

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 interacted with over **1.5M** visitors via our official website and social media footprint on Facebook, Twitter, and Instagram.



In 2023, over **40,000** 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.

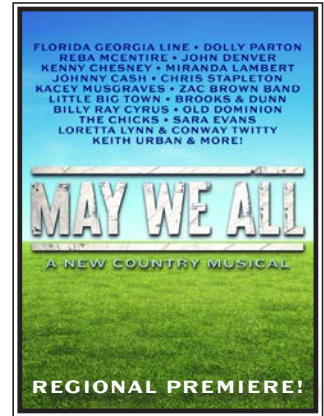
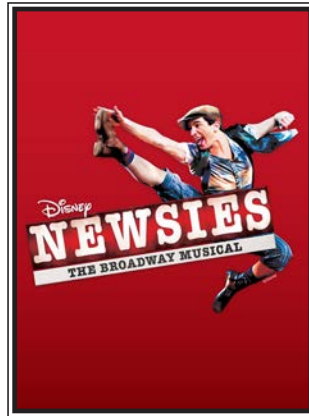
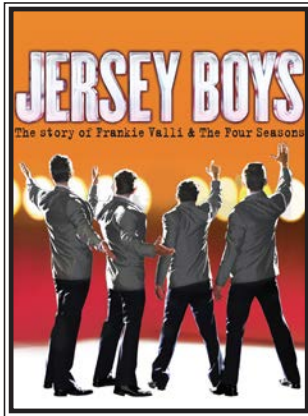


The REV holds a **5-Star Rating** on TripAdvisor, Yelp, and Google.



PLAYBILL ADVERTISING

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

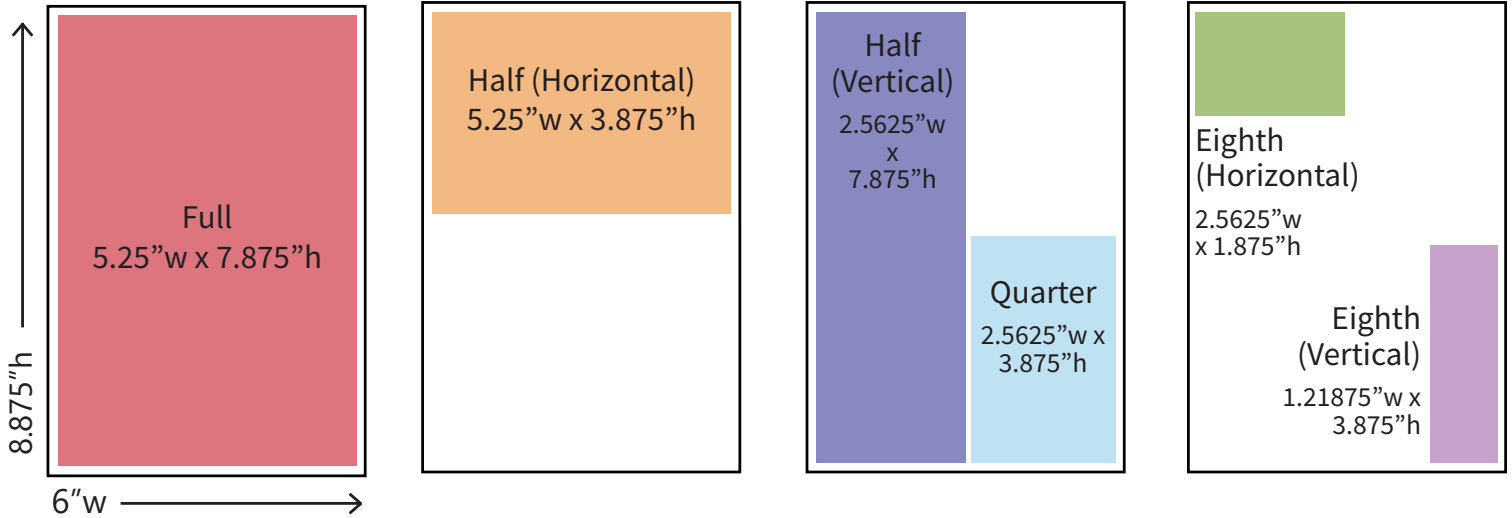
DEADLINE

Artwork, order form, and payment must be received by

APRIL 26TH 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.)

Contact: Josh Katzker at Marketing@TheREVTheatre.com



THE SPOTLIGHT IS YOURS!

FEATURE YOUR BUSINESS. SHARE A MESSAGE. JUST \$250!

Support The REV's 2024 Season by sponsoring one or more performances this season! For just \$250, you can reconnect your business with our audiences, and share your commitment to the arts!

By becoming a Spotlight Sponsor, you, or your business, can share a promotional or friendly message to be read from the stage during the curtain speech. Additionally, you will appear in the Playbill and on our website!

AS A SPOTLIGHT SPONSOR...

