



2024-25 Season

Sponsorships, Playbill, and Digital Marketing Rates

Support professional theatre at the JCC and introduce your business to an important demographic when you sponsor/advertise with CenterStage and/or TYKEs at the JCC. CenterStage Theatre's playbill (6 shows per season) and TYKEs' playbill (3 shows per season) are distributed to all ticket buyers. Digital links to the playbill are also included in promotional e-mails to thousands of theatre patrons and ticket confirmation emails to each ticket buyer. Season advertiser ads will also be included in a minimum of two of our weekly arts eblasts and displayed in rotation on screens in the theater lobby.

Playbill Advertising Rates

Size	1x	TYKEs (3x)	CenterStage (6x)	Both (9x)
Full	\$600	\$825	\$1,650	\$2,000
1/2	\$350	\$600	\$1,200	\$1,500
1/4	\$250	\$425	\$850	\$1,100

Requested Positions (including covers):
Add 10% (full pages only)

Sponsorships with Playbill Marketing Rates

Sponsors receive a full page ad in the playbill plus your name/logo on all applicable marketing material including the CenterStage and TYKEs websites, social media pages, show posters, banners and flyers, and title page of the playbill. Contact us for customizable packages.

Lead Season Sponsor	\$25,000
Supporting Season Sponsor	\$10,000
Lead Show Sponsor	\$5,000
Supporting Show Sponsors	\$2,500

For CenterStage Shows Only: **All advertisers and sponsors** receive 2 tickets and all-access passes to the **Dawn and Jacques Lipson Lounge** with complimentary refreshments. Additional tickets can be included as part of customized packages.

Select a package above and return with payment or contact us with questions.

Artwork Deadlines

Ads due *two weeks prior* to opening night. See centerstage.org or tykestheatre.org for performance schedules. We can run the same ad all season, or change it up as often as you like.

Format

Camera-ready ads may be provided in jpg or pdf format. Please check the measurement requirements at left. Ads not submitted with the correct dimensions will be scaled to fit within the contracted space.

Full Page	4.5"w x 7.5"h
Half Page	4.5"w x 3.75"h
Quarter Page (Vertical)	2.25"w x 3.75"h
Quarter Page (Horizontal)	4.5"w x 1.875"h

Limitation of Liability for Errors

The JCC will not be liable for any error in any ad unless the proof of such ad has been requested in writing by the advertiser and returned to the JCC with such error or correction plainly noted in writing. The JCC's liability shall not exceed the cost of the space occupied by the error. The JCC reserves the right to accept or reject any advertising material and may require the word "advertisement" in any ad.

Business Name _____

Contact _____

Address _____

Phone (_____) _____-_____

Email _____

Sponsorship/Advertising Total: \$_____

Enclose check made payable to "JCC Rochester" or via credit card:

CC# _____

Exp Date: _____ CVV: _____

Signature _____