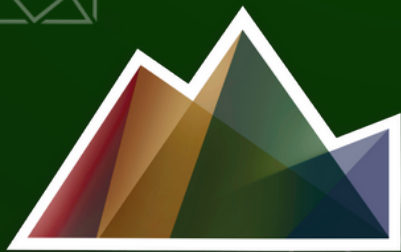


# 2024



MOUNTAIN  
THEATRE COMPANY

EST. 1938 | HIGHLANDS, NC

## MEDIA KIT & ADVERTISING GUIDE

# 2024 SEASON



## GREASE June 5 - 22

Grease is still the word! One of the most beloved musicals of all time hits the MTC stage in a high-octane production. Featuring all the hit songs you love, including "Summer Nights," "Greased Lightnin'," "You're the One That I Want," and "Hopelessly Devoted To You," this multi-Tony winning musical has become a classic. Join Rydell High's senior class of 1959 as they take you back to a time when drive-in movies, sock-hops, and tough talkin' Pink Ladies defined a generation.



## CATCH ME IF YOU CAN July 24 - August 10

This splashy spectacle follows the adventures of a globetrotting con artist. Portrayed onscreen by Leonardo DiCaprio and Tom Hanks, and based on the unbelievable true story of one of the most famous con artists in history, Frank Abagnale Jr., *Catch Me If You Can* is a rousing musical set during the jet-set age of the 1960s.

*Catch Me If You Can* is a big and bright musical with high-energy dance numbers and a riveting story. This high-flying musical comedy was nominated for four Tony awards, including Best Musical. The delightfully entertaining show was created by a Tony Award-winning "dream team," with a book by Terrence McNally (*The Full Monty*, *Ragtime*) and a swinging score by Marc Shaiman and Scott Wittman (*Hairspray*).



# 2024 SEASON



## THE BURNT PART BOYS October 11 - 26

This musical, which took New York audiences and critics by storm in 2010, is one of the most imaginative and heart-felt original musicals in recent memory. Set in an Appalachian mining town that was the scene of a tragic disaster many years before, Pete is fighting to claim his past. His older brother Jake is hoping to forge a future. With their friends, they each embark on a life-altering journey to the mine that took their father's life. By turns magical, inspiring, raucous, and playful – the story is set to a driving and haunting mid-century bluegrass-inspired score. *The Burnt Part Boys* is an empowering and thrilling theatrical experience for all ages. This heartwarming adventure will capture your heart as it finds the peaks of light and valleys of darkness within us all.



## HOME FOR THE HOLIDAYS December 6 - 21

Celebrate the most wonderful time of the year with Mountain Theatre Company's newest holiday spectacular! Fun for all ages, this festive all-new original musical promises dazzling costumes, high energy choreography, and is sure to fill audiences with plenty of good, old-fashioned holiday cheer!

# MTC's REACH

Mountain Theatre Company is the only professional theatre company within a 50-mile radius of Highlands, NC and a leading performing arts organization in Western North Carolina.

MTC audiences encompass a wide range of people, including property owners on the Highlands-Cashiers Plateau, part-time residents, new visitors, and returning visitors.



In 2023, **12,000** people experienced the power of live theatre at Mountain Theatre Company.



Mountain Theatre Company connected with over **237,833** visitors via our official website and social media footprint.



Mountain Theatre Company is proud to be an engine for our **local economy**. People who attend MTC productions are generally spending additional time and resources in the area, where they visit local shops, restaurants, vacation rentals, and an array of other businesses before and after every show.



Mountain Theatre Company audiences represent residents of **29** states and **3** countries.



Over **1,200** students have received **FREE** tickets to MTC productions with our Student Ticket Program.



# SPONSORSHIPS

## BUSINESS SPONSORS

An investment in Mountain Theatre Company at this level extends your reach and ours. Our Sponsors help us bring world-class theatre to the mountains of North Carolina and support our community outreach programs.

Sponsors enjoy special benefits and expanded visibility to our audiences.

### SILVER SPONSOR: \$2,500

- 2 complimentary tickets to use in the 2024 Season
- 10% discount on individual tickets (excluding special events)
- Quarter-page ad in the full season of printed playbills
- Company name listed on website
- Company name listed in printed playbills
- Early access to tickets and seating selection
- Invitations to special preview performances
- **NEW - Quarter-page click-able ad in digital playbills linked to your website!**
- **NEW - Annual listing on our new "Plan Your Trip" webpage.**

### GOLD SPONSOR: \$5,000

- 4 complimentary tickets to use in the 2024 Season
- 10% discount on individual ticket (excluding special events)
- Half-page ad in the full season of printed playbills
- Company name listed on website
- Company name listed in printed playbills
- Early access to tickets and seating selection
- Invitations to special preview performances
- Signed souvenir poster of all 2024 shows
- **NEW - Half-page click-able ad in digital playbills linked to your website!**
- **NEW - Annual listing on our new "Plan Your Trip" webpage.**



Please contact our Development Director, Josh Helms, at [josh@mountaintheatre.com](mailto:josh@mountaintheatre.com) or 828-526-2695 if you are interested in sponsorship opportunities.

