

# SPONSORSHIP INVITATION

ACADEMY OF MUSIC



# 2025.26 SEASON SERIES

#THISISYOURACADEMY

274 Main Street • Northampton, MA 01060 | 413.584.9032 | aomtheatre.com

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## BOARD OF TRUSTEES

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## MANAGEMENT

Debra J'Anthony  
Executive Director

Dear Friend of the Academy,

We invite you to showcase your brand and connect with engaged audiences by sponsoring the Academy of Music Theatre's 2025-26 Season Series!

Join us in bringing live performances, community events, and educational programs to over 60,000 attendees each season. As a sponsor, you'll connect with a vibrant audience while helping us expand our reach by welcoming even more engaged participants this year.

The 2025.26 Season Series is bigger than ever, featuring an original Academy production of **Andy Warhol in Iran** by playwright Brent Askari and directed by Linda McInerney; this show is a thought-provoking drama about art, revolution, and discovering a world beyond yourself. We also will present several international touring productions. The first, **Leonardo! A Wonderful Show About a Terrible Monster** was created by the Emmy Award-winning Manual Cinema and uses hundreds of puppets and songs to bring Mo Willems' beloved books to life. **Hold On To Your Butts** is a parody of the greatest dinosaur film of all time and is produced by the critically-acclaimed Recent Cutbacks. In addition to these unique shows, we bring back our community's favorites: the eleventh annual **Best of Valley Voices Story Slam**, the fourth annual **Academy Regional Youth Poetry Slam**, our second annual **Stitch 'N Fix** series, three **Academy Youth Productions** in the Fall and Spring, and numerous theatre education programs that support the wellness of our youth and community through the transformative power of the arts.

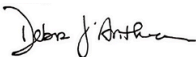
Our community gathers at the Academy to enjoy spectacular national touring acts right in their own backyard. After long days and busy weeks, they recharge, reconnect with one another, and renew their enthusiasm for the world through the arts—music, dance, theatre, spoken word, film screenings, and more. As a sponsor, you help ensure that all who come to the Academy feel belonging and respite.

Sponsors' names will appear on promotional materials, including our website and our bi-monthly e-newsletter, which reaches more than 60,000 patrons per blast. Your ad will be included in our season's **Interactive Digital Program Guide**, ensuring that our patrons recognize your commitment to keeping the arts alive. Sponsorship will also include your name in lights on the Academy marquee, seen by approximately 14,000 cars and pedestrians daily.

**Your support for the Academy's 2025.26 Season Series mean more than ever.** The generosity of local businesses and individuals ensures that our community receives entertainment and transformative experiences of the highest quality.

On behalf of the artists, Board, and staff of the Academy of Music Theatre, I thank you for playing a critical role in our community through your generosity. I look forward to welcoming you back to the theater in this spectacular season!

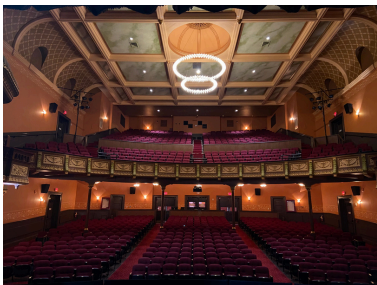
Sincerely,



Debra J'Anthony, Executive Director



# ACADEMY OF MUSIC WHAT IS THE ACADEMY?



In the late 19th century, Edward H.R. Lyman, a philanthropist and Northampton native, had a vision for a new venue for culture and theater in his hometown. On May 23, 1891, the then 1,000-seat Academy of Music Theatre opened its doors to the public for the first time. One year later, Lyman deeded the Academy to the Citizens of Northampton, making it the first municipally-owned theater in the nation.

The theater quickly became a favorite stop on tours of leading troupes and big-name performers: legendary French actress Sarah Bernhardt, film star Mae West, and illusionist Harry Houdini all performed at the Academy in the early 20th century.

The Academy evolved over time. With the introduction of film in the 1930s, the Academy ran the latest in silent film, soon followed by talkies, as well as presenting live entertainment. By the 1970s, with 816 seats, the theater was regularly screening first-run films. In the late 1980s, with the introduction of the multiplex, the Academy was faced with creating a new business model.

Today, the Academy of Music Theatre has been revitalized as a venue for live theater, dance, film, music, and arts education. It is also home to resident companies and partners, including Pioneer Valley Ballet, Valley Light Opera, Signature Sounds, the Northampton Arts Council, and NEPM. The Academy continues to present national and international artists and produce a variety of children's programs.



# WHAT AUDIENCES ARE SAYING



One of the most beautiful venues ever!



