition web page</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Electronic lobby signs</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Vocal recognition from stage</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Program cover</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Program book advertisement (full color)</td>
<td>1/4-page (Season)</td>
<td>Full-page (Season)</td>
</tr>
<tr>
<td>&quot;Sponsor Spotlight&quot; feature article in program book</td>
<td>-</td>
<td>•</td>
</tr>
<tr>
<td>Sponsor representative to make pre-show announcement</td>
<td>-</td>
<td>•</td>
</tr>
<tr>
<td>Family Circle member monthly e-newsletter article</td>
<td>-</td>
<td>•</td>
</tr>
<tr>
<td>Facebook recognition announcing sponsorship</td>
<td>1</td>
<td>2 per production</td>
</tr>
<tr>
<td>Listing on Major Contributors Lobby Wall</td>
<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>

### ADDITIONAL BENEFITS

<table>
<thead>
<tr>
<th>Recognizable Benefits</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cast meet-and-greet invitations (subject to change at the last minute)</td>
<td>4 tickets</td>
</tr>
<tr>
<td>Dress rehearsal/backstage tour invitations</td>
<td>4 tickets</td>
</tr>
<tr>
<td>Complimentary tickets**</td>
<td>4 tickets</td>
</tr>
</tbody>
</table>

**Based on availability

The casting was sensational! My friend saw this show and thought this production was sooooo much better! Kudos to the director and all the cast members. They outdid themselves. Thank you for allowing me to watch this terrific performance.

- Gloria K.
Series Sponsor: $7500 (1 Available) - Full Benefits Upon Request
A Classic Parker Holiday: Presenting $2,500 (2 Available)
Touring Holiday Shows: Presenting $2,500 (2 Available)
Nutcracker: Presenting $3,500 (2 Available)

These shows have become a holiday tradition for families. So much so, that it has also become best practice for patrons to buy their tickets early, as these shows never leave an empty seat in the house.

Sponsoring holiday shows is a great way to root your business in community traditions as well as grant your products or services exposure as the gift-giving season draws nearer.

A Classic Parker Holiday The Parker Chorale and the Parker Symphony Orchestra come together for an evening of traditional carols, familiar songs and a few surprises in their annual celebration of the season. (2 shows)

Touring Holiday Shows Each year we have fun new acts to help couples, families, and friends enjoy the holiday season. (Two touring shows with 2 shows each)

Nutcracker A Town of Parker tradition, the Nutcracker wraps up the holiday season. Colorado School of Dance, Douglas County’s premier dance school, welcomes the entire family to their production of Tchaikovsky's holiday classic. The ballet includes local casting, combined with professional dancers and professional backdrops and sets. (8 shows)

<table>
<thead>
<tr>
<th>RECOGNITION BENEFITS</th>
<th>A Classic Parker Holiday (2 available) $2,500</th>
<th>Touring Holiday Shows (2 available) $2,500</th>
<th>Nutcracker (2 available) $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parker Arts weekly e-newsletters (for 1 month leading up to show)</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Show ticketing page</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Parker Arts sponsor recognition web page</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Electronic lobby signs</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Vocal recognition from stage</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Program cover</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Facebook recognition announcing sponsorship</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

ADDITIONAL BENEFITS

Complimentary tickets ** 4 tickets 4 tickets 6 tickets

**Based on availability

I could NOT imagine paying MORE $ for a performance elsewhere and seeing it done more professionally or better. THE PACE NUTCRACKER IS OUTSTANDING!
-Catie U.
Parker Arts is proud to present the Discovery Park Summer Concert Series, with four free outdoor concerts hosted in Parker’s new amphitheater. These shows feature the hottest local bands and are guaranteed to be fun for the whole family. Last year each concert had between 500 and 3,000 attendees, attracting audiences of all ages. The Summer Concert Series is a fun and impactful way to spend marketing dollars.

