



2011 Business and Corporate Sponsorship

*Celebrating 40 years of Quality
Summer Theatre in Central New York*

2011 Summer Season

- ★ *Neil Simon's Rumors*
- ★ *Chicago*
- ★ *Joseph and the Amazing Technicolor Dreamcoat*
- ★ *Agatha Christie's A Murder is Announced*
- ★ *The Smell of the Kill*
- ★ *Souvenir - A Fantasia on the Life of
Florence Foster Jenkins*
- ★ *And our CRT Kids show:
Dorothy and the Wizard of Oz*

PO Box 783
37 Franklin Street
Cortland, NY 13045
www.cortlandrep.org
CortlandRep@hotmail.com



PO Box 783
Cortland, NY 13045
Phone: (607)753-6161 Fax: (607)753-0047
cortlandrep@hotmail.com www.cortlandrep.org

Dear Friends,

Board of Directors

John Folmer
President

Tom Knobel
Vice President

Garrison Marsted
Treasurer

Dorothea Fowler
Secretary

Kimberly Allen
Michele Ball
Robert Barber
David Blatchley
Brenda Cottone
Donald hay
William Lee
Robert Lescarbeau
Michael May
Adam McGivern
Kellyann O'Mara
Mark Re
Michael Sills
Chris Xaver

**Guild Co-
Presidents**

Dianne Galutz
Karen Holcomb

**Producing Artistic
Director**

Kerby Thompson

Business Manager

Barclay Diamond

Asst to the Director

James Bumgardner

On behalf of CRT's Board of Directors, Guild, staff and volunteers, we would like to offer you the opportunity to associate your business with one of the longest running and most successful theatre organizations in New York state. If you are a previous corporate sponsor, let us thank you for your continued belief in Cortland Rep. If this is your first introduction to our corporate sponsorship opportunity, please take a few moments to look through this booklet to find out more.

In the summer of 2011, CRT will be celebrating our 40th Anniversary of summer productions at the Little York Pavilion. That is no small feat, given the fluctuating economy we have experienced over the years. In fact, many regional theatres around the county have had to shutter their doors because they were not able to keep up with the times. However, we are happy to report that not only is CRT surviving, we are indeed thriving with the purchase of a new building in downtown Cortland where we plan for winter productions in future years.

Throughout our long history, our Corporate Sponsors have valued their association with CRT, recognizing that the theatre is a vital part of our community adding class and culture to the quality of life in Central New York. As always, CRT is committed to offering the same excellent entertainment for all ages at reasonable prices. In fact, CRT continues to be the most affordable summer theatre in the Central New York region. This year, our season will again contain a perfect mix of classic favorites and premieres to our stage. Also, our "CRT KIDS" program offers a children's show, theatre workshops and our annual "Pavilion Awards" ceremony which recognizes outstanding achievement in local high school theatre.

CRT attracts an audience from as far south as Binghamton and as far north as Rochester. Corporate sponsors are proudly announced and thanked at all performances. With displays and special listings in our program and at the theatre, our **Corporate Sponsors received the highest public visibility** possible. It is a feather in our cap to have such tremendous support from businesses, corporations and foundations in the Central New York area.

Please consider a Corporate Sponsorship to CRT. By supporting a successful non-profit organization, you can be sure that your investment is well spent and will help our theatre continue to grow.

We'll see you at the Pavilion!

Sincerely yours,

Kerby Thompson
Producing Artistic Director

What Will My Sponsorship Do?



