

SEASON 97 | 2022-2023

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Theatre Harrisburg is ecstatic to be opening our doors for our 2022-2023 season, marking 97 seasons of community theatre in the capital region! Since 1926, Theatre Harrisburg has been providing quality theatrical experiences and opportunities for artists of all ages, abilities, and backgrounds. Theatre Harrisburg features performances in two locations in the Harrisburg area. Our “home” is uptown at the Jay and Nancy Krevsky Production Center (often referred to as “Krevsky Center”), featuring an intimate performance space, as well as the theatre’s administrative offices and set/costume construction facilities. In addition to this, Theatre Harrisburg showcases its more lavish productions at Whitaker Center for Science and the Arts in downtown Harrisburg.

Throughout our nearly ten decades of history, one thing has always remained constant: our community truly serves as the backbone of our success. At Theatre Harrisburg, the community takes center stage. We rely on the support and commitment of local artists, technicians, volunteers, and businesses to continue serving as one of the oldest operating community theatres in the United States.

SEASON SPONSOR

SEASON SPONSOR - \$25,000 (limit one)

- 25 complimentary tickets to every Mainstage production of the season
- Full-page color ad, front inside or back cover, in all Mainstage production Playbills
- Listing on the title page of all Mainstage production Playbills (up to 14,000 copies)
- Sponsor recognition in all announcements before performances throughout the season
- Sponsor listed on all promotional materials
- Sponsor name or logo on Theatre Harrisburg’s website with a link to the sponsor’s website
- Special ticket discounts for employees/family/friends for Theatre Harrisburg performances
- Opportunity to display sponsor-provided promotional materials and/or a banner in the lobby at Whitaker Center and Krevsky Center prior to performances
- Opportunity for digital advertising in the Whitaker lobby during Theatre Harrisburg performances
- Opportunity to host a pre- or post-performance reception in the lobby at Whitaker Center and Krevsky Center (depending on the location of the performance)
- Private behind-the-scenes experience for group

THEATRE  **HARRISBURG**
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DOWNTOWN AT WHITAKER CENTER

JOSEPH & THE AMAZING TECHNICOLOR DREAMCOAT
NOVEMBER 4-20, 2022

OR

SIDE SHOW
APRIL 28-MAY 14, 2023

PRESENTING SPONSOR – \$15,000 (limit one per production)

- 75 complimentary tickets to a performance or performances of the sponsored production
- Full-page color ad in the the sponsored production Playbill
- Listing on the title page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor logo on a direct mailing of more than 2,500 postcards
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website
- Special ticket discounts for employees/family/friends for Theatre Harrisburg performances
- Opportunity to display sponsor-provided promotional materials and/or a banner in the lobby at Whitaker Center prior to performances
- Opportunity for digital advertising in the Whitaker lobby during Theatre Harrisburg performances
- Opportunity to host a pre- or post- performance reception in the lobby at Whitaker Center

ASSOCIATE SPONSOR – \$10,000

- 50 complimentary tickets to a performance or performances of the sponsored production
- Half-page black and white ad in the sponsored production Playbill
- Listing on the title page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor logo on a direct mailing of more than 2,500 postcards
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website

SUPPORTING SPONSOR – \$5,000

- 25 complimentary tickets to a performance or performances of the sponsored production
 - Quarter-page black and white ad in sponsored production Playbill
 - Listing on the acknowledgement page of the sponsored production Playbill
 - Listing in all Theatre Harrisburg Playbills throughout the season
 - Sponsor recognition in all announcements before performances of the sponsored production
 - Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website
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THEATRE HARRISBURG • 513 HURLOCK STREET • HARRISBURG, PA 17110 • 717-232-5501

Theatre Harrisburg is a non-profit 501(c) (3) organization. A copy of the official registration and financial information may be obtained from the PA Department of State by calling toll-free, within PA, (800) 732-0999. Registration does not imply endorsement.

