

# Portfolio white paper

## Marketing: Greenville Chautauqua Society

The Greenville Chautauqua Society hired FernCreek to market its 2011 Chautauqua Festival. Materials produced included outdoor boards, print ads, a festival-specific website, direct mail rack card & newsletter, posters and press kit. FernCreek also arranged and coordinated television and editorial print coverage and provided fundraising materials and consultation.



### CHAUTAUQUA NEWS

VOL. 11, NO. 1 • SPRING 2011

## Ideas that Changed America June 17-23

**free!** **family friendly!**

...the people whose ideas changed America. Twenty FREE performances throughout Greenville, Spartanburg and NC. It's a history that just isn't in a book!

...first opens at Greenville's Falls Park with John Muir, our National Parks. It then with legendary physician Stein, Frances Perkins (the New Deal) and Mark Twain.

...ent show each night, during the day. It's fun, and costs you absolutely nothing to attend!

...ally acclaimed interpreters bring individually in historic

...ing shows in Greenville, (outdoors) and (indoors)

...e indoor shows in the Greer, Fountain Inn & Spartanburg. Coffee and Discussions at the West End Cafe, 1000

**CHAUTAUQUA NEWS**

### Ideas that Changed America June 17-23

**The tent at night is magic**

A summer evening under the Chautauqua Tent - there is nothing more magical. The June Festival is held the week of Summer Solstice—the longest days of the year and the absolutely best evenings to spend outdoors.

As shade covers the Tent, the cool of evening sets in and music draws the audience to sit amongst their fellow citizens. So what if it rains? Raindrops on the Tent just add music to the magic.

The Tent surrounds the audience, and the audience surrounds the performer. Nothing separates them. Everyone feels a personal connection with the show.

When it's finally time to go, dusk has settled in and the Tent lights shepherd you safely back to another world.

All Chautauqua performances are engaging and fun. But the Tent at night - that's Magic.

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Greenville, Asheville, Spartanburg  
Chautauqua2011.com



### ... this year - Daytime indoor shows in larger locations

Did you know you can also see the Chautauqua Shows in the daytime? Last year many daytime shows were Standing-Room-Only. So this year we've moved the daytime shows to larger air-conditioned auditoriums. There will be lots of room for everyone, so please invite your friends.

- **The Handlebar** - not just a smoky bar with loud music. It is a concert hall with some of the best acoustics in the Upstate.
- **Centre Stage** - a classic downtown Greenville theater
- **J. Harley Bonds Center Auditorium** - off Wade Hampton in downtown Greer, formerly Greer High School.
- **University Center Auditorium at McAlister Square** - a meeting room with better acoustics.
- **Fountain Inn Civic Center** - a proscenium theatre in downtown Fountain Inn.
- **West End C.D.** - a great space with lots of room for everyone.

Check the schedule on page 3.

**CHAUTAUQUA2011.COM**