

**HANGAR  
THEATRE  
COMPANY**



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# THE HANGAR THEATRE IN 2026 PARTNERSHIP OPPORTUNITIES

PHOTO: RACHEL PHILIPSON

## Mission

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

## Vision

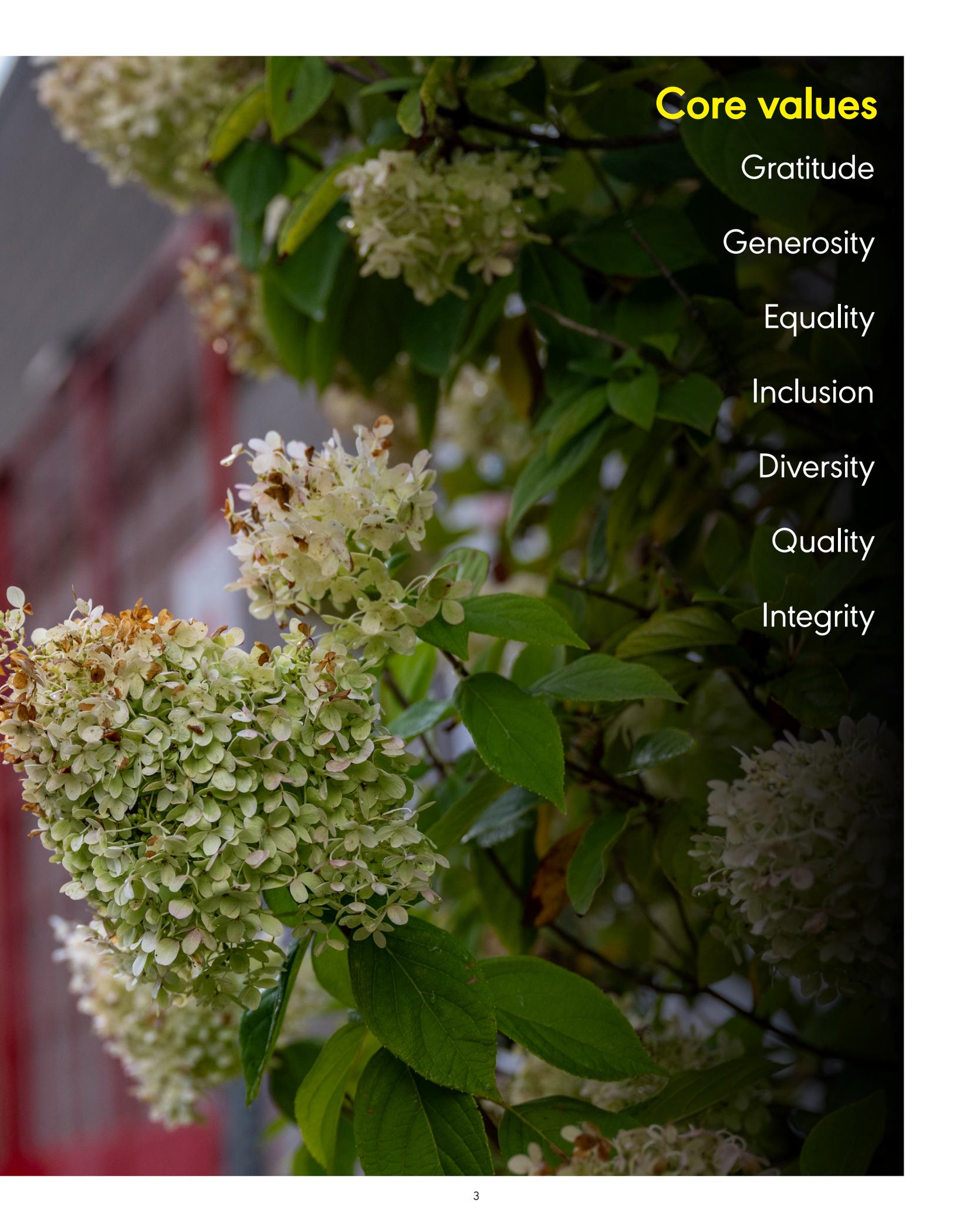
The Hangar Theatre is an artistic home that nurtures a lifelong love of the performing arts.

