

Connect Your Brand to the  
**\$26 Billion Dollar Market**  
of loyal Concert Attenders



## Quick Facts

- Concert attendance was **UP 16%** in 2016, reaching 70 million nationwide
- Of the \$26 Billion Dollars of music consumed in 2015, **52% was at live events**
- 54% of USA residents with a household income exceeding \$100,000 reported they **ONLY** attended classical music concerts in 2015.
- 91% of global consumers are **likely to switch brands** to one associated with a good cause, given comparable price and quality.
- Total media reach of 7.5 million in 48 countries

## What is *Tapestry Tampa Bay*?

In 2012 British American Conductor Composer Stephen P Brown wrote an award-winning piece of music reflecting many memorable attributes of the Tampa Bay region, including Skyway Bridge, the various beaches and downtowns, and even Grouper. Six movements of descriptive classical music that give residents a musical identity and visitors an attractive feature of their visit to share with others upon their return. *Tapestry Tampa Bay - The Concert* includes all original music for chamber ensemble, and provides the ideal platform for your organization to present a prestigious profile - one that is passionate about community responsibility and credibility..



## Key Benefits

1. **Brand visibility:** Attracting customers to your brand and keeping them interested.
2. **Recognition:** Strengthening your brand image by humanizing it.
3. **Creative Approval:** Improving company or product awareness and visibility.
4. **Metrics:** Targeting a particular demographic.
5. **Communication:** Educating the public about your products and services
6. Distinguishing your company's brand from competitor brands.
7. Showing community responsibility or corporate social responsibility
8. Getting more involved with a community and building your company's credibility

## Charitable Partner



“Tapestry Tampa Bay - The Concert” is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions for the charitable purposes of “Tapestry Tampa Bay - The Concert” must be made payable to Fractured Atlas and are tax deductible to the extent permitted by law.

**CALL NOW! 973.738.0427**

*Tapestry Tampa Bay - The Concert*  
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