

2025-26

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## DRAMA<sup>25-26</sup> AWAITS

ADIRONDACK BANK BROADWAY UTICA SEASON



SEPT 5-6, 2025



NOV 11-12, 2025



DEC 14-15, 2025



MAR 3-4, 2026



MAY 6-7, 2026

CONTACT:

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DANIELLE PADULA, executive director

# BE A PART OF THE STORY

## SUPPORT OUR MISSION

### ABOUT BROADWAY UTICA

- Founded in 1957, Broadway Utica has been a cornerstone of the region's arts and culture for nearly 70 years.
- Registered 501(c)(3) nonprofit, dedicated to enriching the community through world-class theater and performing arts.
- Hosts Broadway-tier performances and community programs, making the arts accessible to all ages.

### MAJESTIC | \$7,000

- 4 Director's Club seats to *The Sound of Music*, *A Christmas Story*, *CLUE*, *Kinky Boots* and *Mrs. Doubtfire* + Bonus Shows.
- Includes Corporate Perks Package
- Full page, full color ad printed and digital in all Broadway Utica Playbills
- Sponsor of UticaWorx and daytime programming for youth.
- Additional marketing includes: press release announcing joint partnership, two social media mentions throughout the season, website recognition with clickable link to your online presence of your choice, stand alone e-blast, event recognition at youth program, sponsor spotlight in Broadway Utica's digital newsletter.

### IMPERIAL | \$4,500

- 2 Director's Club seats to *The Sound of Music*, *A Christmas Story*, *CLUE*, *Kinky Boots* and *Mrs. Doubtfire*.
- Includes Corporate Perks Package
- 1/2 page, full color ad printed and digital in all Broadway Utica Playbills
- Additional marketing includes: press release announcing joint partnership, website recognition with clickable link to your online presence of your choice, sponsor spotlight in Broadway Utica digital newsletter.

### SILVER | \$3,500

- 2 Director's Club seats to *CLUE*, *Kinky Boots* and 1 bonus show.
- 1/4 page, full color ad printed and digital in all Broadway Utica Playbills
- Additional marketing includes: website recognition with clickable link to your online presence of your choice, sponsor spotlight in Broadway Utica digital newsletter.

**[www.BROADWAYUTICA.org](http://www.BROADWAYUTICA.org)**

# CORPORATE PERKS

## PUT THE SPOTLIGHT ON YOUR EMPLOYEES

### CORPORATE | \$750

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'S THE BENEFIT?

- Save 25% off tickets with custom code
- Discount available on select Broadway Utica titles



### WHY RISE FOR A PURPOSE?

Rise for a Purpose supports Broadway Utica's mission to enrich the community by removing barriers to the arts. This campaign funds key programs like Full Circle, our Youth Ambassador Program, UticaWorx, and Students on Broadway. Your contribution helps ensure access to educational and inspirational theater for all, regardless of age or background, while supporting local initiatives and community development.



Tax deductible donations for Corporate Perks Package are done directly through The Community Foundation for this program. Fund Designation is Rise for a Purpose.

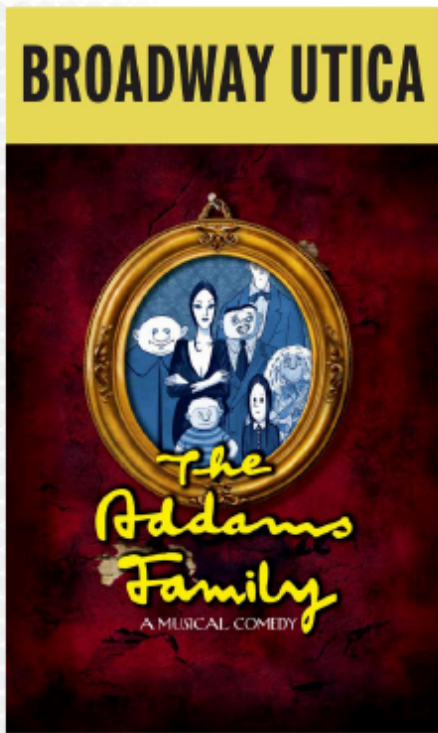




# PLAYBILL PROGRAM

## SHOWCASE YOUR BUSINESS

PRINT | WEB | VIDEO



Full Page  
[4.5 X 7.5]  
**\$1,500**

Half Page  
[4.5 X 3.75]  
**\$970**

Quarter Page  
[4.5 X 1.875]  
**\$650**

## PLAYBILL INCLUDES

- In season shows printed and digital playbill ads + all playbills at other venues that Broadway Utica presents including The Oncenter, Rome Capitol Theatre and MVCC
- 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 25-26 season and emailed to all ticket holders
- Video and web link capability on digital ads

## QUESTIONS?

- Accepted formats for ads are .pdf, .jpg, .tif | 300 dpi
- Ads can be changed up to two weeks before the performance date
- All ads must be e-mailed to [Kristen@BroadwayUtica.org](mailto:Kristen@BroadwayUtica.org)

**BROADWAY**  
*Theatre League of*  
**UTICA**

EDUCATION • ENTERTAINMENT • EXPERIENCE