- ★ Help pay for the royalties and rentals of published materials necessary to produce our shows. A large musical such as this year's "Joseph and the Amazing Technicolor Dreamcoat" costs \$3000 a week in fees, plus rental costs of scripts and musical scores.
- ★ Allow us to hire Actors Equity Union performers. Two Equity actors for one show (with salary, benefits, pension, housing and travel) cost more than \$8,000.
- ★ Help us continue our "CRT KIDS" programming, which includes our children's show such as 2010's "The Jungle Book" and this year's upcoming "Dorothy and the Wizard of Oz". Our theatre workshops - "Showstoppers and Superstars" for K-5th graders and "Stars of Tomorrow" for 5th-12th graders - began the training for the next generation of performers! Our 8th annual "Pavilion Awards" honors outstanding achievement in local high school theatre. All these programs will continue this year, and we hope to grow to include even more programming for Central New York youth.
- ★ Help us hire professional directors, choreographers and music directors from all over the country. Directors have valuable input on casting decisions, set and costume design, and spend hours of preparation to bring the highest quality performances to Central New York. They are the "anchors" to the clear, consistent vision of the show. With musicals so popular, only the best choreographers and music directors are hired to keep the quality of CRT productions at the highest level.
- ★ Help pay for the construction of the beautiful sets and costumes that have made CRT so popular. Our tireless tech crew works seemingly night and day designing, constructing and painting, with only two "change over" days to take one set down and put the new one up. They also make daily repairs during the run of the show so that sets and costumes are as fresh and beautiful on closing night as they are on opening.
- ★ Allow us to continue our Performing Intern Program. Our six performing interns are an important key to our success. They not only learn about various tech work, but will also perform in our mainstage shows, our children's show and have the opportunity to work with the best professionals in the business!
- ★ And, most importantly, keep us firmly based in the community. We also hire local talent to perform with our professional actors. **Your donation will keep our community on the stage and in the seats for years to come!**



Thanks to Corporate Support in 2010, CRT was able to again present regional premiere plays and musicals, including the funny and touching comedy "Six Dance Lessons in Six Weeks".



Corporate and Business Sponsorship Benefits



Our premiere production of the classic musical "Brigadoon" became yet another record breaker for CRT with 95% attendance!

Title	Season Benefactor	Show Sponsor	Underwriter	Partner	Friend
Level	\$5000 and up	\$2500 - \$4999	\$1800 - \$2499	\$1100 - \$1799	\$700 - \$1099
Logo visibility in 200 season posters and 15,000 season brochures	Large and Prominent	With Show of Choice	N/A	N/A	N/A
Logo visibility in CRT newspaper ads	Large and Prominent	With Show of Choice	N/A	N/A	N/A
Number of Full Season Corporate Passes	6	4	4	2	2
Additional single tickets	12 for the season	4 for the run of your show	N/A	N/A	N/A
Banner display (provided by sponsor) at the theatre	All Season	For Your Show	For Your Show	For Your Show	For Your Show
Advertising in Full Season Program	Prominent Full Page	Full Page	Half Page	Quarter Page	Eighth Page
Location in Individual Show Program Insert	Top Billing for the season	Prominent for your show	Prominent for your show	Placement at CRT's discretion	Placement at CRT's discretion
Location on Corporate Donor Page in Playbill	Top Billing	Prominent	Prominent	Placement at CRT's discretion	Placement at CRT's discretion
Curtain Speech Acknowledgment	All Season	For Your Show	For Your Show	For Your Show	For Your Show
Visibility in Display Case at Theatre	All Season	For Your Show	For Your Show	For Your Show	For Your Show
<p>All CRT Corporate Sponsors will also be given the opportunity to have a link to their website from ours! www.cortlandrep.org</p>					

CORTLAND REPERTORY THEATRE

Sponsorship Passes



Agatha Christie's "Spider's Web" became the highest attended mystery in our history, and also broke attendance records for the show in the first time slot in our season!

All our Corporate or Business Sponsors receive at least two of our "2011 Sponsorship Passes". These valuable forms are used in lieu of tickets and may be used for any performance of the specified shows. Many of our sponsors use these tickets as gifts to employees or as part of an incentive program. **Please note, reservations must be made in advance to obtain the best possible seats!** Seating is assigned on a first-come, first-serve basis, so the attendee must make their reservations well in advance of actual attendance if possible!

The passes are to be presented at the box office on the evening of performance and are traded for actual tickets. If you know that you will always be attending on a particular night, please call our Administration Office (607)753-6161 so that we may issue you regular tickets instead of the passes. Below is an example of the "Sponsorship Pass".

Cortland Repertory Theatre 2011 Sponsorship Pass PLEASE CALL FOR RESERVATIONS (607)756-2627
Souvenir August 31 – September 10 <i>Admit One</i>
The Smell of the Kill August 17 – August 27 <i>Admit One</i>
A Murder is Announced August 3 – August 13 <i>Admit One</i>
Joseph and...Technicolor Dreamcoat July 13 – July 30 <i>Admit One</i>
Chicago June 22 - July 2 <i>Admit One</i>
Rumors June 8 – June 18 <i>Admit One</i>

As you can see, this "Sponsorship Pass" system makes it very convenient for you or your employees to use. Just call for reservations in advance, trade in the specified tab for your ticket before the performance, and enjoy the show!

