



2026

Dear Friends,

The Depot Theatre's 2026 season represents a dynamic investment in professional performing arts, youth education, and regional vitality in the Adirondacks. As the oldest professional Equity theatre in the region, we bring nationally recognized artists to Westport while cultivating the next generation through our expanding Academy programs and community initiatives.

Our Main Stage productions, Academy performances, and Dark Nights series generate thousands of in-person and digital impressions throughout the summer, drawing residents, seasonal visitors, and cultural tourists from across the Northeast. Sponsorship provides meaningful brand visibility across print, digital, on-site, and event platforms — while directly supporting professional theatre, historic preservation, and arts education in our rural community.

We invite you to partner with us for a season that strengthens our region's cultural economy, engages diverse audiences, and keeps the Depot Theatre a vibrant, year-after-year destination in the Adirondacks.

Please review the opportunities on the following pages, and feel free to contact me at ed@depottheatre.org with any questions **or to discuss other creative partnerships.**

Thank you for your support!

With gratitude,

Sarah Wilson

Sarah Wilson
Executive Director



Depot Theatre

SPONSORSHIP OPPORTUNITIES

MISSION STATEMENT

The mission of the Depot Theatre is to entertain, enrich, and educate through professional theatrical arts and related programs based in a historic train station.

VISION STATEMENT

The Depot Theatre will have a robust, regional, and year-round presence by creating the highest of quality programs, building strong partnerships, and enhancing community engagement while promoting diversity in all that we do.

MAIN STAGE

SEASON SPONSOR \$6,000

- Featured logo on Theatre entrance sign
- Featured Lobby/building exterior presence - Individual sign in lobby/box office location
- Brochure distribution on site
- Back cover of all main stage season playbills (7,900+ impressions printed, more digitally!)
- Social Media - Mention of company/sponsor on Depot's Facebook and Instagram accounts.
- Website - Prominently featured on all site pages, with logo, link, and marketing copy for duration of calendar year
- Mention in all Depot Theatre seasonal print advertising
- 2 tickets to each opening night performance

TITLE/SHOW SPONSOR \$4,000 (6 available)

Includes:

- Full-page, color ad in playbill (7,900+ impressions plus Academy performances)
- Acknowledgement on all show-specific marketing materials, including roadside banner
- Featured on depottheatre.org website sponsor page
- Featured on 2026 sponsor sign located in lobby for entire season
- Autographed poster and playbill for sponsored show
- Featured posts on Depot Theatre Facebook and Instagram accounts
- 2 tickets to opening night performance

RIDE THE CYCLONE – ACADEMY CONCERT SPONSOR \$3,000

Includes:

- Promotional presence at Depot Theatre for opening nights
- Featured at Ride the Cyclone Academy concerts on the Main Stage, with opportunity to address attendees (following opening night performance of each production)
- Full-page, color ad in Main Stage and Academy playbill (7,900+ impressions plus Academy performances)
- Featured on 2026 sponsor sign located in lobby for entire season
- Featured on depottheatre.org website sponsor page
- Featured posts on Depot Theatre Facebook and Instagram accounts

DARK NIGHTS SERIES SPONSOR \$3,000

Includes:

- Half page color ad in Main Stage and Academy playbill (7,900+ impressions)
- Featured on depottheatre.org website sponsor page
- Featured on 2026 sponsor sign located in lobby for entire season
- Featured posts on Depot Theatre Facebook and Instagram accounts.



CONCESSIONS SPONSOR \$1000

Includes:

- Promotional sign adjacent to the Depot's bar and concessions stand
- 1/4 page color advertisement in Depot Theatre Main Stage and Academy playbill

ACADEMY OUTREACH/EDUCATION PROGRAMS

Sponsorships:

SUMMER PROGRAM SPONSOR.....\$4,000

SENIOR PROGRAM SPONSOR..... \$4,000

Contact Sarah Wilson at ed@depottheatre.org discuss other creative options!

DEPOT THEATRE PLAYBILL ADVERTISEMENTS

Playbill ads will be included in both the main stage playbill, which is printed and distributed at every performance and available on site all summer, AND is also available digitally for years to come.

AS A BONUS, all playbill ads will also be included in the Depot Theatre Academy summer program playbill!

Full page... .. \$750
 Business Card Size (1/8 page).....\$150

Half page:\$500
 Quarter page: (horizontal only)...\$250

SPONSORSHIP/PLAYBILL AD ORDER FORM

Business Name: _____

Contact Person: _____

Contact E-mail/Phone: _____

Mailing Address: _____

Website: _____

YES! I would like to be a Depot Theatre sponsor

Type of sponsorship _____

YES! I would like to buy a Playbill/Program advertisement

SIZE _____

My business will provide artwork by June 1st.

Please design a text-only ad for me using the information provided (no images).

My check payable to "The Depot Theatre," is enclosed.

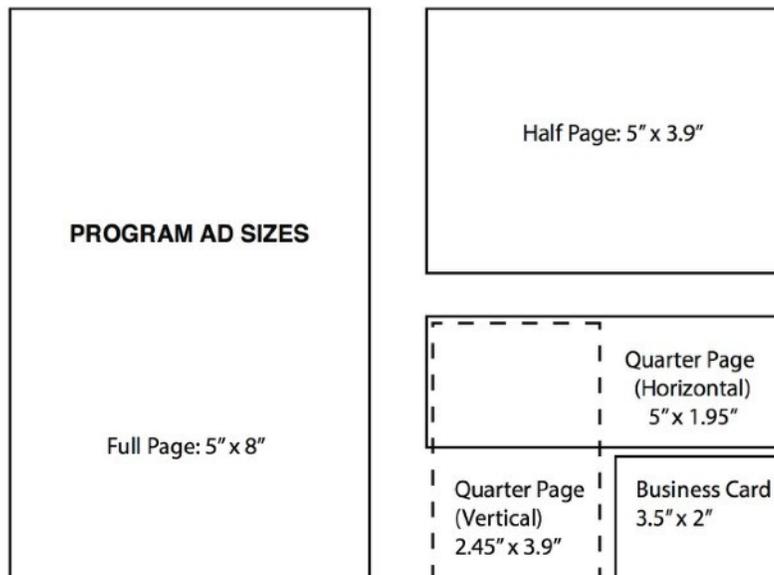
Please charge my credit card as follows:

Total amount enclosed or to be charged: \$ _____

Name: _____

Number: _____ Exp: _____ CCV: _____

Signature: _____



SEND TO: Depot Theatre, PO BOX 414, Westport, NY 12993