

2021-2022 “BEYOND
The Stage”

The
**Bank
of
Utica**
Broadway Season

Charlie and the Chocolate Factory



**SPONSORSHIP
& ADVERTISING** *Opportunities*

BroadwayUtica.org | 315-624-9444 | 258 Genesee Street, Utica NY 13502



BROADWAY THEATRE LEAGUE OF UTICA SEASON



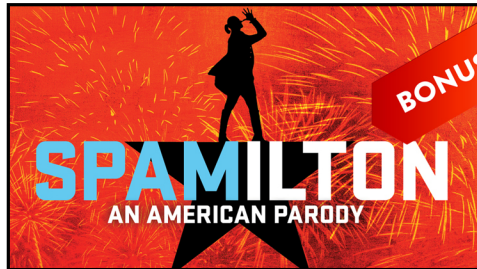
AUGUST 16 / 17 - 2021



NOVEMBER 18 - 2021



NOVEMBER 23 - 2021



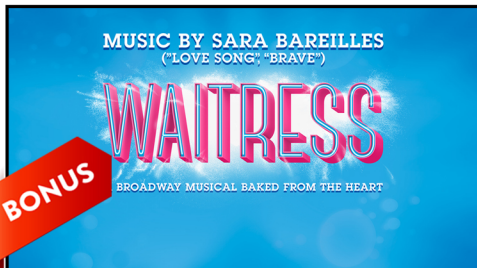
JANUARY 27 - 2022



FEBRUARY 8 / 9 - 2022



FEBRUARY 21 / 22 - 2022



MARCH 22 / 23 - 2022



APRIL 4 / 5 - 2022



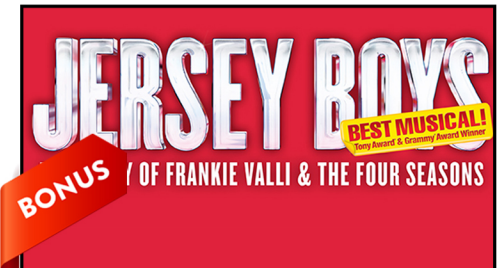
APRIL 26 / 27 - 2022



MAY 2 / 3 - 2022



MAY 10 - 2022



JUNE 1 - 2022

2021-2022 “BEYOND
The Stage”

SPONSORSHIP Opportunities

CORPORATE

2021-22 SEASON SPONSOR | ONE AVAILABLE





**BROADWAY THEATRE LEAGUE OF UTICA'S
SEASON SPONSOR AND SUPPORTER**

☆ Thank You







MAJESTIC SPONSOR | TWO AVAILABLE

\$6,000

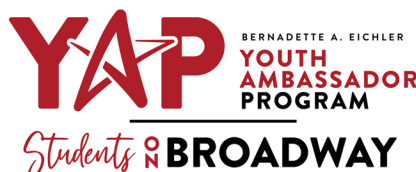
- 4 Director Club In Season Show Tickets (5 total shows)
- 4 Director Club seats for **four** bonus shows of your choice
- Employee/ family and friend discounts
- Full page color ad in all playbills for the 2021–2022 Season (12 total)
- Community spotlight in digital email newsletter
- Social Media Mentions     [over 12,000 followers total]
- Tickets to cast and crew parties (2 guests per party)
- Company Name and Link on Broadway Utica Website BroadwayUtica.org [over 14,000 page views since season announcement]

IMPERIAL SPONSOR

\$3,500

- 2 Director Club In Season Show Tickets (5 total shows)
- 2 Director Club seats for **two** bonus shows of your choice
- Employee/ family and friend discounts
- ½ Page color ad in all playbills for the 2021–2022 Season (12 total) and **two** bonus shows of your choice
- Social Media Mentions     [over 12,000 followers total]
- Tickets to cast and crew parties (2 guest per party)
- Company Name and Link on Broadway Utica Website BroadwayUtica.org [over 14,000 page views since season announcement]

OTHER WAYS TO SUPPORT
WWW.BROADWAYUTICA.ORG



ADVERTISING *Opportunities*

PLAYBILL

5 IN-SEASON SHOWS + ALL BONUS SHOWS

12-Full Page [4.5 X 7.5] Color	\$1750
12-1/2 Page [4.5 X 3.75] Color	\$1050
12-1/4 Page [4.5 X 1.875] Color	\$600

INCLUDED:

