

2021-2022 “BEYOND
The Stage”

The 
Bank
Utica
Broadway Season



Charlie and the Chocolate Factory

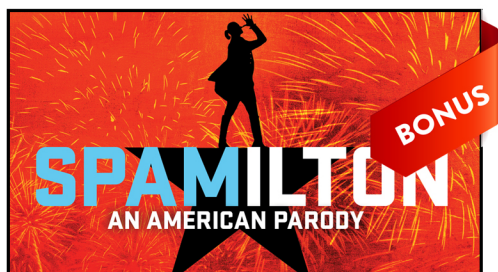


**SPONSORSHIP
& ADVERTISING** *Opportunities*

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



BROADWAY THEATRE LEAGUE OF UTICA SEASON



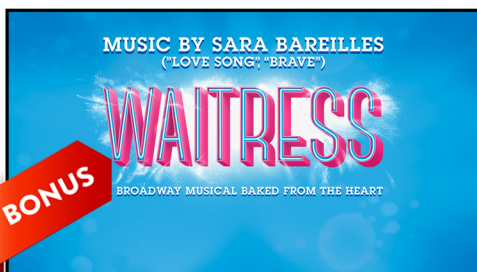
JANUARY 27 - 2022



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

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ADVERTISING *Opportunities*

PLAYBILL

5 IN-SEASON SHOWS + ALL BONUS SHOWS

9-Full Page [4.5 X 7.5] Color	\$1200
9-1/2 Page [4.5 X 3.75] Color	\$780
9-1/4 Page [4.5 X 1.875] Color	\$450

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

☐ **A LA CART - BONUS SHOWS ONLY**

Please Indicate Show(s)/ Ad Size

☐ 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

Company Name _____

Contact Name _____

Address _____

Phone _____ Email _____

Website URL _____

Signature _____ Date _____ Amount \$ _____

PACKAGE(S) CHOSEN _____

Checks payable to BROADWAY THEATRE LEAGUE OF UTICA.

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

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