**DISCOVERY PARK SUMMER CONCERT SERIES**

**Series Sponsor: $7,500 (1 available)**  
**Individual Show Sponsor: $1,250 (2 available per show)**

<table>
<thead>
<tr>
<th>Recognition Benefits</th>
<th>Band Sponsor (1/week) $1,250</th>
<th>Presenting Sponsor (1 avail.) $7,500</th>
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</thead>
<tbody>
<tr>
<td>Parker Arts weekly e-newsletters (for 1 month leading up to show)</td>
<td>Logo w/link</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Sign/banner displayed at concerts (banners provided by sponsor)</td>
<td>On Grounds</td>
<td>Stage (1)</td>
</tr>
<tr>
<td>Option to distribute promotional items at concerts</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Vocal recognition at concerts (pre-recorded)</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Facebook promotion</td>
<td>1</td>
<td>1 per show</td>
</tr>
<tr>
<td>Option for sponsor to introduce the band (script written for sponsor)</td>
<td>-</td>
<td>•</td>
</tr>
<tr>
<td>&quot;Sponsor Spotlight&quot; article in Parker Arts program</td>
<td>-</td>
<td>•</td>
</tr>
<tr>
<td>Reserved seating section (in front of audio booth)</td>
<td>4 guests</td>
<td>10 guests</td>
</tr>
</tbody>
</table>

**YEAR-ROUND SPONSOR BENEFITS**

- Program advertisement  
- Program printed donor listing  
- Invitation to season announcement party  
- Listing on Major Contributors lobby wall

These free concerts are such a nice way for us to enjoy the Colorado weather while listening to some great entertainment. Thank you for bringing this to our community!
FRIDAY NIGHT JAZZ

Series Sponsor: $2,500 (2 available)

In this series, The Schoolhouse Theater features four jazz performances co-presented by The Colorado Jazz Repertory Orchestra. Reminiscent of a jazz club, the night is filled with amazing sounds in a beautiful, new location. It’s a great opportunity to showcase your business in this intimate setting.

<table>
<thead>
<tr>
<th>Ages of Ticket Buyers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td>5%</td>
</tr>
<tr>
<td>35-44</td>
<td>7%</td>
</tr>
<tr>
<td>45-54</td>
<td>18%</td>
</tr>
<tr>
<td>55-64</td>
<td>23%</td>
</tr>
<tr>
<td>65-74</td>
<td>40%</td>
</tr>
<tr>
<td>75+</td>
<td>8%</td>
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</table>

RECOGNITION BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Sponsorship Cost</th>
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<tbody>
<tr>
<td>Parker Arts weekly e-newsletters (for 1 month leading up to show)</td>
<td>Logo</td>
</tr>
<tr>
<td>Show ticketing page</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Parker Arts sponsor recognition web page</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Program cover</td>
<td>Logo</td>
</tr>
<tr>
<td>Vocal recognition from stage</td>
<td></td>
</tr>
<tr>
<td>Facebook recognition announcing sponsorship</td>
<td>1 per show</td>
</tr>
</tbody>
</table>

ADDITIONAL BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary tickets **</td>
<td>4 per date</td>
</tr>
</tbody>
</table>

**Based on availability

Intimate, friendly venue. Loved it and will not hesitate to see another show there.

-Diedre
FAMILY DISCOVERY SERIES

Series Sponsor: $2,500 (3 available)

Our Family Discovery Series was created to introduce young patrons to arts and culture. Each show is affordably priced and under 60 minutes, to give kids a taste of all that is great about the arts. A lifetime of enjoying the arts starts one discovery at a time!

Family-friendly and kid-oriented, the Family Discovery Series is a great way to get your brand in front of families that are curious to explore what’s out there!