### About the Hangar

The Hangar Theatre creates and produces exceptional intergenerational theatre experiences that attract 15,000+ local, regional and national audience members to Ithaca's waterfront throughout the year. The Hangar also offers transformative learning opportunities year-round for 800+ young people and 30+ emerging professionals. **Hangar productions and education programs enhance our community's quality of life and help to make the region a remarkable place to live, learn, work and visit.**

**The Hangar produced its first full performances in summer 1975.** The uniquely renovated theatre space was converted from a 1934 airplane hangar on the shores of beautiful Cayuga Lake. **The concept for the Hangar Theatre was community driven from the start by Ithaca-area theatre lovers who built a vibrant arts campus for residents of the region and tourists alike.** The Hangar Theatre Company creates diverse professional theatrical productions June to August for audiences of all ages and presents performing arts programs from a variety of local and national entities, including live music, dance and special events September to May.

**2026 marks 51 years of community relationships! We are so grateful!**



## Core values

Gratitude

Generosity

Equality

Inclusion

Diversity

Quality

Integrity



PHOTO: RACHEL PHILIPSON

## **A HANGAR THEATRE SPONSORSHIP ADDS VALUE TO THE COMMUNITY AND TO YOUR BUSINESS!**

### **YOUR SPONSORSHIP WITH THE HANGAR THEATRE...**

- **Generates buzz.** In 2025, the Hangar Theatre continued to expand our national reach, casting well-known and rising stars from theatre and film for Mainstage shows. Through targeted Facebook ads, Instagram takeovers, and by tapping into the performers' online followers, the Hangar engaged with **over 7,000 Instagram followers and 7,500 Facebook followers. From June to August 2025 we reached 101,700 viewers through our social media posts. The Hangar's email list also has a broad reach with 17,500 subscribers.**
- **Creates jobs.** Hangar Theatre employs over 75 employees as artists, performers, musicians, administrative staff, front-of-house employees, designers and technicians. Many live locally, helping to create a more robust economy in Tompkins County.
- **Drives tourism.** In a typical summer season, over 29% of Hangar audiences come from outside of Tompkins County, with 16% visiting from over 50 miles away. Tourists in town for Hangar shows also visit shops, restaurants and other local attractions.
- **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 decades.. The Hangar is a beloved community institution that works to be 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 dynamic, beloved, community-centered, mission-based cultural organization** through sponsorship.

## DIGITAL REACH AND AUDIENCE ENGAGEMENT AT THE HANGAR

### 2025 by the Numbers:

- Email List Reach: 17,700 subscribers
- Facebook: 7,600 followers
- Instagram: 7,050 followers
- 1.8 million views on social media platforms in 2025
- 17,400+ tickets issued year-round for Hangar Theatre productions and co-productions reaching intergenerational audiences from Upstate New York and beyond
- 3 award-winning Mainstage productions
- 4 KIDDSTUFF Theatre for Young Audiences shows
- 9 weeks of Next Generation School of Theatre education classes with 22 different offerings  
The Hangar served more than 525 Tompkins County young people, 35 classroom teachers and 1,000 family and community members in our 2024/2025 Project 4 Program

- 650+ young people received free or subsidized tickets
- Reaching new audiences – one in four tickets for both Mainstage and KIDDSTUFF shows were purchased by first-time Hangar patrons

## 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 Hangar productions**. The **Pay It Forward Fund** shares **complimentary tickets with 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.



# 2026 HANGAR THEATRE PROGRAMMING

The **Hangar Mainstage** features three classic and contemporary theatrical productions showcasing memorable music, relevant themes and exceptional performances by 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 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 **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** through exercises, improvisation games and movement and vocal work, artists lead students through an original script-development process and **a performance inspired by NYS 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.

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.



