

2023



THE **REV** THEATRE CO.

**GUIDE TO SPONSORSHIP
AND PLAYBILL ADVERTISING**

2023 SEASON



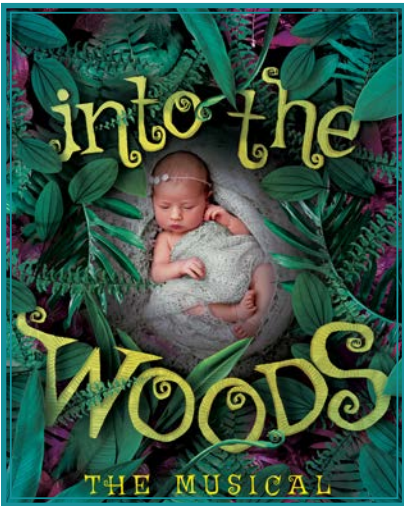
Evita

Tim Rice and Andrew Lloyd Webber's masterpiece!

Set in Argentina between 1934-1952, this Tony-winning musical charts the young Eva Duarte's meteoric rise to fame which takes her on a journey from poor, illegitimate child to ambitious actress to wife of President Juan Peron. By the time Eva was 30 years old, she was arguably one of the most powerful and iconic women in the world. To this day, Evita's imprint and impact are indelible but also heavily debated. Set to a legendary score by Tim Rice and Andrew Lloyd Webber, this incredible rock opera features hits such as, "Don't Cry for Me Argentina," "Oh What a Circus," "Buenos Aires" and "Another Suitcase in Another Hall." **Rated PG.**

MAY 31 — JUNE 20

Preston H. Thomas Theatre in the Merry-Go-Round Playhouse

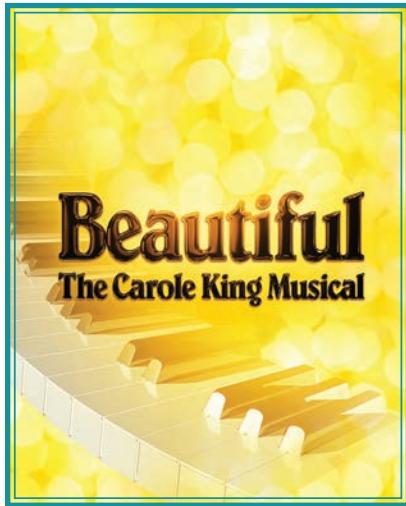


Into The Woods

Stephen Sondheim and James Lapine take everyone's favorite storybook characters and bring them together for a timeless, funny, surprisingly irreverent musical escapade. This title has been revived many times on Broadway and was recently adapted for the screen with the film version starring Meryl Streep as The Witch. As each of the iconic characters goes 'into the woods' in search of something different, they encounter twists and turns in their journeys which bring about wildly unexpected results. *Into The Woods* is at once enchanting and endearing — a touching and deeply human show about community, responsibility and the stories we tell our children. **Rated PG.**

JULY 5 — 25

Preston H. Thomas Theatre in the Merry-Go-Round Playhouse



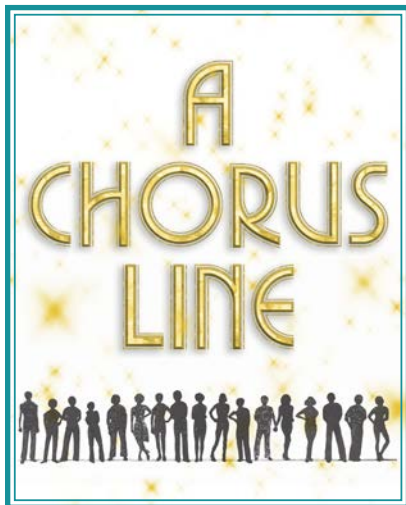
Beautiful: The Carole King Musical

Beautiful tells the true story of Carole King’s meteoric rise to fame as one of the twentieth century’s foremost singer-songwriters.

Set in the vibrant pop industry of the 1960s and early 1970s, and featuring such unforgettable classics as “You’ve Got a Friend”, “One Fine Day”, “So Far Away”, “Take Good Care of My Baby”, “Up on the Roof”, “You’ve Lost That Lovin’ Feeling”, “Will You Love Me Tomorrow”, and “Natural Woman”, this Tony® and Grammy® Award-winning musical phenomenon is filled with the songs you remember — and a story you’ll never forget. **Rated PG.**

AUGUST 9 — 29

Preston H. Thomas Theatre in the Merry-Go-Round Playhouse



A Chorus Line

A Chorus Line examines one day in the lives of seventeen dancers, all vying for a spot in the “chorus line” of a new Broadway musical.

Set in the 1970’s and based on real Broadway dancers’ stories, as told to fellow dancer and director/choreographer Michael Bennett, *A Chorus Line* strips away the anonymity of the chorus to reveal fascinating and dimensional artists. With a famous score and iconic choreography, *A Chorus Line* is both timeless and refreshingly honest. **Rated PG-13.**

SEPTEMBER 13 — OCTOBER 3

Preston H. Thomas Theatre in the Merry-Go-Round Playhouse



PERFORMANCE DATES/TIMES


Scan this QR code to view the complete list of performance dates for each show.