I love that it's within walking distance to dining and drinking.



Historic, well-run venue in a fantastic town.



Great vibe!



We are so lucky to have the Academy of Music in Northampton. It is so historical and able to attract wonderful and varied acts from around the world.



We love visiting Northampton and dining nearby. We have seen top-level performers!

## #THISISYOURACADEMY

connect to vibrant audiences through  
edge-of-your-seat entertainment



Created by the Emmy Award-winning Manual Cinema theatre ensemble and inspired by the beloved children's books of Mo Willems.



Created by the critically-acclaimed Recent Cutbacks and inspired by the greatest dinosaur movie of all time.



Playwright Brent Askari's thought-provoking drama about art, revolution, and discovering a world beyond yourself, directed by Linda McInerney.



The only spoken word poetry competition in Western Mass showcasing the powerful voices of Pioneer Valley high school students!



Thrilling tales by local storytellers who compete for the top prize – Best of Valley Voices! Co-produced with New England Public Media.



A four-part film screening series that brings the crafting community together to work on their favorite projects while enjoying classic films.

# ACADEMY OF MUSIC YOUTH PRODUCTIONS

confidence, empowerment, creativity, and  
community through theatre arts!



A high-energy 30-minute musical for elementary school-aged performers, based on the classic Dodie Smith novel and the beloved Disney films.



Disney's worldwide phenomenon is taking Broadway Junior by (snow)storm! This magical 60-minute musical features young performers ages 9-16!



Harvard's beloved blonde takes the stage by glittery pink storm in this fun and upbeat adaptation of the hit film and award-winning Broadway musical.





# 5 GREAT REASONS

# TO SPONSOR AND ADVERTISE WITH THE ACADEMY

## showcase your brand in new ways

Sponsoring the arts connects your business with fresh, creative opportunities to engage new customers.

## seamless brand integration

We handle the details, from on-site signage to digital promotion, so your brand gets premium exposure without the extra workload.

## strengthen community ties

Align your brand with a beloved cultural institution, showcasing your commitment to the arts and deepening connections with local audiences.

## stand out with exclusive perks

Enjoy VIP benefits, premium networking opportunities, and exclusive access to high-profile events that set your brand apart.

## boost brand prestige

Sponsoring the Season Series elevates your business as a leader in supporting the arts, enhancing brand credibility and recognition.



# SPONSORSHIP OPPORTUNITIES

## Marquee Sponsor | \$7,500 | 15 events | 12k live reach



- Name on the Academy marquee Sept-June
- E-Newsletter inclusion (logo/link), full season, bi-monthly, and event-specific E-blasts
- Sponsor webpage (logo/250-word description/link), Home/Series/Event pages (logo/link)
- Social Media individually dedicated "thank you" static image post or two (2) collaborative reels
- Advertisement (full page) in our innovative Interactive Digital Program Guide linking to your website
- Logo on all printed materials
- Four (4) tickets and VIP seating to each of the five (5) Season Series productions
- Invitations to all pre-show receptions and exclusive meet-the-artists opportunities
- Verbal acknowledgment live on stage at each event
- Speaker opportunity: Welcome audiences with a curtain speech at a Series show (optional)

## Rising Star Sponsor | \$2,500 | 3 events | 2.4k live reach



- Name on the Academy marquee one (1) month before each Academy Youth Production
- E-Newsletter inclusion (name/link), full season, bi-monthly, and (logo/link) in show-specific E-blasts
- Sponsor webpage (logo/125-word description/link), Youth Productions/event pages (logo/link)
- Social Media individually dedicated "thank you" static image post or collaborative reel
- Advertisement (full page) in our innovative Interactive Digital Program Guide linking to your website
- Logo included in event-specific printed materials
- Four (4) tickets to each of your three (3) sponsored events
- Invitations to pre-show receptions for your sponsored event
- Verbal acknowledgment live on stage at your sponsored event
- Speaker opportunity: Welcome audiences with a curtain speech at a youth show (optional)

## Stitch 'N Flix Sponsor | \$1,500 | 4 events | 1.6k live reach



- Name on the Academy marquee throughout January and February 2026
- E-Newsletter inclusion (logo/link) in show-specific E-blasts only
- Sponsor/Event pages (logo/link)
- Social Media "thank you" static image post or collaborative reel
- Advertisement (half page) in our innovative Interactive Digital Program Guide linking to your website
- Name included in show-specific printed materials.
- Two (2) tickets to each of your four (4) sponsored events
- Invitations to host pre-show events, such as pop-up shops, workshops and demonstrations
- Verbal acknowledgment live on stage at your sponsored event
- Speaker opportunity: Welcome audiences with a curtain speech at a screening (optional)