PHOTO: RACHEL PHILIPSON

# MAINSTAGE SPONSORSHIPS LEVELS & BENEFITS

## SUPPORTING SHOW SPONSOR: \$3,000+

- Logo on Hangar building banner
- 1/4 page Program Guide ad
- Program Guide corporate listing and logo
- 20% discount on all shows
- Invitation to exclusive Hangar events
- A total of 15 complimentary tickets to any performance (these can be for different shows)
- Lobby recognition

## UNDERWRITING SHOW SPONSOR: \$7,500+

- Logo on sponsored show banner
- 1/2 page Program Guide ad
- Onstage recognition at sponsored show/program
- Program Guide corporate listing and logo
- 20% discount on all shows
- Invitation to exclusive Hangar events
- 20 complimentary tickets to any performance (these can be for different shows)
- Lobby recognition
- Press release mention
- Social media post for your business
- Logo on sponsored program web page
- Week-long "Sponsor Spotlight" feature on the Hangar website and in a Hangar eblast (sent to 17,500 individual email addresses)
- Private pre-show reception for sponsor guests
- 2 Influencer style social media posts throughout the year, specifically highlighting your business/organization.

## PREMIER SHOW SPONSOR: \$15,000+

- Logo on sponsored show banner
- Full page program guide ad
- Onstage recognition at sponsored show/program
- Program guide corporate listing and logo
- 20% discount on all shows
- Invitation to exclusive Hangar events
- A total of 30 complimentary tickets to any performance (these can be for different shows)
- Lobby recognition
- Press release mention
- Logo on sponsored program web page
- Optional branded take-aways for each ticket buyer at opening night of sponsored show
- One digital ad for your business in a dedicated Hangar email blast (sent to 17,500 individual email addresses)
- Social media post for your business (14,000+ subscriber reach)
- Radio ad mention
- Logo placement on ALL print collateral
- Week-long "Sponsor Spotlight" feature on the Hangar website and in a Hangar eblast (sent to 17,500 individual email addresses)
- Private pre-show reception for sponsor guests
- 2 Influencer style social media posts throughout the year, specifically highlighting your business/organization.

## SEASON PARTNER SPONSOR: \$30,000+

- Logo on all outdoor banners
- Full-page program guide ad
- Onstage recognition at all Hangar shows and programs
- Program guide corporate listing and bio
- 20% discount on all shows
- Invitation to exclusive Hangar events
- A total of 40 complimentary tickets to any performance (these can be for different shows)
- Lobby recognition
- Logo placement on ALL Hangar program materials and print collateral
- Optional branded take-aways for each ticket buyer at opening night of sponsored show
- One digital ad for your business in a dedicated Hangar email blast (sent to 17,500 individual email addresses)
- Social media post for your business (14,000+ subscriber reach)
- Recognition and logo placement on year-round eblasts
- Mention in all press releases
- Mention in all radio ads
- Logo placement on all print collateral
- Logo and hyperlink on all website pages
- Week-long "Sponsor Spotlight" feature on the Hangar website and in a Hangar eblast
- Private pre-show reception for sponsor guests
- 2 Influencer style social media posts throughout the year, specifically highlighting your business/organization.



## KIDDSTUFF SHOW SPONSOR: \$3,000+

- Logo on outdoor building banner
- Onstage recognition at sponsored show
- Complimentary 1/4 page program guide ad
- Program guide corporate listing
- Logo on KIDDSTUFF program
- Recognition and logo placement on digital promotions (reach potential 17,500 individual email addresses; 14,000+ social media reach)
- Press release mention
- Logo on sponsored show web page
- Lobby recognition
- 20% discount on all shows
- Invitation to exclusive Hangar events
- 20 complimentary tickets to any KIDDSTUFF performance

## UNDERWRITING KIDDSTUFF SEASON SPONSOR: \$7,500+

- Logo on outdoor building banner
- Onstage recognition at every KIDDSTUFF performance
- Upgrade to complimentary 1/2 page program guide ad
- Program guide corporate listing
- Logo on KIDDSTUFF program
- Recognition and logo placement on digital promotions (reach potential 17,500 individual email addresses; 14,000+ social media reach)
- Press release mention
- Logo on all KIDDSTUFF show web pages
- Lobby recognition
- 20% discount on all shows
- Invitation to exclusive Hangar events
- 40 complimentary tickets to any KIDDSTUFF performance
- Week-long "Sponsor Spotlight" feature on Hangar website and in a Hangar eblast
- Private pre-show reception for sponsor guests
- 2 Influencer style social media posts throughout the year, specifically highlighting your business/organization.