YOU WILL "OWN" ONE OF THE 88 PERFORMANCES THIS SUMMER.

\$250

- A live, pre-show acknowledgment of your name/business and delivery of your advertising message to that show's audience.
- See your name or corporate logo displayed prominently in the lobby at your sponsored performance
- See your name listed on our website and our Season Playbill as a 2024 supporter.
- Choose the show and the performance you'd like to sponsor! (available on a first come, first serve basis)

Contact Josh Katzker, Director of Marketing, at Marketing@TheREVTheatre.com with the subject line "Spotlight Sponsor" to secure your sponsorship today!



VISIONARIES — \$3,000

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

TRENDSETTERS — \$6,000

- Twelve complimentary tickets to use at any evening performance
- 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
- Company logo included on digital displays in theatre lobby

JERSEY BOYS SHOW SPONSOR — \$10,000

NEWSIES SHOW SPONSOR — \$10,000

BANDSTAND SHOW SPONSOR — \$10,000

MAY WE ALL SHOW SPONSOR — \$10,000



- Thirty complimentary tickets for your sponsored show
- Recognition during the curtain speech on the Playhouse stage before every performance of your sponsored show
- Company logo on the cover of the REV Playbill for your sponsored show
- Full-page ad in the season Playbill
- Company logo included on digital displays in theatre lobby
- Mention or logo placement in all Radio, TV, and REV website advertising for your sponsored show
- Company recognition on social media platforms throughout the run of your sponsored show
- An exclusive sneak preview of your sponsored show and a rehearsal studio tour
- Invitation to the first rehearsal of your sponsored show
- Much more!

MARQUEE SPONSOR — \$50,000

CHAIRMAN SPONSOR — \$40,000

EXECUTIVE SPONSOR — \$35,000

PRODUCER SPONSOR — \$25,000

DIRECTOR SPONSOR — \$20,000

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:

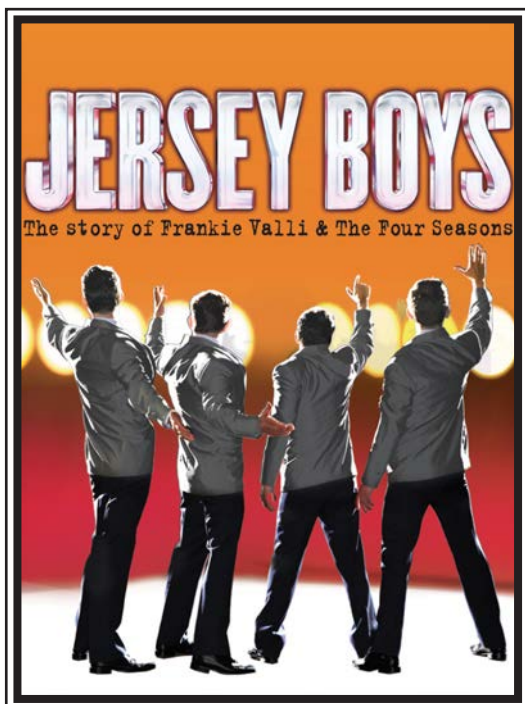
- A private catered reception at The Emerson Park Pavilion exclusively for your organization, held before a performance of your choosing.
- Complimentary tickets throughout the season
- Recognition during every curtain speech on the Playhouse stage
- The company logo on the cover of the REV Playbill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



BE A PART OF **BROADWAY IN THE FINGER LAKES!**

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

All performances located at the Preston H. Thomas Theatre in the Merry-Go-Round Playhouse.



JERSEY BOYS

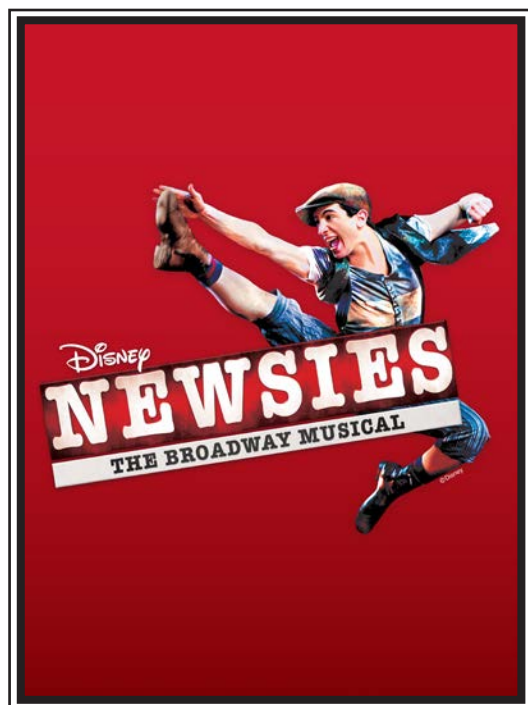
They had a look, an attitude, and a sound like no other. Sure, they were born in Jersey. But they were made in America.