## Headliner Sponsor | \$2,500 | 1 event | 800 live audience reach

- Name on the Academy marquee one (1) month before each event
- E-Newsletter inclusion (name/link), full season, bi-monthly, and (logo/link) in show-specific E-blasts
- Sponsor page (logo/125-word description/link), Series/Event pages (logo/link)
- Social Media individually dedicated "thank you" static image post or collaborative reel
- Advertisement (full page) in our innovative Interactive Digital Program Guide linking to your website
- Logo included in event-specific printed materials
- Six (6) tickets to your sponsored event
- Invitations to pre-show receptions/exclusive meet-the-artists opportunities for your sponsored event
- Verbal acknowledgment live on stage at your sponsored event

## Curtain Raiser Sponsor | \$1,500 | 1 event | 800 live reach

- Name on the Academy marquee for two (2) weeks leading up to your sponsored event
- E-Newsletter inclusion (logo/link) in show-specific E-blasts only
- Sponsor/Event webpages (logo/link)
- Social Media "thank you" static image post with other Curtain Raiser Sponsors
- Advertisement (half page) in our innovative Interactive Digital Program Guide linking to your website
- Name included in show-specific printed materials.
- Four (4) tickets to your sponsored event
- Invitations to pre-show receptions/exclusive meet-the-artists opportunities for your sponsored event
- Verbal acknowledgment live on stage at your sponsored event



## Showcase Sponsor | \$750 | 1 event | 800 live audience reach

- Name on the Academy marquee for one (1) week leading up to your sponsored event
- E-Newsletter inclusion (name/link) in show-specific E-blasts only
- Sponsor/Event page (name/link)
- Social Media "thank you" static image post with other Showcase Sponsors
- Advertisement (1/3 page) in our innovative Interactive Digital Program Guide linking to your website
- Two (2) tickets to your sponsored event
- Invitations to pre-show receptions/exclusive meet-the-artists opportunities for your sponsored event
- Verbal acknowledgment live on stage at your sponsored event

## Contact

**ALIANA DE LA GUARDIA**

**Development & Communications Manager**

**[adelaguardia@aomtheatre.com](mailto:adelaguardia@aomtheatre.com)**

**413.584.9032 x 101 (o) | 201.952.6735 (m)**

# PROGRAM AD SIZES

## interactive digital playbill advertising

all ads are in color, can include animation, and click through to your website!



### Full Page Ad

8.5" w x 11" h  
portrait orientation



### Half Page Ad

8.5" w x 5.5" h  
landscape orientation



### 1/3 Page Ad

8.5" w x 3.5" h  
landscape orientation

Your ad will appear in the Academy's innovative Interactive Digital Playbill that can include animated graphics and clicks through to your business website!

#### Contact:

Aliana de la Guardia

Development & Communications Manager

[adelaguardia@aomtheatre.com](mailto:adelaguardia@aomtheatre.com)

413.584.9032 x 101 (o) | 201.952.6735 (m)

**PAY ONLINE**



# SPONSORSHIP COMPARISON

SPONSORSHIP LEVEL	PRICE	EVENTS	MARQUEE	E-BLAST W/ LINK	WEBPAGE	COMP TICKETS	SOCIAL MEDIA	PROGRAM AD	PRINT PROMO	VIP EVENTS	LIVE THANKS	SPEAKING OPP.
MARQUEE	\$7,500	15	SEP-JUN	28+	18+	20	INDIV. POST	FULL	LOGO	YES	YES	YES
RISING STAR	\$2,500	3	3 MO.	20+	5+	12	INDIV. POST	FULL	LOGO	YES	YES	YES
STITCH 'N FLIX	\$1,500	4	2 MO.	10+	4	8	INDIV. POST	HALF	NAME	YES	YES	YES
HEADLINER	\$2,500	1	1 MO.	15+	3	6	INDIV. POST	FULL	LOGO	YES	YES	✗
CURTAIN RAISER	\$1,500	1	2 WKS	3+	2	4	GROUP POST	HALF	NAME	YES	YES	✗
SHOWCASE	\$750	1	1 WK	3+	2	2	GROUP POST	1/3	✗	YES	YES	✗

