

2022



THE **REV** THEATRE CO.

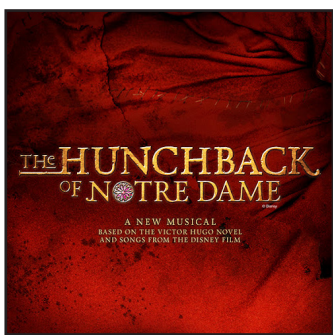
CORPORATE MEDIA KIT

SEASON SPONSORSHIPS • BUSINESS PARTNERSHIPS • PLAYBILL ADVERTISING



CATCH ME IF YOU CAN

A HIGH-FLYING MUSICAL COMEDY ABOUT CHASING YOUR DREAMS AND NOT GETTING CAUGHT. Portrayed onscreen by Tom Hanks and Leonardo DiCaprio, and based on the unbelievable true story of one of the most famous con artists in history, Frank Abagnale Jr., *Catch Me If You Can* is a rousing musical set during the jet age of the 60s. Frank runs away from his unhappy home to live a life of great adventure, conning people by assuming a multitude of identities: airline pilot, doctor, and lawyer, to name a few. When the FBI catches on, Frank not only eludes capture but revels in the pursuit. A fast, rollicking musical by the creative team behind *Hairspray*; *Catch Me If You Can* tells the tale of an ingenious boy looking for his place in the world.



THE HUNCHBACK OF NOTRE DAME

PREPARE TO BE MESMERIZED BY THE POWER AND SPECTACLE OF THIS UNFORGETTABLE MUSICAL. Based on the Victor Hugo novel, and the Academy Award nominated score with songs from the brilliant minds behind Broadway's *Newsies*, *Beauty and the Beast*, *Pippin* and *Wicked*, this sweeping score and powerful story create a night of magical theatre. In 15th century Paris, deformed bellringer Quasimodo yearns to explore life beyond the confines of Notre Dame. When he encounters a beautiful gypsy, his sights are set. However, she becomes the focus of several men and as they vie for her attention, an epic battle erupts begging the question — what is a man and what is a monster?



STATE FAIR

R+H'S ONLY MUSICAL WRITTEN DIRECTLY FOR THE SCREEN IS NOW A BROADWAY MUSICAL! Set against the colorful backdrop of an American heartland tradition, *State Fair* travels with the Frake family as they leave behind the routine of the farm for three days of adventure at the annual Iowa State Fair. Mom and Pop have their hearts set on blue ribbons while their daughter and son find romance and heartbreak on the midway. Featuring your favorite R+H songs, an Academy Award-winning score, spectacular choreography, and a dollop of Americana, *State Fair* is a nostalgic kind of warm-hearted family entertainment only Rodgers & Hammerstein could deliver!



AIN'T MISBEHAVIN'

A SMASH HIT AND A TRIBUTE TO THE GOLDEN AGE OF THE COTTON CLUB! The sizzling celebration of Fats Waller's music — songs that he made famous in a career that ranged from uptown clubs to downtown Tin Pan Alley to Hollywood and concert stages around the world. This delightful revue evokes the humor and infectious energy of this American original to provide an evening of humor, romance and thrilling song and dance. Featuring Fats Waller's biggest hits including "Keepin' Out of Mischief," "This Joint is Jumpin'," "Mean to Me" and of course the famous title song, "Ain't Misbehavin'!"

REV UP YOUR COMPANY'S EXPOSURE!



1,350,000+
VISITORS



REACHED VIA OFFICIAL WEBSITE
AND SOCIAL MEDIA PLATFORMS

60,000
PATRONS



WHO ATTENDED PERFORMANCES AT THE
MERRY-GO-ROUND PLAYHOUSE IN 2021

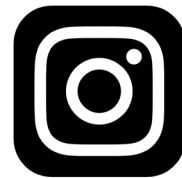
SOCIAL MEDIA EXPOSURE:



11,700
FOLLOWERS



1,494
FOLLOWERS



3,401
FOLLOWERS

TRIPADVISOR RATING

5.0

YELP RATING



GOOGLE RATING



"AS A SUPPORTER OF THE REV THEATRE COMPANY, WE BELIEVE THE ARTS PLAY AN IMPORTANT PART IN OUR COMMUNITY BY PROMOTING TOURISM AND STRENGTHENING OUR ECONOMY." — GARY CUTHBERT, MEDENT

SEASON SPONSORSHIPS

Contact: Jessica Alexander at Jessica@TheRevTheatre.com

Season sponsorships are our most exclusive and visible partnerships.