## COMMUNITY PARTNER SPONSOR: \$15,000+

- Logo on KIDDSTUFF and education outdoor banners
- Upgrade to complimentary full-page program guide ad
- Onstage recognition at ALL Hangar shows and programs
- Program guide corporate listing and bio
- 20% discount on all shows
- Invitation to exclusive Hangar events
- 40 complimentary tickets to any season performance (these can be for different shows)
- Lobby recognition
- Logo placement on ALL Hangar program materials and print collateral
- Optional branded take-aways for each ticket buyer at any KIDDSTUFF show
- One digital ad for your business in a dedicated Hangar email blast (sent to 17,500 individual email addresses)
- Social media post for your business (up to 15,000 subscriber reach)
- Recognition and logo placement on year-round email blasts
- Mention in ALL press releases
- Mention in ALL radio ads
- Logo placement on ALL print collateral
- Logo and hyperlink on ALL website pages
- Week-long "Sponsor Spotlight" feature on Hangar website and in a Hangar Eblast (sent to 17,500 individual email addresses)
- Private pre-show reception for sponsor guests



# SUMMER PROGRAM ADVERTISING

## FULL COLOR ADVERTISING OPTIONS/RATES

### PREMIUM PAGES

#### SIZE FULL COLOR

Back Cover \$6,000  
8.5" x 11" with .125" bleed

Inside Covers \$3,500  
8.5" x 11" with .125" bleed

### INSIDE PAGES

#### SIZE 2025 PRICES

Full Page \$2,750  
7.75" x 9.875"

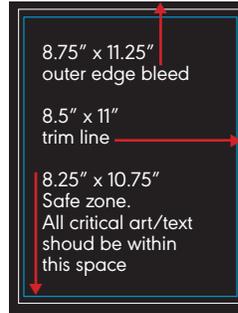
Half Page \$1,500  
7.75" x 4.875"

Quarter Page \$800  
3.8125" x 4.875"

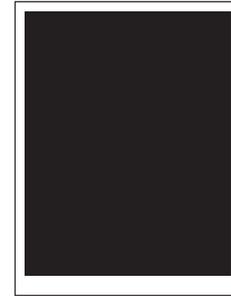
Sixth Page \$650  
3.8125" x 3.2"

## FILE GUIDE FOR PRINT READY AD SUBMISSION

All ads are full color, and 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. Your completed PDF file should only show the finished ad without crop marks, registration marks, or other information.



**Full page  
Covers**  
8.5x11 with .125" bleed  
(width x height)



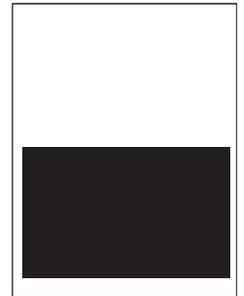
**Full page  
interior**  
7.75" x 9.875"  
(width x height)



**1/6 page  
horizontal**  
3.8125" x 3.2"  
(width x height)



**1/4 page  
vertical**  
3.8125" x 4.875"  
(width x height)



**1/2 page  
horizontal**  
7.75" x 4.875"  
(width x height)



## RESERVE YOUR SPOT NOW!

Contact Shirley Serotsky, Producing Artistic Director  
607.273.ARTS | marketing@hangartheatre.org

**RESERVATION  
DEADLINE  
MONDAY, APRIL 20**

Ad Copy Deadline  
Monday, May 4

Print Ready Deadline  
Monday, May 11