



Hangar Theatre Company

2024 Partnership Opportunities

Photos by [rachelphilipson](http://rachelphilipson.com)

About the Hangar



The Hangar Theatre creates and produces intergenerational theatre experiences and exceptional productions that attract 15,000+ local, regional, and national audience members to Ithaca's waterfront and offers transformative learning opportunities for 850+ young people and 30+ emerging professionals. The Hangar enhances our community's quality of life and makes the area appealing to a diverse range of visitors from around the country.

The Hangar produced its first full performances in summer 1975. The uniquely renovated theatre space, converted from a WPA-era airplane hangar, sits on the banks of beautiful Cayuga Lake. The concept for the Hangar Theatre was community driven from the start, led by Ithaca-area theatre-lovers who hoped to create a vibrant central arts campus for residents of the region and tourists alike. The Hangar Theatre Company creates professional theatrical productions for audiences of all ages during an expansive and diverse summer season (June-August) and presents performing arts programs from a variety of local and national entities, including live music, dance, and special events during the off season (September to May).

Mission

The Hangar Theatre creates and presents performances of exceptional quality in New York's Finger Lakes region while training the next generation of theatre artists. We inspire our community with work and classes that enrich, entertain, and enlighten. We believe in the power of theatre to transform lives.

Vision

The Hangar Theatre is an artistic home that nurtures a lifelong love of the performing arts.

Values

Gratitude; Generosity; Equality; Inclusion; Diversity; Quality; Integrity

Your Sponsorship

A Hangar Theatre Sponsorship Adds Value To the Community...and to your Business!

Your sponsorship with the Hangar Theatre. . .

- **Creates jobs.** In 2022 the Hangar Theatre employed over 100 seasonal employees as artists, performers, musicians, front of house staff, designers, and technical staff. Many were local, helping to create a more robust economy in Tompkins County.
- **Drives tourism.** 44% of Hangar audiences came from outside of Tompkins County in 2022; 27% came from over 50 miles away. Tourists engage in many other area businesses, including shops, restaurants, and other local attractions, while in town to attend a show at the Hangar.
- **Generates buzz.** In 2022 the Hangar Theatre continued to expand our national reach, casting well-known and rising stars from theatre and television for Mainstage shows. Through targeted Facebook ads, Instagram takeovers, and by tapping into the performers' online followers, the Hangar saw significant levels of engagement with 35,561 Instagram, 139,258 Facebook, and 19,643 Twitter interactions throughout the year. The Hangar's email list also has a broad reach with 17,546 subscribers.
- **Leads culture.** The Hangar Theatre enriches our region with performances and learning opportunities that inspire, entertain, and enlighten. Many of the Hangar's signature programs have existed for 30+ years. The Hangar is a beloved community institution that strives to be forward-thinking, innovative, inclusive and accessible.

Your business has a direct impact on the **quality, artistry, and inclusivity** of our programs. The Hangar Theatre offers your business a **unique opportunity** to **align your brand** with a premier, forward-thinking, mission-based cultural organization **through sponsorship**.

Take *flight* with the Hangar!

500,000+ Visitors



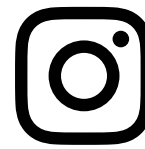
440+
Subscribers



2,300+
Followers



7,200+
Followers



4,000+
Followers



17,500+
Subscribers

via our Website and Social Media

In 2022, we issued **11,000** tickets for Hangar Theatre performances (and **3000+** tickets for Hangar co-productions and rentals!)

In 2022, we hosted audiences for **71** live, in-person Hangar performances.

The Hangar serves more than **850** students and their families through education programming each year.

Our Programs

Summer Performance Series

The Hangar Mainstage features a three production line-up of classic and contemporary musical theatre performances, timely and relevant plays, and innovative new works. Productions bring together artists from New York City, regional stages, and the Ithaca community to tell exceptional stories in creative ways.



The Hangar KIDDSTUFF theatre for young audiences (TYA) Series, which has delighted intergenerational audiences since 1985, features four plays and musicals selected from current popular titles and reimagined classics that reflect the diversity of backgrounds and viewpoints of today's world.

The FutureNow Wedge Series showcases timely, inventive productions produced entirely by members of the Hangar Theatre's pre-professional training programs in collaboration with the renowned NYC-based Drama League, the premiere organization for teaching emerging stage directors.



Our Programs

Education



The Hangar's Project 4: Artists in the Schools program has brought trained teaching artists into fourth-grade classrooms throughout Tompkins County since 1995. Integrating the arts with classroom content with exercises, improvisation games, and movement and vocal work, artists lead students through an original, script devising process and performance inspired by NY State curriculum.

