

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.



SEE WHAT'S COMING UP

2021 2022

SEPTEMBER
9/28 **SHARON CORBIN**
A one-woman show about her life and career.

OCTOBER
10/1-10/17 **BOB HOPE**
A one-woman show about his life and career.

NOVEMBER
11/2 **DAVID BOWEN**
A one-woman show about his life and career.

DECEMBER
12/2-12/17 **ATMOSPHERIC MEMORY**
A one-woman show about his life and career.

JANUARY
1/23-1/29 **BOB HOPE**
A one-woman show about his life and career.

FEBRUARY
2/16-2/22 **BOB HOPE**
A one-woman show about his life and career.

MARCH
3/16-3/22 **BOB HOPE**
A one-woman show about his life and career.

APRIL
4/16-4/22 **BOB HOPE**
A one-woman show about his life and career.

FOR MORE INFORMATION ON OUR 21/22 SEASON, VISIT CAROLINAPERFORMINGARTS.COM

CAROLINA PERFORMING ARTS

WELCOME TO THE 2021/22 SEASON

WELCOME TO THE 2021/22 SEASON of Carolina Performing Arts. With a focus on the audience, we are proud to be a part of a new era of performing arts in the Carolinas.

CAROLINA PERFORMING ARTS BY THE NUMBERS

18	14	4
10	14	11
5	2	1

ATMOSPHERIC MEMORY

DECEMBER 2-17, 2021
MEMORIAL HALL

ATMOSPHERIC MEMORY
A one-woman show about his life and career.

TICKETING INFORMATION

PRICES TO BUY
Thursday, September 9, 10am - 10pm
Wednesday, September 15, 10am - 10pm

PRICES TO BUY
Friday, September 16, 10am - 10pm
Saturday, September 17, 10am - 10pm

COVID-19 PROTOCOLS

Health and Safety Protocols

- We have updated our safety protocols to ensure the health and safety of our audience and staff.
- We have updated our safety protocols to ensure the health and safety of our audience and staff.
- We have updated our safety protocols to ensure the health and safety of our audience and staff.

HEALTH AND SAFETY PROTOCOLS

HEALTH AND SAFETY PROTOCOLS

- We have updated our safety protocols to ensure the health and safety of our audience and staff.
- We have updated our safety protocols to ensure the health and safety of our audience and staff.
- We have updated our safety protocols to ensure the health and safety of our audience and staff.

COVID-19 PROTOCOLS

COVID-19 PROTOCOLS

- We have updated our safety protocols to ensure the health and safety of our audience and staff.
- We have updated our safety protocols to ensure the health and safety of our audience and staff.
- We have updated our safety protocols to ensure the health and safety of our audience and staff.

CAROLINA PERFORMING ARTS

21/22 SEASON

DIRECT MAILER



2/4-2/5
BILL T. JONES/
ARNIE ZANE COMPANY



2/19
THEO CROKER



3/4
SANDEEP DAS
AND THE HUM
ENSEMBLE



3/29
MARTHA GRAHAM DANCE COMPANY

SEE WHAT'S COMING UP

2021



1/25-1/26
ALVIN AILEY
AMERICAN
DANCE THEATER

2022



11/4
TOSHI REAGON



9/23
RHIANNON GIDDENS