It's that simple!



40 YEARS OF QUALITY PRODUCTIONS

In the winter of 1971, Dr. James Palmer, Associate Director of Theatre at SUNY Cortland, and David Yaman, a local real estate developer, recognized the community interest for theatre in Central New York. Through the generosity of 23 charter members, Cortland Repertory Theatre was born. The theatre opened on July 5, 1972 in the charming, turn-of-the-century Pavilion at Dwyer Memorial Park on Little York Lake and boasted a young, semi-professional company dedicated to bringing popular plays and musicals to theatre lovers in the area.

Over the years, CRT's annual budget has grown from \$35,000 to over \$550,000. The theatre has received invaluable support from local businesses and foundations as well as the NYS Council of the Arts and the Cortland County Legislature. Significant yearly donations come from local business and individuals. Through capital improvement grants sponsored by Senator James Seward and administered by the NYS Department of Parks, Recreation and Historic Preservation, CRT has installed dressing rooms, air-conditioning and most recently a sprinkler system and handicapped accessible elevator at the Pavilion. The CRT Board of Directors and Theatre Guild are comprised of community volunteers who devote countless hours to the innumerable activities that go on behind the scenes.



Our hilarious New York State premiere of "The Andrews Brothers" closed the season on a high note with 95% attendance!

CRT originally began with an eight-week season in rotating repertory, which changed in 1982 to five plays running two weeks each. In 1999, CRT raised the offerings to six shows, a mixture of plays and musicals. Recent years saw the creation of the "CRT Kids" program which includes a summer children's show, educational theatre workshops called "Stars of Tomorrow" for students in grades 5-12, a music theatre adventure camp called "Showstoppers and Superstars" for students in K-5 grades, and "The Pavilion Awards" which recognizes outstanding achievement in local high school theatre with awards distributed at a ceremony held at the end of the school year.

Since its inception, CRT has always boasted a superb artistic and technical staff; a core of professionals augmented by talented local individuals. Over the years, the acting company has included several rising stars, the most prominent being Holly Hunter (1975 & 1976 seasons) who won the Best Actress Academy Award for *The Piano*. Two time Tony-award-winning actor/director Joe Mantello and nominee Stephen Borgardis have also graced the stage. Throughout the years, CRT continues to stay true to its mission statement which is to "offer residents of Central New York quality professional theatre at an accessible price."

The Little York Pavilion

Little York Pavilion, the Theatre's performance space, turns 105 years old in 2011 and is listed on the National Register of Historic Places. From its idyllic, country setting it commands a sweeping, picturesque view of Little York Lake. Cortland Repertory Theatre's creative use of this historically unique Pavilion has created a strong feeling of pride and a growing sense of cultural awareness and civic responsibility within the community and region at large. To date, Cortland Repertory Theatre has produced 208 mainstage shows including musicals, dramas, comedies, operettas, mysteries and new plays. In 2011, CRT celebrates its 40th season and continues to "raise the bar" by presenting quality entertainment for the entire Central New York community.

CRT's 40th ANNIVERSARY "RUBY JUBILEE"!

RUMORS *a farce by Neil Simon* June 8 - 18

The only farce written by America's master of comedy! Four couples gather in the posh home of NYC's Deputy Mayor to celebrate his 10th anniversary, only to discover there are no servants, the hostess is missing, and the host has shot himself through the earlobe! Without knowing the "who", the "why" and the "what happened", everyone frantically tries to conceal the events of the evening each other, the police and the media! Confusions and miscommunications mount and the evening spins off into hilarity!

CHICAGO

Book by Fred Ebb & Bob Fosse Music by John Kander Lyrics by Fred Ebb June 22 – July 9

The longest running revival in Broadway history, and Oscar winner for Best Movie! This sassy, jazz-age hit musical tells the story of Roxie Hart and Velma Kelly – two "killer-dillers" who vie for the spotlight and the headlines in search of the "American Dream": fame, fortune and acquittal! Boasts one of the best scores in musical theatre, including "All That Jazz", "Mr. Cellophane", "Razzle Dazzle" and many more!

JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT

Music by Andrew Lloyd Weber Lyrics by Tim Rice July 13 - 30

A Family Favorite! The Biblical saga of Joseph and his coat of many colors comes to vibrant life in this delightful musical parable! Set to an engaging cornucopia of musical styles, from country-western and calypso to bubble-gum pop and rock 'n' roll, this Old Testament tale emerges both timely and timeless! Written by Andrew Lloyd Weber ("*Phantom of the Opera*"), this fast, frothy and fun musical will get the whole family singing along to this beautiful story!

Agatha Christie's A Murder is Announced

Adapted by Leslie Darbon August 3 - 13

A Miss Marple Mystery! The residents of Miss Blacklock's Victorian home are shocked to read an announcement in the newspaper that states the time and place of a murder to occur...in their very home! What follows is a classic Christie puzzle of mixed motives, concealed identities and none other than Miss Marple herself to solve the mystery before the murderer strikes again!

THE SMELL OF THE KILL

a chilling comedy by Michele Lowe August 17 – 27

A wickedly funny dark comedy! Nicky, Debra and Molly are three "desperate housewives" who have tolerated one another during once-a-month dinners for years. As their unseen, uncaring husbands play golf in the dining room, the women reveal for the first time that their marriages are on the brink of disaster. When the men accidentally lock themselves in a basement meat locker, the women are faced with a life-or-death decision. Should they let the men out...or leave them "out in the cold" permanently?

Souvenir *a comedy with music by Stephen Temperley*

A Fantasia on the Life of Florence Foster Jenkins Aug 31 – Sept 10

Following in the footsteps of last season's hit "Six Dance Lessons in Six Weeks" comes this "fictional biography" of the true story of Florence Foster Jenkins, a wealthy society eccentric who suffered under the delusion that she is a great operatic soprano. In fact, she was completely incapable of producing two consecutive notes in tune! Nevertheless, mobs of fans packed her recitals, stuffing handkerchiefs in their mouths to stifle their laughter, which Mrs. Jenkins blissfully mistook for cheers. Told through the eyes of her talented accompanist, the play is a heartfelt and funny tribute to "The Tone-Deaf Diva" who brought joy to thousands as well as a humorous look at self-perception and the unpredictable nature of friendship!

And Our Children's Show - *Dorothy and the Wizard of Oz!*

(Dates to be announced – check our website for more info!)



Corporate/Business Sponsorship Contract -- 2011

_____ (Corporate Sponsor Name) hereby agrees to support the Cortland Repertory Theatre during the 2011 summer season. Please write your first and second show choice for sponsorship in the spaces provided.

RUMORS

Agatha Christie's
A Murder is Announced

CHICAGO

THE SMELL OF THE KILL

**JOSEPH AND THE AMAZING
TECHNICOLOR DREAMCOAT**

Souvenir

FIRST SHOW CHOICE

SECOND SHOW CHOICE

Note: Our productions of **CHICAGO** and **JOSEPH... DREAMCOAT** run for three weeks each.

If you are interested in sponsoring either of these shows, we ask that you please add an additional \$100.00 to your donation and check this box. Thank you.

TOTAL SUPPORT LEVEL IN DOLLARS

For supporters of \$1100 or more, please choose one:

___ We have included a camera ready ad for the program.
(Please see next page for Advertisement Sizes)

___ Please use last year's ad for the 2011 program.

_____ Please invoice us in _____, 2011
(month)

_____ Invoicing is not necessary. Payment is included.

COMPANY CONTACT (PLEASE PRINT)

COMPANY ADDRESS AND PHONE NUMBER (PLEASE PRINT)

COMPANY AUTHORIZED SIGNATURE

CRT AUTHORIZED SIGNATURE

TITLE

TITLE

DATE

DATE

Please check this box if you would be interested in donating an Auction item to our annual summer fund-raiser, "Broadway on the Lake", to be held on July 23, 2011. We will contact you closer to the date to collect your item. Thank you!



Advertising Sizes

FULL PAGE
7-5/8" H X 4-5/8" W

HALF PAGE
3-3/4" H X 4-5/8" W

QUARTER PAGE
(VERTICAL)
3-3/4" H X 2-1/4" W

EIGHTH PAGE
1-7/8" H X 2-1/4" W

or

QUARTER PAGE
(HORIZONTAL)
1-7/8" H X 4-5/8" W

