



Business Partners

GREAT NEWS!

Audiences are returning to live theatre! A 2024 nationwide study by JCA Consulting shows that 62% of theatre attendees today are either brand new or returning for the first time since the pandemic. We're seeing the same energy here in Cortland—more first-time visitors, more returning friends, and more people rediscovering the joy of CRT.

THE COST TO CREATE THE MAGIC

It takes about **\$3,175 per day** to operate CRT. Our summer productions make up 65% of our annual expenses, including:

- Salaries for performers, designers, technicians, and staff
- Professional sets, costumes, props, and equipment
- Ongoing upgrades to lighting, sound, and computer systems
- Up to \$30,000 per season in show licensing fees.

THE PARTNERS WHO MAKE IT POSSIBLE

Ticket sales cover most of our income — but business partnerships make up about 5% of our annual budget and play a key role in keeping our ticket prices accessible while maintaining the high-quality productions our audiences expect. Our Business Partners help:

- Provide jobs and training for emerging theatre artists
- Boost the local economy as visitors dine, shop, and stay in Cortland County
- Support long-term planning that keeps CRT strong for seasons to come.

With every business partnership, our empty stage becomes something extraordinary.

WHY YOUR BUSINESS MAKES AN IMPACT

Aligning your business with CRT is an investment in both community and culture. This Partnership puts your name in front of a loyal and growing audience and demonstrates pride in Cortland County's cultural vitality.

CRT'S NEXT ACT STARTS HERE!

Join the many individuals and businesses who believe in the power of live theatre to inspire, entertain, and connect!



**EVERY STANDING OVATION
BEGINS WITH SOMEONE
WHO BELIEVES.**



EMPLOYEE INCENTIVE PROGRAM

CELEBRATE EMPLOYEES WITH A UNIQUE SUMMER EXPERIENCE!

Reward your team's hard work and dedication with an unforgettable outing to a Cortland summer tradition — live theatre at its finest!

Bring a group of 10 or more and enjoy discounted ticket prices, plus the opportunity for your company to be recognized at the performance.

Make the evening even more special with a pre-show reception in the beautiful first-floor reception hall at the historic Little York Pavilion in Dwyer Park. Overlooking scenic Little York Lake, this charming space seats up to 150 guests and includes tables and chairs for your convenience.

Receptions may begin after 5:00 PM before 7:30 PM evening shows, or at noon prior to 2:00 PM matinees (based on availability).

Please note: catering, beverages, decorations, and linens are the responsibility of the host company.

GROUP TICKET PRICING (10 OR MORE):

Discount prices are available for a minimum of 10 people. Includes all discounts.

Center Seats - \$44 • Side Seats - \$42

The Pavilion's second-floor theatre is accessible by both stairs and elevator. Certain seats are stair-access only; advance arrangements are necessary for wheelchair and limited-mobility seating in the theatre.

Scan for more information



PARTNER WITH CRT



By partnering with CRT, your company will show strong belief in the importance of the arts in our community and commitment to Cortland's own "gem of a theatre."

Check your choice:

FULL YEAR BENEFACTOR (\$10,000 AND UP)

- 30 Summer Tickets
- 10 Downtown Tickets
- Full Page 8 w x 10 h Full Color Playbill Ad
- Logo and link placement on CRT website prominent in site header
- Curtain Speech Acknowledgement at all performances

SHOW PARTNER (\$3000)

- 10 Summer Tickets
- 4 Downtown Tickets
- Quarter Page 3.8 w x 5 h Full Color Playbill Ad
- Logo and link placement on CRT website in the home page footer
- Curtain Speech Acknowledgement at all performances of the show of your choice

SHOW SPONSOR (\$5000)

- 20 Summer Tickets
- 6 Downtown Tickets
- Half Page 3.8 w x 10 h or 8 w x 5 h Full Color Playbill Ad
- Logo and link placement on CRT website prominent in site footer
- Curtain Speech Acknowledgement at all performances of the shows of your choice

SHOW FRIEND (\$1500)

- 6 Summer Tickets
- 2 Downtown Tickets
- Eighth Page 3.8 w x 2.5 h Full Color Playbill Ad
- Logo and link placement on CRT website in the show page header
- Curtain Speech Acknowledgement at all performances of the show of your choice

Deadline for confirming sponsorship: **February 20**
Deadline to receive ad or creation/redesign requests: **March 1**

1st Choice Summer Show to Sponsor _____

2nd Choice Summer Show to Sponsor _____

Company _____ Email Address _____

Contact Person _____ Mailing Address _____

Phone Number _____

- Check this box to use the same ad as last year.
- By March 1, we will email an electronic PDF copy of our ad in color and the correct dimensions to advertising@cortlandrep.org.
- By March 1, we will email copy, images and design directions to advertising@cortlandrep.org, and have agreed to the additional \$70.00 design fee for the creation or revision of our ad.

PAYMENT INFORMATION

- Check Enclosed Credit Card Please Invoice Copy Approval Requested
 ___ MasterCard ___ Visa ___ Discover ___ American Express

CC# _____ Exp. Date _____ Code: _____

Mail to: Cortland Repertory Theatre • PO Box 783, Cortland NY • 607-756-2627 • 800-427-6160