

The Next Act Begins With You!



Summer Playbill Advertisement
and Support Opportunities

GREAT NEWS!

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

THE PRICE OF THE SPOTLIGHT

It costs an average of **\$3,175 per day** to operate CRT. Our summer productions account for 65% of our annual expenses, including:

- Salaries for our actors, directors, technicians, musicians, and staff
- High-quality sets, props, and costumes
- Ongoing upgrades to lighting, sound, and technology
- Up to \$30,000 each season for show rights (permission to perform the productions you love!)

THE STARS BEHIND THE SCENES

Individual donors provide 11% of CRT's annual operating budget—helping keep ticket prices affordable and our work sustainable. Your gift supports:

- Jobs for emerging and professional theatre artists

- Increased tourism and economic activity throughout Cortland County
- Long-term planning and growth that keeps CRT strong for future seasons

When you give a gift, purchase a Playbill ad, or dedicate a seat, you help transform an empty stage into something extraordinary!

CRT'S NEXT ACT BEGINS WITH YOU!

Join the many individuals who believe in the power of live theatre to inspire, entertain, and bring people together.

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

CIRCLE OF DONORS

By joining our **Circle of Donors**, you will help provide the funds necessary to continue our award-winning professional theatrical productions and programs. Contributors to our Circle of Donors are extremely important to our continued success as we plan for our future.

To become a member of CRT's Circle of Donors, please make a donation by clicking on the link below, or by printing our donation form and mailing it in to the address listed at the bottom of the page. Unless requested otherwise, all donors will be listed in our Playbill.

- **Angels** \$5,000 and over
- **Producers** \$2,500 - \$4,999
- **Directors** \$1,000 - \$2,499
- **Benefactors** \$500 - \$999
- **Patrons** \$250 - \$499
- **Sponsors** \$100 - \$249
- **Supporters** \$50 - \$99
- **Friends** \$49 and under



"HAVE A SEAT" PROGRAM

CRT offers the opportunity to our friends to **"HAVE A SEAT"**, with seat plaques in your name, or in memory of a loved one.

At the Little York Pavilion, your name or dedication will be placed on a plaque on the seat of your choice (subject to availability).

*\$1,000 for Center Seats
\$750 for Side Seats*

At CRT Downtown, your name/dedication will be placed on a plaque on the wall display just inside the door to our theatre. (These plaques are not placed directly on the seats because they are never in the same location for various performances).

\$1,000 per seat

Remember: your gift is fully tax-deductible! To purchase a seat, please contact our box office at 607-756-2627 or 800-427-6160.





PARTNER WITH CRT THROUGH PLAYBILL ADVERTISING!

Looking to showcase your business to a broad and engaged audience? Each year, Cortland Repertory Theatre welcomes more than 20,000 residents and visitors to our performances, concerts, and community events.

With a variety of affordable advertising opportunities, local businesses can gain valuable visibility while aligning with one of Central New York's most respected cultural institutions.

Advertising with CRT not only promotes your business — it also demonstrates your commitment to the performing arts and to enriching our community.

Location	Dimensions	Cost
Outside Back Cover	8" w x 10" h	\$1400
Inside Back or Front Cover	8" w x 10" h	\$1200
Facing Back or Front Page	8" w x 10" h	\$1200
Full Page	8" w x 10" h	\$900
1/2 Page (Vertical)	3.8" w x 10" h	\$700
1/2 Page (Horizontal)	8" w x 5" h	\$700
1/4 Page	3.8" w x 5" h	\$600
1/8 Page	3.8" w x 2.5" h	\$400

Design fee to create or revise ad, including one proofing change: +\$70.00

Total _____

Company _____

Contact Person _____

Phone Number _____

Email Address _____

Mailing Address _____

- 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.

Client - Authorized Signature

Client - Please Print Name

Date

JOIN OUR CIRCLE OF DONORS

Name _____

Email _____

Phone _____

Mailing Address _____

Donation Amount _____

This donation is in memory/honor of:

Name and Address for Acknowledgement:

- I would like this donation to remain anonymous

Remember: your gift is fully tax-deductible!

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