Jersey Boys is the international musical phenomenon that takes you behind the scenes — and behind the music — of Frankie Valli and The Four Seasons. Featuring “Big Girls Don’t Cry,” “Sherry,” “December, 1963 (Oh, What a Night),” “My Eyes Adored You,” “Stay,” “Can’t Take My Eyes Off You,” “Walk Like A Man,” “Who Loves You,” “Working My Way Back to You,” and “Rag Doll,” among others.

Rated: PG-13.

Note: contains some colorful “Jersey” language.

MAY 31 — JUNE 20



NEWSIES

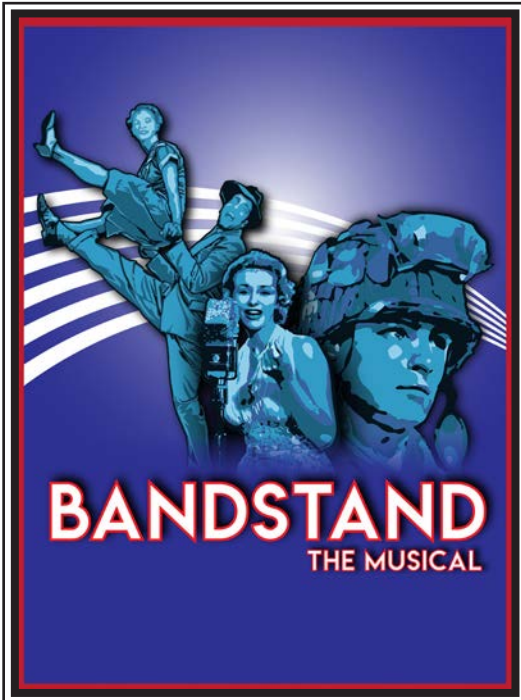
Inspired by the real-life Newsboys Strike of 1899, *Newsies* celebrates the power of the human spirit!

Jack Kelly and his ragtag team of newsies make a meager living selling newspapers on the streets of New York City. But when the prices of “papes” are hiked and the newsies are hung out to dry, there is nothing left to do but “open the gates and seize the day!” Led by charismatic Jack and independent, young newspaper reporter Katherine Plumber, the newsies form a union and organize a strike. Can a group of smart, tenacious, idealistic newsboys win against a foe as powerful as acclaimed publishers Joseph Pulitzer and William Randolph Hearst?

Winner of two Tony awards for Best Score and Best Choreography, *Newsies* is perfect for the entire family and a spectacular example of Broadway song and dance at its best. **Rated PG.**

JULY 10 — 27

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



AUGUST 14 — 31

BANDSTAND

It's 1945 and our boys are coming home!

Bandstand tells the story of musician Donny Novitski who is about to take on the mission of his life: leading his band of fellow veterans into competition for America's next swing band sensation. When Donny meets a beautiful young singer named Julia, he finds the perfect harmony in words and music that could take this band of brothers all the way to the live radio broadcast finale in New York City. But to succeed, it will require every ounce of talent, stamina and raw nerve that these musicians possess.

Featuring incredible music and the sounds of swing, jitterbug and big band and sizzling choreography, Bandstand is a patriotic tribute to our veterans and the nostalgia of the 1940's. Bandstand is the first musical sanctioned by GOT YOUR 6, a nonprofit that supports millions of veterans, service members and their families in the communities they call home. **Rated PG.**



SEPT. 18 — OCT. 5

MAY WE ALL

A new country music musical!

Produced in association with Brian Kelley (best known as the Florida Half of Florida Georgia Line), his company, CuzBro Productions, Lively McCabe Entertainment, and BMG, May We All brings together several storylines about facing the music, rebuilding and starting over. Set in Harmony, TN, May We All is about rebuilding in the face of adversity and never giving up on your dreams. Featuring hit songs made famous by Florida Georgia Line, Kenny Chesney, Miranda Lambert, Dolly Parton, Little Big Town, Old Dominion, Brooks & Dunn, Keith Urban, Reba McEntire, Zac Brown Band, and many more, May We All is a homespun show for the entire family. **Rated PG.**

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 26th)

=
Subtotal \$
.....

SPOTLIGHT SPONSORSHIP

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

Number of performances: _____ x \$250

=
Subtotal \$
.....

BUNDLED BENEFITS

I'M INTERESTED IN BECOMING A BUSINESS PARTNER

Select Level:

- Trendsetters Partner (\$6,000)
- Visionaries Partner (\$3,000)

Would you like us to create your ad?

- Yes (Additional \$50)
- No (Please submit by April 26th)

=
Subtotal \$
.....

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

TOTAL FROM EACH OUTLINED BOX:

= GRAND TOTAL \$

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: 2024 Playbill
 282 North Street, Suite G, Auburn, NY 13021

QUESTIONS?

CONTACT



Josh Katzker,
Director of Marketing
✉ Josh@TheREVTheatre.com
☎ 315-255-1305 x120

THE
REV
THEATRE CO.

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