<table>
<thead>
<tr>
<th>RECOGNITION BENEFITS</th>
<th>Series Show Sponsor (3 available) $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parker Arts weekly e-newsletters (for 1 month leading up to show)</td>
<td>Logo</td>
</tr>
<tr>
<td>Ticketing page</td>
<td>Logo</td>
</tr>
<tr>
<td>Parker Arts sponsor recognition web page</td>
<td>Logo w/link</td>
</tr>
<tr>
<td>Program Cover</td>
<td>Logo</td>
</tr>
<tr>
<td>Electronic lobby signs</td>
<td>Name</td>
</tr>
<tr>
<td>Vocal recognition from stage</td>
<td>•</td>
</tr>
<tr>
<td>Facebook recognition announcing sponsorship</td>
<td>1 per show</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDITIONAL BENEFITS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary tickets**</td>
<td>2 per show</td>
</tr>
</tbody>
</table>

**Based on availability

AGES OF TICKET BUYERS

Excellent performance for young children. I hope that we can introduce them to this kind of live performance here in Parker!

~Taylor D.
Series Sponsor: $2,000 (2 available)

Student Matinées began in 2014 to introduce students to the PACE Center and the performing arts. For many students, this may be the first time they visit a theater and experience the performing arts. The matinées include study guides, workshops and in-school residencies to support classroom learning. Access to the arts is made available for students and teachers from public and private schools, preschools, homeschool groups, people with disabilities, as well as stay-at-home caregivers.

Student Matinées offer your business the opportunity to connect with schools, teachers, students, and other educational professionals in an environment dedicated to enrichment.

RECOGNITION BENEFITS
Includes daytime school shows and evening family shows

<table>
<thead>
<tr>
<th>Series Sponsor</th>
<th>8 Student Shows (2 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series Sponsor</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

- Parker Arts weekly e-newsletters (for 1 month leading up to show)
- Show ticketing page
- Parker Arts sponsor recognition web page
- Vocal recognition from stage
- Family Circle member monthly e-newsletter article
- Facebook recognition announcing sponsorship
- Your business flyers handed out to students*

*Printing costs covered by sponsor

SO MUCH FUN! Kids had a wonderful time! Great for kids and entertaining for teachers and parents.
—Marie J.
OTHER SPONSORSHIP OPPORTUNITIES

- Membership Program
- Art Show or Art Gallery
- Shakespeare Festival
- Portfolio Day
- Honey Stop
- Parker Arts Lecture Series
- Plays at The Schoolhouse
- Junior Musical at The Schoolhouse
- Ticket Sponsor
- Bar Sponsor—Both PACE Center and The Schoolhouse
- Summer Camp Class Sponsor
- STEAM Discovery Series
- Science Day
- Artival

SPONSORSHIP NOT THE RIGHT OPTION?
CONSIDER DONATING INSTEAD!

While valuable businesses like yours are most certainly the backbone of our remarkable community, we believe you’ll find Parker Arts is the heart.

Not only does Parker Arts contribute to our town’s economic vitality* by providing access to high quality entertainment and enrichment programs; it also provides the opportunity to engage with our community, a spot to connect with friends and family, and a place to reflect and relax.

The profound generosity of individuals, foundations, small businesses and corporations like yours is what makes our work possible. We need your help to operate in the current environment and plan for the future so that we can protect and sustain the arts in Parker and continue our cultural and economic growth.

With your support, we can continue to build upon a long and successful history of making ours a destination community by keeping the arts alive and thriving in Parker.

Here’s What Your Donation Will Fund:

Free Community Events
Senior Programming
School Matinees
Scholarship Programs
Art Gallery Support
High School Programs

To make your fully tax-deductible donation, please contact Sara Crowe, Development Manager, at 303-805-3377 or scrowe@parkeronline.org with the information below. Thank You!

Donate $1,000 $5,000 $10,000 $25,000 $ ________
(Other Amount)

Business Name: _____________________________________________________________________________
Address: ________________________________________  City, State: _________________  Zip ___________
Name: _____________________________________________________________________________________
Phone: ________________________________________  Email: ______________________________________

*Using a national economic impact study conducted by the research organization, Americans for the Arts, more than $10M in estimated economic activities stem from the arts in Parker.

OUR FOLLOWERS ARE YOURS
Increase your company’s exposure!

+1 MILLION patrons in the first 10 years
50,000 weekly newsletter contacts
10K followers
1.7K followers
1.5K followers

4.7 STAR GOOGLE RATING