19. Direct Mail Brochure

Carolina Performing Arts Calendar

RIVERS

Rivers Agency 601 West Rosemary Street, Ste 108 Chapel Hill, NC 27516 919-932-9985 Riversagency.com

CAROLINA PERFORMING ARTS 21/22 SEASON

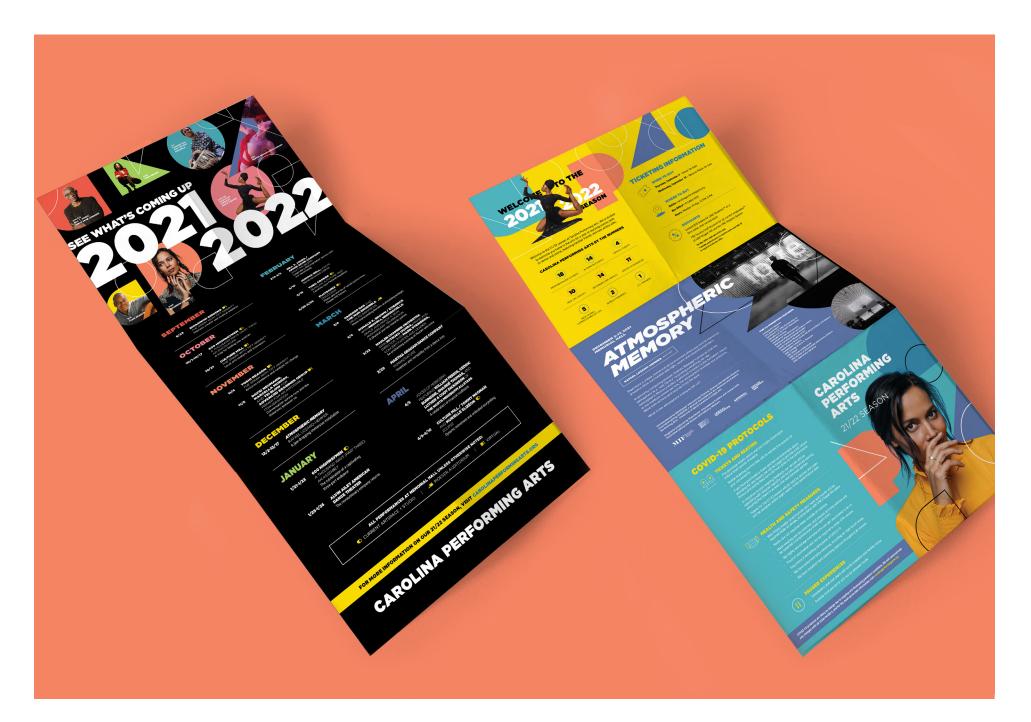
The Project

After missing a season due to COVID-19, Carolina Performing Arts was eager to welcome audiences back for shows. To promote its upcoming season, a direct mailer was created that contained a calendar whose unique folding design mimicked the experience of unwrapping a gift. The mailer was sent to both donors and subscribers of previous seasons.

One side of the calendar featured the schedule of the visiting artists and promoted ticket sales. The other side highlighted Atmospheric Memory, the centerpiece of the season, fun facts and figures about CPA, as well as safety protocols to make guests feel comfortable returning to the theater.



DIRECT MAILER



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