# SPONSORSHIPS

## EXCLUSIVE SPONSORSHIPS

**Season Producing Sponsors: \$15,000**

**GREASE Presenting Show Sponsor: \$10,000**

**CATCH ME IF YOU CAN Presenting Show Sponsors: \$10,000**

**THE BURNT PART BOYS Presenting Show Sponsors: \$10,000**

**HOME FOR THE HOLIDAYS Presenting Show Sponsors: \$10,000**

These limited sponsorships are prominent and powerful statements of support. Sponsors at this level enjoy increased visibility and meaningful recognition throughout our season. Our Exclusive Sponsors are proud supporters of the arts and committed to their community and the cultural vitality Mountain Theatre Company provides to Western North Carolina.

### These sponsorships offer benefits including:

- 8 (Show Sponsors) & 16 (Season Sponsors) complimentary tickets to use in the 2024 Season
- 10% discount on individual ticket purchases (excluding special events)
- Recognition during every curtain speech before each performance
- Your company logo featured in the show's playbill
- A full-page ad in the full season of printed playbills
- Company logo displayed on sponsor screens in the theater
- Feature on MTC's social media platforms
- Company name and logo listed on website
- Company name listed in printed playbills
- Early access to tickets and seating selection
- Invitations to special preview performances
- Signed souvenir poster of all 2024 shows
- NEW - A full-page click-able ad in digital playbills linked to your website!
- NEW - Annual listing on our new "Plan Your Trip" webpage.



Please contact our Development Director, Josh Helms, at [josh@mountaintheatre.com](mailto:josh@mountaintheatre.com) or 828-526-2695 if you are interested in sponsorship opportunities.



# PLAYBILL ADVERTISING

Advertising in our printed playbills will put your business in the hands of the most captive audience in town! When you advertise with us, you identify your company as a community leader and supporter of the arts.

Each show will have a full-color printed playbill, with updated content throughout the season. These printed booklets will endure in homes and rental properties beyond the length of a show.

You may choose to advertise for the full season or either half of the season.

**NEW** - This season, all ads will also be included in a digital playbill, available in the theater and on our website once the show opens, where your ad image can link directly to your website!

## SUMMER SEASON



## FALL/WINTER SEASON



Size	Summer Season	Fall/Winter Season
Full Page Premium Placement	\$1,000	\$900
Full Page	\$800	\$750
Half Page	\$550	\$500
Quarter Page	\$300	\$250

### Early Bird Discount:

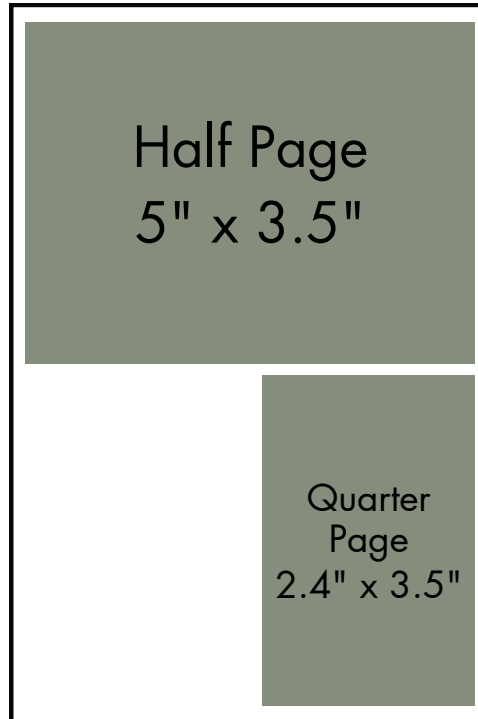
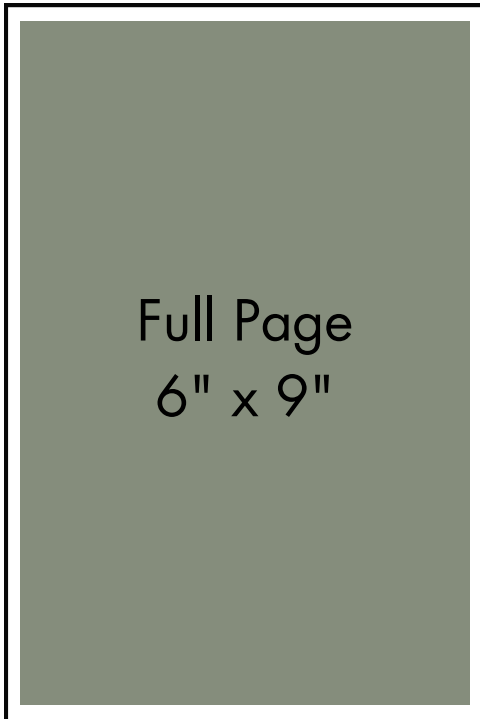
Save 10% by submitting ad contract and payment by March 1.

