

PITCHING TO PRODUCER/BOOKER/NEWS EDITOR:

(Use your local data for highlighted text below)

On (Day, Date), (Organization Name) will present the newly released **Arts & Economic Prosperity 6 (AEP6)** local findings; an economic and social impact study of (CITY/REGION) nonprofit arts and culture industry. Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 provides detailed findings on 373 regions from across all 50 states and Puerto Rico—ranging in population from 4,000 to 4 million—and representing rural, suburban, and large urban communities.

[PERSON NAME/TITLE - AFTA Spokesperson] is available to join you on air to discuss how arts and culture industry is essential to the growth and prosperity of [CITY NAME].

America's nonprofit arts and culture sector is a \$xxx.x billion industry—one that supports x.x million jobs and generates \$xx.x billion in government revenue. Arts and culture have a powerful ability to attract and hold dollars within the community. Few other industries can compete with its event-related spending, which brought in an additional \$xxx billion in event-related expenditures by their audiences in 2022.

Given the importance of arts and culture to our community, I hope you will report on the local findings the Arts & Economic Prosperity 6 study on (DATE). Please let me know if you are also interested in speaking with [PERSON NAME/TITLE - Local Arts Leader] for his/her local perspective on this dynamic arts and culture sector.