THE REV MISSION STATEMENT


The REV Theatre Company presents classic and contemporary works, new musicals, and in-school arts education for a diverse audience, to spur social awareness and cultural development in the Finger Lakes region.


THE REV'S REACH AND IMPACT

 The REV interacted with over **950,000** visitors via our official website and social media footprint on Facebook, Twitter, and Instagram.

 In 2022, **35,000** people experienced the power of live theatre at The REV's flagship venue, the historic Merry-Go-Round Playhouse.

 The REV is proud to be an engine for our local economy, generating **\$6M** of economic impact for Auburn and Cayuga County.

 **75,000** students in over **180** school buildings across New York State experienced critical Arts in Education programming through The REV On Tour, the largest professional educational theatre tour in New York State.

 The REV was voted one of the **Top 15** summer arts festivals in the United States by the NY Times.

 The REV holds a **5-Star Rating** on TripAdvisor, Yelp, and Google.

SEASON SPONSORSHIPS

CORPORATE AND BUSINESS PARTNERSHIPS

VISIONARIES — \$2,500

- Six complimentary tickets to use at any evening performance
- 2022 Parking Pass
- Half-page ad in the season Playbill
- Company name listed on website
- Company name listed in the Playbill
- Two spotlight sponsorships

TRENDSETTERS — \$5,000

- Twelve complimentary tickets to use at any evening performance
- 2022 Parking Pass
- Full-page ad in the season Playbill
- Company recognition on social media platforms
- Company name listed on two website pages
- Company name listed in the Playbill
- Four spotlight sponsorships
- **NEW!** - Company logo included on digital displays in theatre lobby

INFLUENCERS — \$7,500

- Twenty complimentary tickets to use at any evening performance
- 2022 Parking Pass
- Full-page ad in the season Playbill
- Company recognition on social media platforms
- Company name listed on two website pages
- Company name listed in the Playbill
- Four spotlight sponsorships
- Invitation to the dress rehearsal of a REV On Tour performance
- Company name listed on TheREVTheatre.com/Education
- **NEW!** - Company logo included on digital displays in theatre lobby



SEASON SPONSORSHIPS

EXCLUSIVE SPONSORSHIPS

MARQUEE SPONSOR — \$50,000

CHAIRMAN SPONSOR — \$40,000

EXECUTIVE SPONSOR — \$35,000

PRODUCER SPONSOR — \$25,000

DIRECTOR SPONSOR — \$20,000

EVITA SHOW SPONSOR — \$10,000

INTO THE WOODS SHOW SPONSOR — \$10,000

BEAUTIFUL SHOW SPONSOR — \$10,000

A CHORUS LINE SHOW SPONSOR — \$10,000

Exclusive Sponsorships are curated and customized to specifically meet the needs of your organization. These sponsorships are prominent and powerful statements of support and sponsors enjoy expansive visibility and recognition throughout our season. Our Exclusive Sponsors are proud supporters of the arts, committed to their community and the cultural vitality The REV provides to the Finger Lakes region.

These sponsorships will offer benefits such as:

- A private catered reception at The Emerson Park Pavilion exclusively for your organization, held before a performance of your choosing.
- Complimentary tickets throughout the season
- Recognition during every curtain speech on the Playhouse stage
- The company logo on the cover of the REV Playbill
- A full-page advertisement in the REV Playbill
- Radio, TV, and REV website advertising
- Multiple shoutouts throughout the season on The REV's social media platforms
- Much more!

NEW!

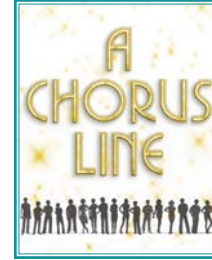
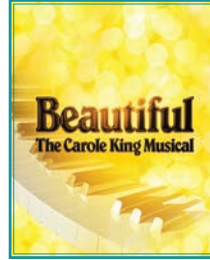
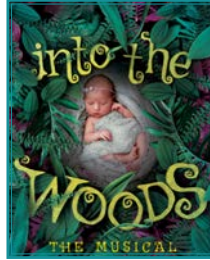
As an added bonus, show and season sponsors will receive an exclusive sneak preview of the show and a rehearsal studio tour!

Please contact Josh Katzker, Director of Marketing, at Josh@TheREVTheatre.com if you are interested in a personalized sponsorship deal.

PLAYBILL ADVERTISING

Contact: Josh Katzker at Marketing@TheREVTheatre.com

Advertising in our Season Playbill will put your business in front of the most captive audience in the Finger Lakes, reaching over 40,000 patrons! When you advertise with us, you identify your company as a community leader and supporter of the arts.



Each show will have its own full-color Playbill, keeping readers immersed throughout the season and motivating patrons to take their copy home to read later! This is a chance to personalize each show, share some new and interesting content, deepen engagement with our patrons, and encourage audiences to step into the world of each show in a new way.

