

# 2025 PLAYBILL PROGRAM

*Showcase Your Business*

**PRINT | WEB | VIDEO**



Full Page  
 [4.5 X 7.5]  
 \$500

Half Page  
 [4.5 X 3.75]  
 \$325

Quarter Page  
 [4.5 X 1.875]  
 \$215

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

## PLAYBILL ADVERTISING INCLUDES:

- 3 printed and digital playbill ads, **Dirty Dancing Live in Concert, The Addams Family and Dear Evan Hansen.**
- Approx. 15,000 printed playbills are distributed through the season to all ticket buyers and Broadway Utica subscribers
- Digital playbills are published on our website for the 24-25 season and emailed to all ticket holders
- Video and web link capability on digital ads
- Includes Logo/ Link our Broadway Utica Website under Partners
- Comes with one social media mention on Broadway Utica Platforms

# ADDITIONAL MARKETING & SPONSORSHIP AVAILABLE

## CORPORATE \$500

Make a donation to our **Rise for a Purpose** Fund and employees will receive a special 25% off code for all Broadway Utica Shows.

## SEND A CLASS TO THE POLAR EXPRESS \$1,000.00

Sponsor a local grade level in grades K-3 to see the classic holiday film, **The Polar Express** presented by Broadway Utica December 17th at The Stanley Theatre.

## SEND STUDENTS TO DEAR EVAN HANSEN \$1,500.00

Broadway Theatre League of Utica has set a goal to send 1,000 students in grades 9-12 to the powerful production of Dear Evan Hansen on April 8-9, 2025.

## MAKE A DIFFERENCE ★★★★★ \$2,500.00

Send students to **The Polar Express, Dear Evan Hansen**, Sponsor of **STEAM Series** along with a **full page ad** for the remaining season.

### IMPORTANT INFORMATION:

- Payment due 1/31/2025
- Tax Deduction Donations are available
- Custom Packages available

### QUESTIONS?

EMAIL: DANIELLE@BROADWAYUTICA.ORG  
PHONE: 315-624-9444

## A LA CARTE MARKETING SERVICES

- **Discount Code Sponsorship:** Feature your business/organization on a unique discount code, offering exclusive savings to ticket buyers.
- **Email Spotlight:** A standalone email highlighting your business/organization, sent to Broadway Utica's email subscriber list.
- **Playbill Ad:** One-time advertisement for a Broadway Utica production.
- **Post-Show Audience Engagement:** Your organization sponsors a post-show talkback, reception, or Q&A with cast members or community leaders.
- **Promotional Giveaway:** Opportunity through social media to team up with Broadway Utica and sponsor a giveaway such as a pair of tickets, gift card, etc.
- **Social Media Mentions:** Business/organization tagged in dedicated posts across Broadway Utica's social media platforms.
- **Sponsored Post:** Dedicated paid social media post through Broadway Utica's accounts spotlighting your organization.
- **Student Program Sponsorship:** Acknowledgment in promotional materials for Broadway Utica's student programs, including Students on Broadway or Seniors, Seniors and a Show!.
- **Website Banner Feature:** Your business/organization's logo or ad featured prominently on the Broadway Utica website.