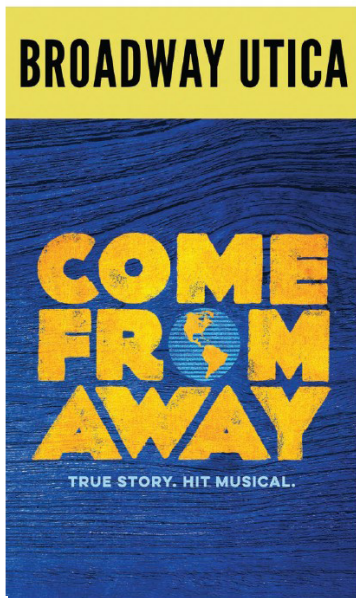




PLAYBILL PROGRAM

SHOWCASE YOUR BUSINESS

PRINT | WEB | VIDEO



CLICK the above
COME FROM
AWAY Digital
Playbill and see
examples of
digital web links
and videos.

Full Page
[4.5 X 7.5]
\$500

Half Page
[4.5 X 3.75]
\$325

Quarter Page
[4.5 X 1.875]
\$215

PLAYBILL ADVERTISING INCLUDES;

- 3 printed and digital playbill ads, Tina, The Tina Turner Musical, The Addams Family and Dear Evan Hansen and 1 digital only playbill, Dirty Dancing in Concert (Bonus Show)
- Approx. 15,000 printed playbills are distributed through the season to all ticket buyers and Broadway Utica subscribers
- Digital playbills are published on the BTL website for the 24-25 season and emailed to all ticket holders
- Video and web link capability on digital ads

Accepted formats for Ads.
.pdf, .jpg, .tif | 300 dpi



CORPORATE PERKS

PUT THE SPOTLIGHT ON YOUR EMPLOYEES

CORPORATE | \$500

In the ever-intensifying landscape of the job market, highly skilled candidates hold the upper hand. Beyond merely seeking competitive pay, they are actively seeking out the most appealing benefits and perks.

According to a survey conducted by Robert Half's hiring trends and insights, employees were asked to prioritize their preferences for non-monetary compensation and additional perks. Here are the most favored selections:

PERKS

66%: Being able to choose their own schedule

37%: EMPLOYEE DISCOUNTS

27%: Paid parental leave

24%: Company-subsidized meals and snacks

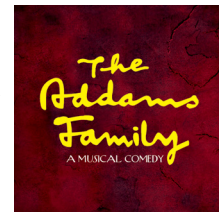
Community discounts are a big part of work life balance. Add Broadway Theatre League of Utica to your list of organizations offering discount perks to employees.

WHAT IS THE BENEFIT?

- Save 25% off tickets
- 5 Award-Winning Broadway shows in the Broadway Theatre League of Utica 24-25 Season
- Be notified when show discounts are open for best available seating
- Discounts offered on 3 levels of seating, Diamond, Platinum and Gold. [SEAT CHART](#)
Discount periods and availability are at discretion of the tours and are subject to change.



2024-25
ADIRONDACK BANK
BROADWAY UTICA
SEASON



*"I'm so grateful for all of your hard work.
It definitely hasn't gone unnoticed!"*

*100 % Tax Deductible Donations can be made at

