



Mailing address:
PO Box 29
New Hartford, NY 13413

Players Theatre
1108 State Street
Utica, NY 13502
315-724-7624

Website: playersofutica.org
Email: players@playersofutica.org
Facebook: www.facebook.com/PlayersOfUtica
Instagram: [instagram.com/playersofuticanyc](https://www.instagram.com/playersofuticanyc)

Dear Community Partner,

As New York State’s longest-running community theatre (since 1907!), Players of Utica is inviting your business to join us as a partner in entertaining and serving our community.

- Reach our enthusiastic audiences — more than 5,000 visitors every season — with your service or product.
- Your advertisement appears in the playbill of every one of our five regular-season productions.
- If you choose a sponsorship, your business name will be promoted in all of our advertising, promotions, posters, and more.
- Your business becomes part of our rich and robust history while providing support for the arts, an essential part of our community’s quality of life.
- As part of our giveback to you, you’ll receive complimentary tickets offered for the 2024–2025 season.

***We’re your neighbor and your community theatre...
and your support makes a dramatic difference!***

**AS AN ADVERTISER / SPONSOR, YOU RECEIVE
COMPLIMENTARY TICKETS TO OUR REGULAR SEASON SHOWS**
(See accompanying rate card for ad/sponsorship prices)

AD SIZE	# OF COMP TICKETS
Full-page ad (inside/outside front/back page)	5 comp tickets
Regular full-page ad	5 comp tickets
One-half page ad	3 comp tickets
One-third page ad	2 comp tickets
One-quarter page ad	2 comp tickets
Full-season sponsorship	5 comp tickets
Single-show sponsorship	2 comp tickets
Special program sponsorship	2 comp tickets





PLAYBILL ADVERTISING RATES 2024-2025

CHECK YOUR CHOICES BELOW

PLAYBILL ADVERTISING RATES

<input type="checkbox"/>	SPECIAL FULL PAGE (OUTSIDE BACK COVER) 4½"w × 7½"h	\$500.00
<input type="checkbox"/>	SPECIAL FULL PAGE (INSIDE FRONT OR BACK COVER) 4½"w × 7½"h	\$450.00
<input type="checkbox"/>	REGULAR FULL PAGE – 4½"w × 7½"h	\$425.00
<input type="checkbox"/>	1/2 PAGE – 4½"w × 3¾"h	\$275.00
<input type="checkbox"/>	1/3 PAGE – BUSINESS CARD SIZE - 4½"w × 2½"h	\$200.00
<input type="checkbox"/>	1/4 PAGE – HORIZONTAL - 4½"w × 1-7/8"h	\$180.00
<input type="checkbox"/>	1/4 PAGE – VERTICAL - 2¼"w × 3¼"h	\$180.00

SPONSORSHIP RATES

<input type="checkbox"/>	SEASON SPONSORSHIP – Special promotion for the entire season of regular season shows. For sponsorship, identify my company as: _____	All 5 shows: \$600.00
<input type="checkbox"/>	SINGLE SHOW SPONSORSHIP – For any single regular season show. Specify show (see attached letter): _____	Single show: \$300.00
<input type="checkbox"/>	SPECIAL PROGRAM SPONSORSHIP – For one-act plays, cabarets, open mics, etc.	\$200.00
<input type="checkbox"/>	WEBSITE SPONSORSHIP – One year	\$200.00
<input type="checkbox"/>	NEWSLETTER SPONSORSHIP – 1/4 page (year)	\$100.00
<input type="checkbox"/>	NEWSLETTER SPONSORSHIP – 1/8 page (year)	\$50.00
<input type="checkbox"/>	FRIEND OF PLAYERS – Listed in playbills (full season)	\$25.00
<input type="checkbox"/>	DONATION FOR PLAYERS BUILDING FUND	\$_____
	TOTAL	\$_____

2024-2025 ADVERTISING / SPONSORSHIP CONTRACT

COMPANY _____

ADDRESS _____

PHONE _____

COMPANY CONTACT _____

EMAIL ADDRESS _____

COMPANY SIGNATURE _____

- Camera-ready logo, visuals attached.
- Logo, visuals, and copy will be provided by (date): _____
- Please use the ad we provided last season.
- PDF/JPG/PNG and written copy for ad will be emailed to: sa.wagner@live.com
- Payment enclosed Bill me (See note below)

PLEASE NOTE:

- Please complete this Advertising/Sponsorship Contract and return it with camera-ready artwork and written copy to the address below. (Do not fold or staple artwork.) Or copy and artwork in PDF, JPG, or PNG format may be transmitted electronically to: **sa.wagner@live.com**.
- If you do not have camera-ready artwork, in some cases we can assist with ad design and formatting. Contact: **sa.wagner@live.com**
- Full payment must accompany this contract unless otherwise arranged in advance.

If you have any questions, please contact Stephen Wagner at **315-749-6721** or **players@playersofutica.org**.

Please return this contract with payment to:

**Players of Utica
Advertising Dept.
PO Box 29
New Hartford, NY 13413**