

**THE PAJAMA
GAME**

**The Andrews
Brothers**

Agatha Christie's
Spider's Web

*Six Dance
Lessons in
Six Weeks*

BRIGADOON

**SEE HOW
THEY RUN**

and...
**The
Jungle
Book!**



2010

**CORPORATE AND BUSINESS
SPONSORSHIP**

Celebrating 39 Years of Quality Professional Theatre in Central New York

Our Corporate Sponsors receive recognition in front of an audience of over 17,000 people each summer!



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Asst to the Director

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Dear Friends,

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.

We at CRT are very aware that our audience has been affected by the recent troubling financial times. Last summer, our audience attendance was lower than previous years. However, putting it in perspective: 2007 and 2008 were the highest attended seasons in our history! We are confident that CRT will continue to grow even in these tough times. Certainly, artistically speaking, 2009 was one of our most successful summers. In fact, Syracuse Post Reviewer Neil Novelli called it "perhaps their strongest season ever"! In fact, our production of the comedy "Unnecessary Farce" became CRT's top attended non-musical play, ever!

For 39 years, 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. This year, CRT is committed to offering the same excellent entertainment for all ages...without raising ticket prices! At the same affordable price as last year, our season will contain a perfect mix of classic favorites and regional premieres. 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.

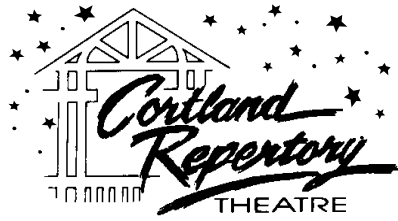
CRT attracts an audience from as far south as Binghamton and as far north as Rochester. Corporate sponsors are proudly announced and thanked at all performances. With displays and special listings in our program and at the theatre, our **Corporate Sponsors received the highest public visibility** possible. 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?



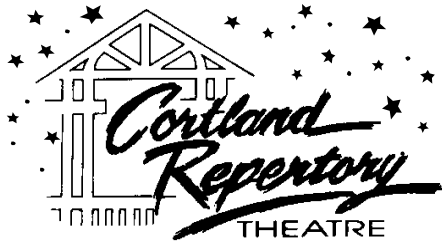
- ★ Help pay for the royalties and rentals of published materials necessary to produce our shows. A large musical such as “Damn Yankees” costs \$2500 a week in fees, plus rental costs.
- ★ Allow us to hire Actors Equity Union performers. Two Equity actors for one show (with salary, benefits, pension, housing and travel) cost more than \$8,000.

- ★ Help us continue our “CRT KIDS” programming, which includes children’s shows, workshops and awards programs. In 2009’s production of “A Bagful of Fables”, audience members helped in telling the fables of Aesop by participating in the show! 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 7th 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.



Thanks to Corporate Support, CRT was able to gain new respect of many audience members by offering 2009’s “Gross Indecency: The Three Trials of Oscar Wilde”, a theatrical drama which made its regional premiere!

- ★ 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 building and painting sets, sewing costumes and hanging lights, 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!**

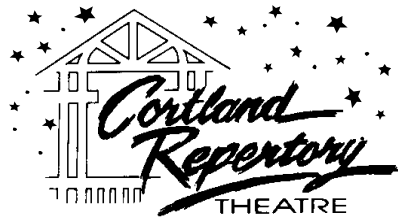


Corporate and Business Sponsorship Benefits



Our New York State premiere of the hysterical farce "Unnecessary Farce" broke attendance records of our non-musical productions!

Title	Season Benefactor	Show Sponsor	Underwriter	Partner	Friend
Level	<i>\$5000 and up</i>	<i>\$2500 - \$4999</i>	<i>\$1800 - \$2499</i>	<i>\$1100 - \$1799</i>	<i>\$700 - \$1099</i>
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
All CRT Corporate Sponsors will also be given the opportunity to have a link to their website from ours!					
www.cortlandrep.org					



Sponsorship Passes



Our audiences loved our
“devilishly good” production
“Damn Yankees” in 2009!

All our Corporate or Business Sponsors receive at least two of our “2010 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 2010 Sponsorship Pass PLEASE CALL FOR RESERVATIONS (607)756-2627
The Andrews Brothers September 1 -11 <i>Admit One</i>
Six Dance Lessons in Six Weeks August 18 – August 28 <i>Admit One</i>
Brigadoon July 28 – August 14 <i>Admit One</i>
The Pajama Game July 7 – July 24 <i>Admit One</i>
See How They Run June 23 - July 2 <i>Admit One</i>
Agatha Christies’ Spider’s Web June 9 – June 19 <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!