- **Marquee Sponsor** - **Producer Sponsor** - **Director Sponsor**
 - **Executive Sponsor** - **Artistic Sponsor**
- and more!

PUT YOU IN THE SPOTLIGHT THIS SEASON!



BENEFITS FOR THESE LEVELS MAY INCLUDE BUT ARE NOT LIMITED

- * Complimentary reception at the Emerson Pavilion with free tickets for all guests to the performance of your choosing
- * Additional complimentary tickets at a discounted rate
- * Prominent billing on all Playbill covers
- * Full page color advertisement in season Playbill (premium placement)
- * Radio Advertising in select markets
- * Television advertising in select markets (\$30,000+)
- * Your company logo on ticket envelopes
- * Your company logo in promotional videos (wide social media distribution)
- * Recognition in curtain speeches, live from the stage, before each performance of the season
- * Your company logo listed on our website with a direct link to your company's website
- * Banner hung within the Playhouse for the duration of the 2022 season (\$20,000+)
- * Invitation to exclusive events at The Rev

"I HAVE ALWAYS PERSONALLY ENJOYED THE PLAYS AT THE REV THEATRE COMPANY AND AM CONSISTENTLY AMAZED AT THE QUALITY OF PRODUCTION AND ACTING. WHAT BETTER WAY TO SPREAD THE NEWS THAN TO BECOME A SPONSOR AND SHOW MY SUPPORT FOR THE COMMUNITY AND THE ARTS WHILE REACHING A LARGE AUDIENCE? MY STAFF LOVES THE PERKS THAT SPONSORSHIP OFFERS THEM AS WELL!" — DR. WILLIAM FORESMAN, AMP UROLOGY

BUSINESS PARTNERSHIPS

EXPAND YOUR EXPOSURE.

GOLD BUSINESS PARTNER \$5,000
SILVER BUSINESS PARTNER \$2,500
BRONZE BUSINESS PARTNER \$1,500

COMPLIMENTARY TICKETS AND DISCOUNTS

Complimentary tickets to use at any MGR Playhouse Performance*	12	6	4
2022 Playhouse Parking Pass (valid during performances only)	•	•	•

FULL COLOR PLAYBILL

Full Page Color advertisement in Season Playbill (\$2,500 value)	•		
Half Page Color advertisement in Season Playbill (\$1,275 value)		•	
Quarter Page Color advertisement in Season Playbill (\$650 value)			•

PROMOTIONAL MATERIALS - PRINT, ONLINE, BRAND MARKETING

Over 1,375,000 visitors to all website and social media platforms during the Rev season (May-October)

Company recognition on all Rev social media platforms	•		
Website listing and link on TheRevTheatre.com - Plan Your Visit Page	•	•	
Name and logo on TheRevTheatre.com - Business Partners	•	•	•
Company Name listed under Business Partners in Season Playbill	•	•	•

SPOTLIGHT SPONSORSHIPS

<i>Spotlight Sponsorships</i>	4	2	1
Posters with your logo and message visibly placed at each entrance to the theater for your selected performance(s)	•	•	•
Customized curtain speech for your selected performance(s)	•	•	•
Tickets at a discounted price of \$50 each for sponsored performance*	8	4	2

ADD ON A PRIVATE RECEPTION TO ANY SPONSORSHIP LEVEL FOR \$1,500!

* Cannot be combined with other discounts and offers.



SPOTLIGHT SPONSORSHIP \$250/PERFORMANCE

Put your business centerstage at a Playhouse performance! Hear your business' name announced from the stage before a performance of your choosing, and experience other brand exposure and ticket discount perks. Available on a first-come, first-served basis.