THEATRE  **HARRISBURG**
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UPTOWN AT KREVSKY CENTER – MUSICAL

THE 25TH ANNUAL PUTNAM COUNTY SPELLING BEE

JUNE 9-25, 2023

PRESENTING SPONSOR – \$10,000 (limit one)

- 40 complimentary tickets to a performance or performances of the sponsored production
- Full-page color ad in sponsored production Playbill
- Listing on the title page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor logo on a direct mailing of more than 2,500 postcards
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website
- The opportunity to display sponsor-provided promotional materials and/or a banner in the Krevsky Center lobby and/or outside prior to performances
- The opportunity to host a pre- or post- performance reception in the lobby at the Krevsky Center

ASSOCIATE SPONSOR – \$5,000

- 20 complimentary tickets to a performance or performances of the sponsored production
- Half-page black and white ad in sponsored production Playbill
- Listing on the title page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website

SUPPORTING SPONSOR – \$2,500

- 10 complimentary tickets to a performance or performances of the sponsored production
 - Quarter-page black and white ad in sponsored production Playbill
 - Listing on the acknowledgements page of the sponsored production Playbill (up to 1,000 copies)
 - Listing in all Theatre Harrisburg Playbills throughout the season
 - Sponsor recognition in all announcements before performances of the sponsored production
 - Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website
 - Sponsor recognition in all announcements before performances of the sponsored production
 - Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website
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UPTOWN AT KREVSKY CENTER – PLAY

THE LEGEND OF SLEEPY HOLLOW
SEPTEMBER 9-18, 2022

OR

PIECES
FEBRUARY 10-19, 2023

PRESENTING SPONSOR – \$5,000 (limit one per production)

- 25 complimentary tickets to a performance or performances of the sponsored production
- Full-page color ad in sponsored production Playbill
- Listing on the title page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor logo on a direct mailing of over 2,500 postcards
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website
- The opportunity to display sponsor-provided promotional materials and/or a banner in the Krevsky Center lobby and/or outside prior to performances
- The opportunity to host a reception in the lobby at the Krevsky Center prior to a performance

ASSOCIATE SPONSOR – \$2,500

- 10 complimentary tickets to a performance or performances of the sponsored production
- Half-page black and white ad in sponsored production Playbill
- Listing on the title page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website

SUPPORTING SPONSOR – \$1,000

- 5 complimentary tickets to a performance or performances of the sponsored production
- Quarter-page ad in sponsored production Playbill
- Listing on the acknowledgements page of the sponsored production Playbill
- Listing in all Theatre Harrisburg Playbills throughout the season
- Sponsor recognition in all announcements before performances of the sponsored production
- Sponsor name or logo on Theatre Harrisburg's website with a link to the sponsor's website

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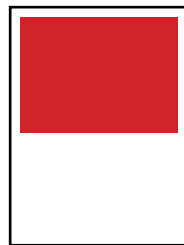
ADVERTISING OPPORTUNITIES

Our audience members come from every corner of the Capital Region: from Carlisle, Mechanicsburg, and Camp Hill to Lancaster, Lebanon, York, and beyond. In a typical season, our Playbills are in the hands of over 10,000 patrons and volunteers, as well as available digitally on our website, increasing your potential reach!

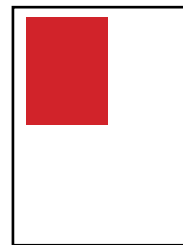
We'd love to have you advertise with us for our 97th Season--a win/win that allows you to promote your business to the thousands of patrons and volunteers who love Theatre Harrisburg while supporting a local community theatre!



Full Page Ad
5" W x 8" H



Half Page Ad
5" W x 4" H



Quarter Page Ad
2.5" W x 4" H

FULL SEASON ADVERTISING

DEADLINE AUGUST 19, 2022

- Full Page Ad -- \$1000
- Half Page Ad -- \$500
- Quarter Page Ad -- \$250

SINGLE SHOW ADVERTISING

DEADLINES DEPEND ON SHOW CHOSEN

- Full Page Ad -- \$300
- Half Page Ad -- \$250
- Quarter Page Ad -- \$150

ADDITIONAL INFORMATION

- All ads are black and white interior ads.
- All ads should be sent digitally to marketing@theatreharrisburg.com as a .PDF or .PNG.
- Please ensure you embed all fonts and graphics into the file.