The Next Generation School of Theatre offers students in grades 1-12 process-oriented classes throughout the summer and week-long school breaks that help develop craft and unleash creativity and are led by professional artists and skilled arts educators.



The Hangar Theatre Lab Performance Fellowship program (previously known as the Hangar Lab Company) provides theatrical experiences and educational opportunities for young artists through compensated performance fellowship tracks.

Our Programs



The Hangar also has a robust **training program for theatre technicians, stage managers, and designers** that offers early career artists a chance to expand on their current education, experiences, and professional network while gaining practical hands-on instruction in a professional environment.

Community Engagement

Pay What You Will tickets are available for ALL performances throughout the season. This flexible program lets patrons **choose ticket prices** within their means and is intended to **remove barriers that prevent community members from attending the Hangar's quality theatre programming.**

The **Pay It Forward Fund** grants **complimentary tickets to community groups** and organizations that would not otherwise be able to attend Hangar shows.

Unlimited need-based scholarships are available for every school-aged program the Hangar Theatre offers. In 2022, 96 scholarships were awarded, totaling \$11,500.



Sponsorship Levels & Benefits

Partner
\$30,000+

Premier
\$15,000+

Underwriter
\$7,500+

**KIDDSTUFF
Show
Sponsor**
\$3,000+

Supporter
\$3,000+

All Premier benefits PLUS:

- Logo on ALL outdoor banners
- Upgrade to complimentary full page Program Guide ad
- Logo placement on ALL Hangar program materials and print collateral
- Recognition and logo placement on year-round email blasts
- Mention in ALL press releases
- Mention in ALL radio ads
- Logo and hyperlink on ALL website pages
- Additional 20 complimentary tickets to any performance (Total: 40)
- Mention on digital advertisements

All Underwriter benefits PLUS:

- Signage by the outdoor stage for sponsored show -
- Optional branded take-aways for each ticket buyer at opening night of sponsored show
- Upgrade to complimentary 1/2 page Program Guide ad
- Program guide corporate bio to accompany corporate listing
- One digital ad for your business in a Hangar e-mail blast (sent to 16.5K individual email addresses)-
- Dedicated social media post for your business (up to 10K reach)-
- Radio Ad mention-
- Logo placement on ALL print collateral

All Supporter Benefits PLUS:

- Logo on sponsored
- Logo on sponsored show banner
- Onstage recognition at sponsored show/program
- Upgrade to complimentary 1/4 page Program Guide ad
- Logo placement on program materials and print collateral related to program
- Recognition and logo placement on digital program promotions
- Press release mention
- Logo on sponsored program web page
- 5 additional complimentary tickets to any performance (Total: 20)

- Logo on outdoor building banner
- Onstage recognition at sponsored show
- Complimentary 1/4 page Program Guide ad & Corporate recognition
- Logo on KIDDSTUFF program & any KIDDSTUFF program materials
- Recognition and logo placement on digital promotions (reach potential:16,500 individual email addresses;up to 10K social media reach)
- Press release mention
- Logo on sponsored show web page
- 20% discount on all shows
- Invitations to Hangar events throughout the year
- Complimentary tickets to KIDDSTUFF performance

- Logo on Hangar building banner
- Complimentary 1/6 page Program Guide ad
- Program Guide corporate listing
- 20% discount on all shows
- Invitation to exclusive Hangar events
- Complimentary tickets to any mainstage performance (15)
- Lobby recognition

Benefits can be personally catered to each sponsor:

let's work together to create the sponsorship package that best suits your needs!

Program Guide Advertising

Ads placed in the Summer Program Guide will be seen by over 11k patrons in the theatre, on our social media, and in tourist attractions between May and August. Advertising supports theatre programming, and is a great way to promote your business to both local residents and visitors to our region.

Reservation Deadline: March 17, 2024

Ad Copy Deadline: April 7, 2024

Price	Location	Sizing
\$6000	Back Cover	Contact for Sizing
\$3500	Inside Front Cover	Contact for Sizing
\$3500	Inside Back Cover	Contact for Sizing
\$2750	Full Page	7.75" w x 9.875" h
\$1500	½ Page	7.75" w x 4.875" h
\$800	¼ Page	3.8125" w x 4.875" h
\$650	⅙ Page	3.8125" w x 3.2" h

FILE GUIDE FOR CAMERA READY ADS:

All ads are full color. Advertisers will be mentioned in the Advertiser's Directory. Completed ad should be a high-resolution (300 dpi) PDF composite file. Color photographs should be CMYK, not RGB. Black and white photos must be grayscale. Completed PDF file should only show finished ad without crop marks, registration marks, or other information.