PLAYBILL ADVERTISING

Contact: Olivia Semsel 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 60,000 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.

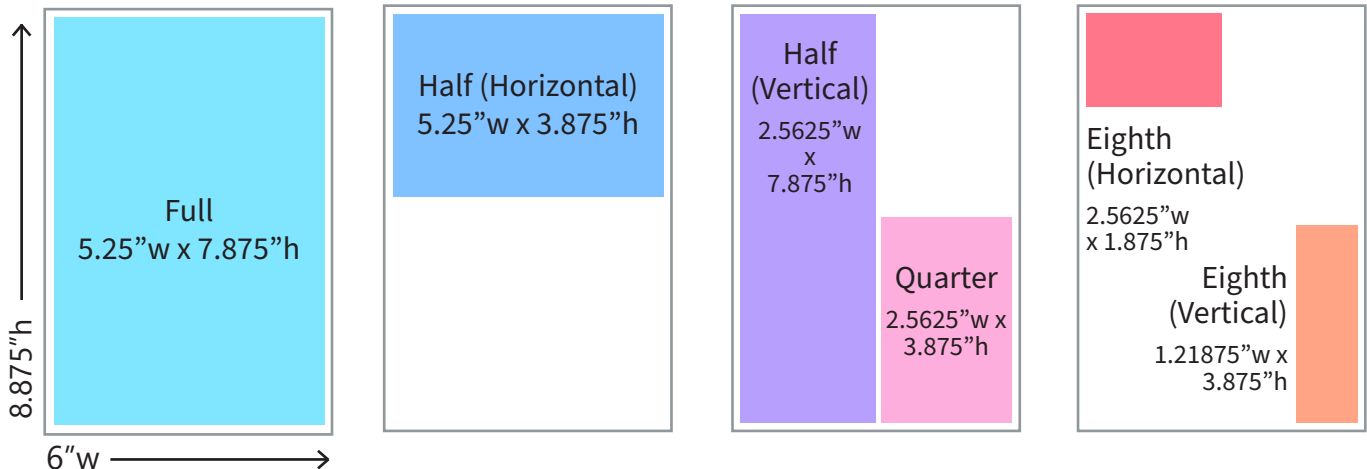
Size	Dimensions (w"xh")	Regular Rate
Full Page	5.25"w x 7.875"h	\$ 2,500
Half (Horizontal)	5.25"w x 3.875"h	\$1,275
Half (Vertical)	2.5625"w x 7.875"h	\$1,275
Quarter	2.5625"w x 3.875"h	\$ 650
Eighth (Horizontal)	2.5625"w x 1.875"h	\$ 375
Eighth (Vertical)	1.21875"w x 3.875"h	\$ 375

DEADLINE

Artwork, order form, and payment must be received by

MAY 1ST 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: Jessica Alexander at Jessica@TheRevTheatre.com

A LA CARTE

☐ PLAYBILL ADVERTISEMENT

Select Ad Size:

- ☐ Full page (\$2,500)
☐ Half page (\$1,275)
☐ Quarter page (\$650)
☐ Eighth page (\$375)

Would you like us to create your ad?

- ☐ Yes (Additional \$50)
☐ No (Please submit by May 1st)

= 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:

- ☐ Gold Partner (\$5,000)
☐ Silver Partner (\$2,500)
☐ Bronze Partner (\$1,500)

Would you like us to create your ad?

- ☐ Yes (Additional \$50)
☐ No (Please submit by May 1st)

= 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: 2022 Playbill
282 North Street, Suite G, Auburn, NY 13021

QUESTIONS?



SPONSORSHIPS / GROUPS

CONTACT JESSICA ALEXANDER:
JESSICA@THEREVTHEATRE.COM
OR CALL 315-255-1785

CONTACT OLIVIA SEMSEL:
MARKETING@THEREVTHEATRE.COM
OR CALL 315-255-1785

PLAYBILL ADVERTISING