38 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.



2009 saw the return of one of Central New York's favorite shows "Forever Plaid", which CRT first produced 1995.

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 104 years old in 2010 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.

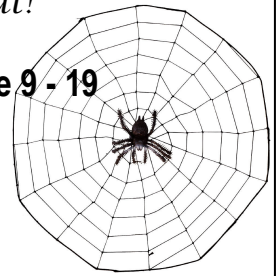
To date, Cortland Repertory Theatre has produced 202 mainstage shows including musicals, dramas, comedies, operettas, mysteries and new plays. In 2010, CRT celebrates its 39th season and continues to "raise the bar" by presenting quality entertainment for the entire Central New York community.

CRT 2010 Season - All shows are making their CRT debut!

Agatha Christie's **Spider's Web**

June 9 - 19

Thrills abound in this exciting play by the Queen of Mystery! What does a diplomat's wife do when a dead body appears in her drawing-room, just before her husband returns home with visiting dignitaries? Hide the body and solve the mystery, of course! "So closely woven with thrills and comedy that shocks and laughs are about fifty-fifty!" - London Guardian



SEE HOW THEY RUN

a farce by Phillip King

June 23 - July 2



Four vicars are three too many in the small British town of Merton-Cum-Middlewick! Add an American actor and actress, a cockney maid, an escaped Russian prisoner and a sedated Bishop and you have a great evening of laughs and comedic timing! "Breathless show, fast tempo, plenty of laughs!" - Variety

THE PAJAMA GAME



Book by George Abbott & Richard Bissell Music and Lyrics by Richard Adler & Jerry Ross July 7 - 24

Based on Richard Bissell's best-selling novel "7 1/2 Cents", this funny, "steamy" musical is built around a seemingly impossible romance between a factory foreman and the head of the Grievance Committee of the worker's union at the Sleep-Tite Pajama Factory! Recently a hit Broadway revival starring Harry Connick Jr., this fantastic score includes the hot dance numbers "Steam Heat" and "Hernando's Hideaway" as well as the popular "Hey There!"

BRIGADOON

Book and Lyrics by Alan Jay Lerner Music by Frederick Lowe July 28 - Aug. 14

Have your heart swept away to the hills of Scotland in the magical town of Brigadoon, which only appears once every 100 years! Beautiful songs include "The Heather on the Hill", "There But For You Go I" and "From This Moment On"! "A major achievement on the musical stage. All of the arts of the theatre have been woven into a singing pattern of enchantment." - NY Times.

"A work of imagination and beauty." - NY Daily News



Six Dance Lessons in Six Weeks

a dramatic comedy by Phillip King August 18 - 28 Central NY debut!

A poignant and heart warming adult comedy about a feisty, wealthy widow living in Florida who gets more than she bargains for when she hires a flamboyant dance instructor to teach her social dancing. "A smart, funny and moving look at the nature of friendship." - Broadway On-Line. "Just the right combination of humor and humility to make you laugh and cry at the same time." - NY Observer.

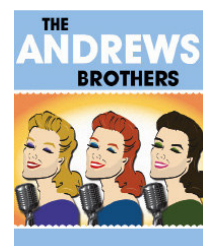


The Andrews Brothers

The new 1940's musical by Roger Bean Sept 1 - Sept 11 NY State Debut!

Three male stagehands step into the heels - and dresses - of the missing Andrews Sisters at a hilarious USO show! Classic songs include "Slow Boat to China", "Ac-Cent-Tchu-Ate The Positive", "Don't Sit Under the Apple Tree" and "Boogie Woogie Bugle Boy!"

This show was extended for 30 performances at Stages Repertory Theatre in Houston!





Corporate/Business Sponsorship Contract -- 2010

_____ (Corporate Sponsor Name) hereby agrees to support the Cortland Repertory Theatre during the 2010 summer season. Please write your first and second show choice for sponsorship in the spaces provided.

Agatha Christie's **Spider's Web**

SEE HOW THEY RUN

THE PAJAMA GAME

BRIGADOON

Six Dance Lessons in Six Weeks

The Andrews Brothers

FIRST SHOW CHOICE

SECOND SHOW CHOICE

Note: Our productions of **THE PAJAMA GAME** and **BRIGADOON** 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 2010 program.

____ Please invoice us in _____, 2010
(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

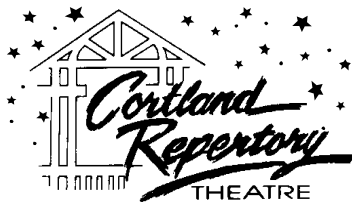
TITLE

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 31, 2010. 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