Size	Dimensions (w"xh")	Regular Rate
Full Page	5.25"w x 7.875"h	\$ 2,000
Half (Horizontal)	5.25"w x 3.875"h	\$1,400
Half (Vertical)	2.5625"w x 7.875"h	\$1,400
Quarter	2.5625"w x 3.875"h	\$800
Eighth (Horizontal)	2.5625"w x 1.875"h	\$450
Eighth (Vertical)	1.21875"w x 3.875"h	\$450

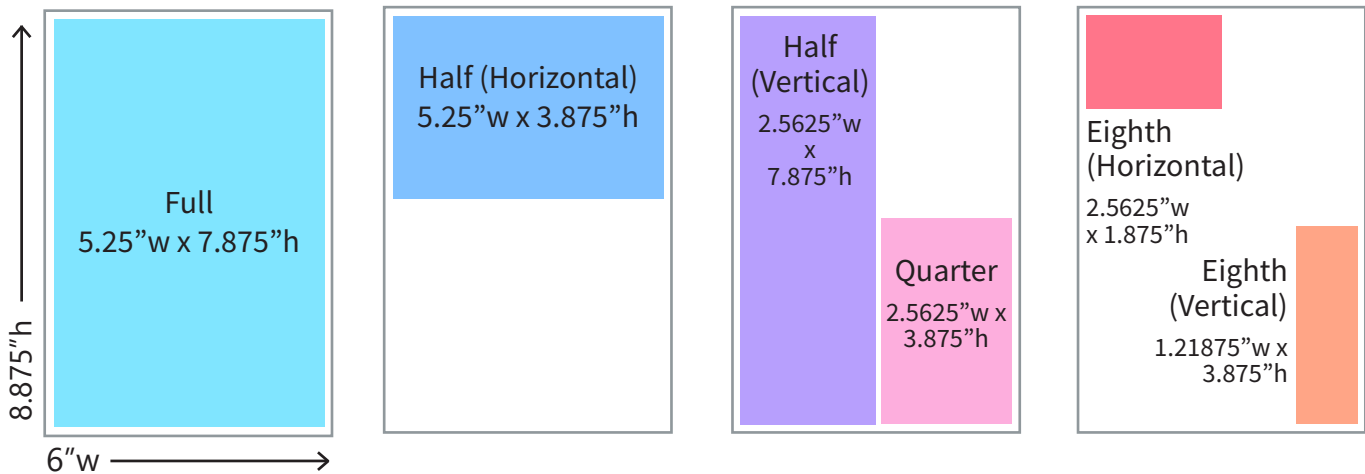
DEADLINE

Artwork, order form, and payment must be received by

APRIL 28TH AT 5PM

Send all order forms and electronic ad files to:

Marketing@TheREVTheatre.com



PLEASE NOTE

- » Please supply artwork electronically via email. Accepted formats include: **PDF, JPG, TIFF, PNG**. Full color.
- » Images must be at least **300dpi**. Images copied from the web are not high enough resolution for print.
- » Need help putting your ad together? For an additional charge of \$50, we will create an ad for your business using your existing logo and images. (No charge if keeping ad exactly the same as last year's.)

ORDER FORM

Interested in becoming a season sponsor?
Contact: Josh Katzker at Josh@TheREVTheatre.com

A LA CARTE

PLAYBILL ADVERTISEMENT

Select Ad Size:

- Full page (\$2,000)
- Half page (\$1,400)
- Quarter page (\$800)
- Eighth page (\$450)

Would you like us to create your ad?

- Yes (Additional \$50)
- No (Please submit by April 28th)

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SPOTLIGHT SPONSORSHIP

Preferred Spotlight Date(s)/Time(s):

Number of performances: _____ x \$250

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BUNDLED BENEFITS

I'M INTERESTED IN BECOMING A BUSINESS PARTNER

Select Level:

- Influencer Partner (\$7,500)
- Trendsetter Partner (\$5,000)
- Visionary Partner (\$2,500)

Would you like us to create your ad?

- Yes (Additional \$50)
- No (Please submit by April 28th)

=

We will contact you via email to confirm the specific date(s) of your Spotlight Night(s).

TOTAL FROM EACH OUTLINED BOX:

=

Contact Name: _____

Company Name/Name to be Listed: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Please indicate your method of payment. Space will not be reserved until payment is made.

Check enclosed (made payable to The REV Theatre Company)

Visa MasterCard Discover American Express

Name as Printed on Card: _____

Credit Card Number: _____

Expiration Date: _____ / _____ Zip Code: _____ Security Code (Back of Card): _____

Authorized Signature: _____

Email form to: Marketing@TheREVTheatre.com
Or send form and payment to: The REV Theatre Company, Attn: 2023 Playbill
282 North Street, Suite G, Auburn, NY 13021

QUESTIONS?

CONTACT

Josh Katzker,

Director of Marketing

✉ Josh@TheREVTheatre.com

☎ 315-255-1305 x120



282 North Street, Suite G

Auburn, NY 13021

(315) 255-1305 | TheREVTheatre.com

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