

# Players of Utica

In the Heart  of the Arts District

Dear Community Partner,

Players of Utica has been an active community theatre since 1913 — the oldest community theater in New York State! As we approach our exciting new season, we invite you to join us in entertaining and serving our patrons by adding your business to our production playbills — or become a Season Sponsor. Your business will become part of our rich and robust history while providing support for our renewed drive to complete our main stage theatre. This is an incredible opportunity for you to reach our enthusiastic audiences with your products and services — that’s more than 5,000 local visitors every season! You will also be supporting the arts, an essential part of our community’s quality of life in a visible and profound way. And since we spend our money locally, we can help you, help us, and help our community.

The sponsorship, advertising rates (also see rate card enclosed), and complimentary tickets offered for the 2019–2020 season are as follows:



Size	Full Season/Comp Tickets	Single Production/Comp Tickets
Full - Outside Back Page	\$460.00 (6 comp tickets)	\$115.00 (2 comp tickets)
Full - Inside Front	\$425.00 (6 comp tickets)	\$107.00 (2 comp tickets)
Full - Inside Back	\$425.00 (6 comp tickets)	\$107.00 (2 comp tickets)
Regular Full Page	\$400.00 (6 comp tickets)	\$100.00 (1 comp ticket)
One Half Page	\$250.00 (4 comp tickets)	\$63.00 (1 comp ticket)
Your Business Card (1/3 page)	\$180.00 (3 comp tickets)	\$45.00 (1 comp ticket)
One Quarter Page	\$160.00 (2 comp tickets)	\$40.00 (1 comp ticket)
Friend of Players (1–2 lines)	\$25.00 (n/a)	\$10.00 (n/a)
Season Sponsor *	\$600.00 (6 comp tickets)	\$300.00 (3 comp tickets)

As a sponsor, you receive wide-reaching publicity through the promotion of our productions. Season Sponsors are recognized at each performance, via mail, email, on our posters, in our playbill, on our website, and, where appropriate, in newspapers, on television, on radio, and on social media. You also receive complimentary tickets to attend our subscription shows.

If you have questions regarding playbill advertising or sponsorship, please contact Rayna Schneider at 315-794-4576 or email [raynajo@gmail.com](mailto:raynajo@gmail.com).

Please help us keep Players of Utica as a vibrant member of the local arts scene!

Yours truly,

**Rayna Schneider**

Playbill Advertising Coordinator

## 2019 – 2020 Season

### ***Assisted Living: The Musical***

(an outrageous comedy, September)

### ***The Clean House***

(stirring, enchanting, funny, October-November)

### ***The Dixie Swim Club***

(unforgettable comedy, December)

### ***I Hate Hamlet***

(non-stop laughs, April)

### ***Always... Patsy Cline***

(joyful musical, June)



# Players of Utica

## 2019-2020 PLAYBILL AD CONTRACT

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

COMPANY CONTACT \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

COMPANY SIGNATURE \_\_\_\_\_

<input type="checkbox"/>	SPECIAL FULL PAGE (OUTSIDE BACK COVER) 4½"w x 7½"h	\$460 <sup>00</sup>
<input type="checkbox"/>	SPECIAL FULL PAGE (INSIDE FRONT OR BACK COVER) 4½"w x 7½"h	\$425 <sup>00</sup>
<input type="checkbox"/>	REGULAR FULL PAGE 4½"w x 7½"h	\$400 <sup>00</sup>
<input type="checkbox"/>	1/2 PAGE 4½"w x 3¾"h	\$250 <sup>00</sup>
<input type="checkbox"/>	1/3 PAGE — BUSINESS CARD SIZE 4½"w x 2½"h	\$180 <sup>00</sup>
<input type="checkbox"/>	1/4 PAGE — HORIZONTAL 4½"w x 1⅞"h	\$160 <sup>00</sup>
<input type="checkbox"/>	1/4 PAGE — VERTICAL 2¼"w x 3¾"h	\$160 <sup>00</sup>
<input type="checkbox"/>	FRIEND OF PLAYERS Listed in program	\$25 <sup>00</sup>
<input type="checkbox"/>	PATRON OF PLAYERS Includes 1 subscription	\$90 <sup>00</sup>
<input type="checkbox"/>	ANGEL Includes 1 subscription	\$105 <sup>00</sup>
<input type="checkbox"/>	SEASON SPONSOR — Special promotion for the entire season. For sponsorship, identify my company as:  _____	\$600 <sup>00</sup>
<input type="checkbox"/>	DONATION FOR PLAYERS BUILDING FUND	\$ _____

New camera-ready ad copy attached.

New ad copy to be provided by (date): \_\_\_\_\_

PDF/JPG/PNG of ad will be emailed to sa.wagner@live.com ASAP.

I wish to carry over my advertisement from last season without change. New ad copy is not required.

Payment enclosed

Bill me  
(See note below)

Trade off

\* If the contract is received with all boxes blank, we will carry over last season's advertisement suitably edited.

### PLEASE NOTE:

- **New or revised advertisements:** Please complete this Playbill Ad Contract and return it with camera-ready artwork (do not fold or staple artwork). Or artwork may be transmitted electronically in PDF, JPG, or PNG format 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 the Playbill Ad Contract, unless otherwise arranged in advance.
- To ensure advertising placement, return the Playbill Ad Contract with your check by August 1, 2019.
- Advertising copy is due no later than August 16, 2018.
- If you have any questions regarding advertising, please contact **Rayna Schneider at 315-794-4576** or at **raynajo@gmail.com**.

Please return this contract to

**Players of Utica, c/o Rayna Schneider, 306 Brockway Road, Frankfort, NY 13340**