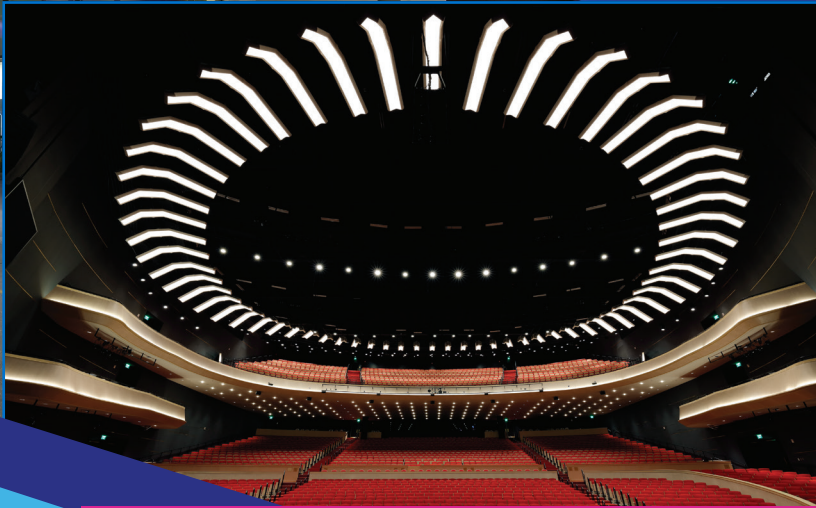




WHY GREENSBORO?

Hailed as the new “jewel of Downtown Greensboro,” the \$94 million state-of-the-art Steven Tanger Center for the Performing Arts is a 3,000 seat venue that is home to touring Broadway productions, concerts, comedy and family entertainment. The Tanger Center has hosted nearly **2 million** guests since its Sept. 2021 opening and is among the top one-week Broadway subscription markets in the country. The venue is conveniently located off of I-40 and I-85 corridors.

RECENT SHOW HISTORY

HAMILTON (24 performances).....	\$8.1 MILLION GROSS
MJ THE MUSICAL (8 performances).....	\$2.1 MILLION GROSS
Disney's BEAUTY AND THE BEAST (8 performances)....	\$1.7 MILLION GROSS
THE SOUND OF MUSIC (8 performances).....	\$1.6 MILLION GROSS
MAMMA MIA! (8 performances).....	\$1.5 MILLION GROSS
STING (2 performances).....	\$1.1 MILLION GROSS
STEVE MARTIN & MARTIN SHORT.....	\$407K GROSS
JOSH JOHNSON (2 performances).....	\$365K GROSS
JOHN MELLENCAMP.....	\$340K GROSS
SHANE GILLIS (2 performances).....	\$275K GROSS



2 MILLION

Piedmont Triad DMA Population



560,000

Guilford County Population



350,000

Email Subscribers



14,000

Broadway Season Ticketholders



3,023

Seating Capacity



IN-HOUSE MARKETING

Traditional/Broadcast/Digital & Social Media



TICKETMASTER SYSTEM