- Social Media Mentions     [over 12,000 followers total]
- Company Logo on Weekly Email Marketing  [over 8,000 subscribe to our list]
- Company Name and Link on Broadway Utica Website BroadwayUtica.org [over 14,000 page views since season announcement]
- Digital PLAYBILL published on website and digital PLAYBILL emailed to all ticket holders

5 IN-SEASON SHOWS

5-Full Page [4.5 X 7.5] Color	\$900
5-1/2 Page [4.5 X 3.75] Color	\$500
5-1/4 Page [4.5 X 1.875] Color	\$300

INCLUDED:

- Company Name and Link on Broadway Utica Website BroadwayUtica.org [over 14,000 page views since season announcement]
- Digital PLAYBILL published on website and digital PLAYBILL emailed to all ticket holders

A LA CART - BONUS SHOWS ONLY

1-Full Page [4.5 X 7.5] Color	\$225
1-1/2 Page [4.5 X 3.75] Color	\$150
1/4 Page N/A	

INCLUDED:

- Company Name and Link on Broadway Utica Website BroadwayUtica.org [over 14,000 page views since season announcement]
- Digital PLAYBILL published on website and digital PLAYBILL emailed to all ticket holders

Please Contact Kristen Matteson at 315-624-9444 or Kristen@broadwayutica.org regarding any questions on sponsorships or ad opportunities.

Playbill • Sponsorship **ACCEPTANCE FORM**

☐ **5 IN-SEASON SHOWS + ALL BONUS SHOWS**

Please Indicate Ad Size

☐ Full Page ☐ 1/2 Page ☐ 1/4 Page

☐ **5 IN-SEASON SHOWS**

Please Indicate Ad Size

☐ Full Page ☐ 1/2 Page ☐ 1/4 Page

ARTWORK REQUIREMENTS

- Company Logo
- Full Color Ad, No Bleed
- 300dpi - CMYK
- .pdf .jpg or .eps

SEND ADS TO: Carrie@broadwayutica.org
Marketing Communications Manager

☐ SAME AD ☐ NEW AD

☐ **A LA CART - BONUS SHOWS ONLY**

Please Indicate Show(s)/ Ad Size

☐ **STOMP**

☐ Full Page ☐ 1/2 Page

☐ **Simon and Garfunkel**

☐ Full Page ☐ 1/2 Page

☐ **Summer**

☐ Full Page ☐ 1/2 Page

☐ **Spamilton**

☐ Full Page ☐ 1/2 Page

☐ **Waitress**

☐ Full Page ☐ 1/2 Page

☐ **Madagascar**

☐ Full Page ☐ 1/2 Page

☐ **Jersey Boys**

☐ Full Page ☐ 1/2 Page

☐ **MAJESTIC SPONSOR | TWO AVAILABLE**

Please Indicate the **FOUR** Bonus Shows you would like to attend

☐ STOMP ☐ Simon and Garfunkel ☐ Summer

☐ Spamilton ☐ Waitress ☐ Madagascar ☐ Jersey Boys

☐ **IMPERIAL SPONSOR**

Please Indicate the **TWO** Bonus Shows you would like to attend

☐ STOMP ☐ Simon and Garfunkel ☐ Summer

☐ Spamilton ☐ Waitress ☐ Madagascar ☐ Jersey Boys

SPONSORSHIP & ADVERTISING AGREEMENT 2021-2022 BROADWAY UTICA

I authorize Broadway Utica to insert my company advertisement in the 2021-2022 season program. I understand that my ad will appear in all selected show programs presented by Broadway Utica in the upcoming 2021-2022 season. I understand that the programs are preprinted and the ad cannot be changed after final proof. In order to guarantee your ad, we require a digital file emailed to Carrie@broadwayutica.org by October 1, 2021.

Checks payable to BROADWAY THEATRE LEAGUE OF UTICA.

Company Name _____

Contact Name _____

Address _____

Phone _____ Email _____

Website URL _____

Signature _____

Date _____ Amount \$ _____

PACKAGE(S) CHOSEN _____

Credit Card Authorization Form

Credit Card Information			
Card Type:	<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> Discover <input type="checkbox"/> AMEX
	<input type="checkbox"/> Other _____		
Cardholder Name (as shown on card): _____			
Card Number: _____			
Expiration Date (mm/yy): _____			
Cardholder Postal Code (from credit card billing address): _____			

Customer Signature

Date