Join this list of area businesses in supporting the region’s premiere professional summer company for new and contemporary theatre.

ADIRONDACK THEATRE FESTIVAL
2020 Sponsorship Levels & Benefits

IT’S TIME TO SEE SOMETHING NEW!

2020 SEASON SPONSOR LEVELS
Season runs June 12-August 7, 2020

$300 LEVEL
4 tickets
1/4 page program ad
Listing in the season program
Listing and link on ATF website
w/TV Ad - $450 or $550 (see next page for details)

$600 LEVEL
6 tickets
1/2 page program ad
Listing in the season program
Listing and link on ATF website
Link on ATF’s eBlasts
w/TV Ad - $750 or $850 (see next page for details)

$1,200 LEVEL
8 tickets
1/2 page program ad
Listing in the season program
Listing and link on ATF website
Link on ATF’s eBlasts
Prominent mention in ATF’s social media
w/TV Ad - $1,350 or $1,450 (see next page for details)

$1,500 LEVEL
12 tickets
Full page program ad
Listing in the season program
Listing and link on ATF website
Link on ATF’s eBlasts
Prominent mention in ATF’s social media
w/TV Ad - $1,650 or $1,750 (see next page for details)

$1,750+
Please contact ATF for information about additional support opportunities such as sponsorship of individual productions. Production sponsorships include substantial advertising benefits.

CONTACT US:
Tracey Sullivan, Managing Director,
tracey@atfestival.org
518-798-7479

SEASON SPONSORSHIP DEADLINE:
MAY 1, 2020

Photos from ATF’s 2016 productions of Everything In Its Place, Island Song, and Home
THANK YOU FOR YOUR SUPPORT!

Company Name________________________________________
Contact Person________________________________________
Mailing Address________________________________________
City________________________State______ Zip____________
Phone______________________Email______________________
Website_______________________________________________

Season sponsorship level:
*Please note all ads are black & white
____$300     ____$600     ____$1,200     ____$1,500

Total Cost: _______ (Sponsorship + TV Ad)

TV Add-On (additional cost):
15 Second Ad _____$150   30 Second Ad _____$250

Select One:
_____ Check here if you would like us to use last year’s ad.
_____ Check here if your ad and logo will be emailed (PDF or JPG) by May 1, 2020 to tracey@atfestival.org

Check enclosed in the amount of $________
Payments can be made in installments (please note on form). Contact ATF for more info or to pay by credit card.

Signature for approval
_______________________________________ Date__________

Questions? Contact ATF at 518-798-7479 or tracey@atfestival.org

Return to: ATF | 50 Elm St. | Glens Falls, NY 12801
ATF SPONSORSHIP IS YOUR WAY TO THE BIG SCREEN

• ATF is the leading professional theatre in the Capital Region dedicated to new works.

• ATF has doubled its audience in the past 3 years, playing to approximately 9,500 patrons each summer.

• Shows developed at ATF have moved to Broadway and across the country.

• ATF is one of the leading economic drivers for the Downtown area.

• Actors and artists in ATF's seasons include Tony Winners, Academy Award Winners, Emmy Winners, and Grammy Winners.
Why **TELEVISION SCREENS**?

- Captive viewership (approx. 9,500)
- 10 times the attention and impact of any playbill ad.
- Plays on our sound system and on two TVs so everyone in the audience can see it.
- Each ad plays multiple times before each performance.
- Ads can be 15 seconds or 30 seconds in length. Don’t have a video? We can use a still image or create a video for you!
- High-quality content of ATF facts, trivia, and previews mixed in with ads to keep viewers engaged.

**Where ARE THE TELEVISION SCREENS?**

Located on both the left and right side of the audience!

**Screen SHOTS**

This could be you!

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**EVERYONE NEEDS AN OUTLET**

[Web Page: WWW.FACTORYOUTLETSOFLAKEGEORGE.COM]

**MEYERS FULLER**

ATF Supporter