29TH ARTS AWARDS

SPONSORSHIP OPPORTUNITIES

The Arts Awards were launched in 1989 and have become an important tradition in the Capital Region. The distinguished roster of past recipients includes artists and arts leaders, philanthropists and visionaries, educators, organizations and companies, all of which have had a significant impact on the cultural life of the area.

An Arts Award is awarded both to an individual and to a company, organization or group who has provided an extraordinary overall contribution to the region's artistic and cultural growth in a variety of aspects.

EVENT SPONSOR - \$20,000

14 Reservations, Event Sponsor recognition in program and all publicity materials. Full-color inside cover ad (8" x 5") in program. Reserved table at Pre-Show Party. Recognition from stage.

PLATINUM SPONSOR - \$15,000

12 Reservations, Platinum Sponsor recognition in program. Full-color back cover ad (8" x 5" w) in program. Reserved table at Pre-Show Party. Recognition from stage.

GOLD SPONSOR - \$10,000

10 Reservations, Gold Sponsor listing in program. Full page ad (8" x 5" w) in program. Reserved table at Pre-Show Party. Recognition from stage.

SILVER SPONSOR - \$5,000

8 Reservations, Silver Sponsor listing in program. Full page ad (8" x 5" w) in program. Reserved table at Pre-Show Party. Recognition from stage.

IMPRESARIO - \$2,500

6 Reservations, Impresario listing in program. ½ page ad (4" x 5" w) in program. Reserved table at Pre-Show Party.

PRODUCER - \$1,000

4 Reservations, Producer listing in program. ¼ page ad (4" x 2.5" w) in program.

DIRECTOR - \$750

2 Reservations, Director listing in program.

HONORARY HOST (COUPLE) - \$600

2 Reservations, Honorary Host listing in program.

HONORARY HOST (SINGLE) - \$300

1 Reservation, Honorary Host listing in Program.

RESERVATION - \$200

1 Reservation

THEATRE HARRISBURG

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SPONSORSHIP AND ADVERTISING CONTRACT

Please email this completed contract to **marketing@theatreharrisburg.com** or mail it back to us at **513 Hurlock St, Harrisburg PA 17110**. If an advertisement is included with your selection, please email it to **marketing@theatreharrisburg.com** as a high resolution PDF or PNG (see advertising page for details). Please note if your ad should be sent in color or black and white, and please embed all fonts and graphics. Please submit payment with this completed contract. If you have any questions, please contact us at 717-232-5501 x6.

SPONSORSHIP OR ADVERTISING SELECTION

We would like to:

- BECOME THE SEASON SPONSOR
Deadline August 19, 2022
- SPONSOR A SINGLE PRODUCTION
Sponsorship Level _____ Production Choice _____
- SPONSOR ARTS AWARDS
Sponsorship Level _____
- BECOME A SEASON ADVERTISER
Deadline August 19, 2022
- BECOME A SINGLE PRODUCTION ADVERTISER
Sponsorship Level _____ Production Choice _____

CONTACT INFORMATION

Company Name _____
Contact Name _____
Phone No. _____
Email _____
Billing Address _____

SPONSORSHIP/ADVERTISING AGREEMENT

Our company agrees to sponsor and/or advertise with Theatre Harrisburg as indicated on this form. We understand that this opportunity is non-refundable. We have read and understand the terms of this agreement for our selection. We understand that payment is due at the time of this signed agreement.

Authorized Signature _____
Date _____

PAYMENT METHOD

_____ Check Enclosed Made Payable to Theatre Harrisburg – EIN # 23-1465635
_____ Credit Card
Card Number _____
Expiration Date _____ ZIP Associated with Card _____