Please contact our Marketing Director, Lindsay Garner Hostetler, at [lindsay@mountaintheatre.com](mailto:lindsay@mountaintheatre.com) or 828-526-2695.



# PLAYBILL ADVERTISING

## AD ARTWORK INFO:



### SUMMER DEADLINE

Artwork, ad contract, and  
payment must be received by

**APRIL 15**

### FALL/WINTER DEADLINE

Artwork, ad contract, and  
payment must be received by

**AUGUST 1**

## PLEASE NOTE:

- Please supply artwork electronically via email. Accepted formats include: PDF and JPG.
- Images must be at least 300dpi. Images copied from the web are not high enough resolution for print.
- Files must be prepared as CMYK.

## AD DESIGN SERVICE:

Need help putting your ad together? For an additional charge of \$50, we will create an ad for your business, using your existing logo and images. *(No charge if keeping ad exactly the same as last year's.)*

Please contact our Marketing Director, Lindsay Garner Hostetler, at [lindsay@mountaintheatre.com](mailto:lindsay@mountaintheatre.com) or 828-526-2695.

# ON-SCREEN ADVERTISING



## ON-SCREEN LOBBY ADVERTISING

On-Screen Lobby ads will play on a continuous loop before MTC events at the Highlands Performing Arts Center on screens located in the lobby.

On-Screen Lobby Ads will begin playing when the lobby opens (one hour prior to performance), during intermission, and until the lobby is closed.

A limit of 15 On-Screen Lobby Ads will be accepted for each production to ensure ample screen time.

**Summer Season: \$600/production | Fall/Winter Season: \$500/production**  
**Full Season Discount: 10%**

## ON-SCREEN STAGE ADVERTISING

On-Screen Stage Ads will play on a continuous loop on or above the stage before all public performances of summer productions.

On-Screen Stage Ads will begin playing when the theater house opens (approximately 30 minutes prior to performance).

A limit of 15 On-Screen Stage Ads will be accepted for each production to ensure ample screen time.



**\$1,000/production | Available for Summer Season only.**

Please contact our Marketing Director, Lindsay Garner Hostetler, at [lindsay@mountaintheatre.com](mailto:lindsay@mountaintheatre.com) or 828-526-2695.

# ON-SCREEN ADVERTISING



## AD ARTWORK INFO:

On-Screen Ad	Ad File Deadline
Grease	May 24
Catch Me If You Can	July 12
The Burnt Part Boys	October 1
Home for the Holidays	November 20

## PLEASE NOTE:

- Accepted format: JPG
- File size: 1920p x 1080p
- Email all files to [lindsay@mountaintheatre.com](mailto:lindsay@mountaintheatre.com)

## AD DESIGN SERVICE:

Need help putting your ad together? For an additional charge of \$50, we will create an ad for your business, using your existing logo and images. *(No charge if keeping ad exactly the same as last year's.)*

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# NEW

# WEBSITE ADVERTISING

**Secure a listing on our new  
"PLAN YOUR TRIP" page  
on our website!**

The Mountain Theatre Company website sees approximately 60,000 visitors each season, many of whom are traveling to the Highlands area. We constantly get calls as people are buying tickets asking us to recommend places to eat, stay, and explore during their time here. This new page will answer those questions and act as a digital concierge as our audiences plan their time on the Highlands-Cashiers Plateau!

**Focused categories include:**

- Where to Stay
- Where to Eat
- Where to Shop
- Where to Explore
- And more!

Your annual listing will include your company name, an image or logo, a short description, and a button linking to your company webpage.

**Annual Listing: \$250**

*Listings must be located within 25 miles of  
Highlands, NC.*



Please contact our Marketing Director, Lindsay Garner Hostetler, at  
[lindsay@mountaintheatre.com](mailto:lindsay@mountaintheatre.com) or 828-526-2695.

# QUESTIONS?

## CONTACT:

Lindsay Garner Hostetler  
Director of Marketing & Outreach  
[lindsay@mountaintheatre.com](mailto:lindsay@mountaintheatre.com)  
828-526-2695

## CONNECT WITH US!



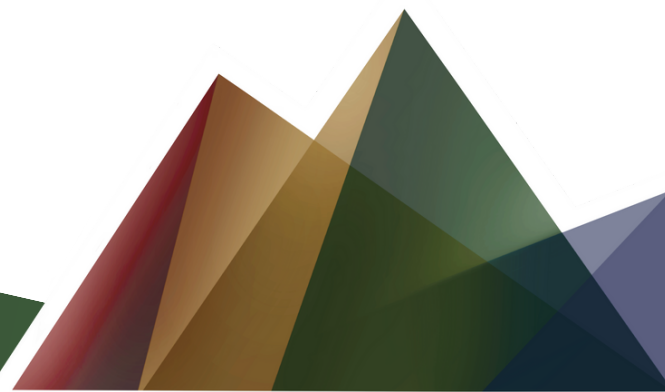
@MountainTheatreCo



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