# VISIBILITY AND POTENTIAL REACH

marquee visibility	<b>your name “in lights” on the Academy marquee</b>	<ul style="list-style-type: none"><li>~ 12k - 13k vehicles pass p/day</li><li>~ 1.6k - 1.8k pedestrians pass p/day</li><li>~ 4.3M vehicles p/season</li><li>~ 613k pedestrians p/season</li></ul>
e-newsletter	<b>logo placement ensures better visibility for your company</b>	<ul style="list-style-type: none"><li>&gt; 65k users p/blast</li><li>&gt; 130k reach p/month</li><li>&gt; 1.56M reach p/year</li></ul>
website	<b>a newly redesigned Academy website with improved SEO</b>	<ul style="list-style-type: none"><li>&gt; 2M views p/year</li><li>&gt; 3.1M event count p/year</li><li>&gt; 300K new users p/year</li><li>&gt; 43K returning users p/year</li></ul>
social media	<b>anticipated increased reach and followership through Paid Social</b>	<ul style="list-style-type: none"><li>&gt; 13.2k combined followers</li><li>&gt; 490K views p/year</li><li>&gt; 432K reach p/year</li><li>&gt; 4.8K content interaction p/year</li></ul>
interactive digital playbill	<b>enhanced reach with the ability to click-through to your website</b>	<ul style="list-style-type: none"><li>&gt; 5k visits p/season</li><li>&gt; 6% click-through rate to websites</li></ul>
printed & press materials	<b>exclusive recognition send to audiences and media sources</b>	<ul style="list-style-type: none"><li>&gt; 4k season mailers sent</li><li>&gt; 1k rack cards distributed</li><li>&gt; 500 posters distributed</li><li>&gt; 9 press release announcements</li><li>&gt; 200 media contacts</li></ul>

# WHAT WE KNOW ABOUT OUR AUDIENCES

from a 2025 audience survey with over 400 responses, and information we've garnered over the years, we know that...

attendance	how often they attend and events that draw them in	<ul style="list-style-type: none"><li>&gt; 98% have attended more than once</li><li>&gt; 78% attend live events monthly or more</li><li>&gt; 93% come for live concerts (classical, rock, etc.)</li><li>&gt; 58% come for live theater (plays, musicals, etc.)</li><li>&gt; 41% come for film screenings</li></ul>
location	where they come from	<ul style="list-style-type: none"><li>&gt; 65% reside within a 25-mi radius</li><li>~ 35% come from farther away</li></ul>
enjoyment	what they love about the Academy	<ul style="list-style-type: none"><li>Historic charm and atmosphere</li><li>Variety of performances and events</li><li>Quality of productions and performances</li><li>Location and accessibility</li></ul>
importance	most important when attending an event	<ul style="list-style-type: none"><li>Performer lineup/cast</li><li>Venue atmosphere/comfort/sound</li><li>Ticket price/value</li></ul>
wants	what incentivizes our audience	<ul style="list-style-type: none"><li>Discounts</li><li>Easy purchasing</li><li>Easy parking and transportation</li><li>Amenities and comfort</li><li>Dining options</li><li>VIP Experiences</li></ul>

# WHAT AMERICA IS SAYING

## americans speak out about the arts - americans for the arts 2023 public opinion poll

### OUT-OF-SCHOOL ARTS EDUCATION IS IMPORTANT, TOO.

86% of the public agrees that the arts should be taught outside of the classroom and in the community.

### THE ARTS BUILD SOCIAL COHESION.

72% of Americans agree that "Arts and culture events are safe spaces to share thoughts and ideas, even when others have different views."

### ENGAGING IN THE ARTS MAKES US FEEL CREATIVE & INSPIRED.

Two-thirds of Americans agree, "The arts make me a more creative person."

### ARTS AND CULTURE UNIFY COMMUNITIES.

72% believe that "Arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities."

### WE MAKE ART IN OUR PERSONAL TIME.

Half of all Americans are personally involved in artistic activities (48%), such as painting, singing in a choir, making crafts, writing poetry, or playing music.

### AMERICANS SAY CURRENT FUNDING TO THE NATIONAL ENDOWMENT FOR THE ARTS IS NOT ENOUGH.

54% of Americans approve of the federal government increasing National Endowment for the Arts funding from 62 cents to \$1 per person.

READ MORE





# OUR IMPACT AND HOW WE GIVE BACK

## \$4.92 Million in FY23 Consumer Spending and Ticket Sales

We provide a major economic impact to the city of Northampton and surrounding towns. As a leading visitor destination, our value is based not only on total ticket sales, but also on the consistent delivery of visiting patrons to downtown Northampton and its shops and restaurants. Please note the following total economic impacts for FY2023 (July 1, 2022 - June 30, 2023):

- Over 60,000 patrons served with over 125 ticketed and free events
  - \$4.92 million in annual spending and purchases:
  - \$1.67 million in ticket sales
  - \$1.2 million in meals and beverages revenues
  - \$1.3 in hotel/motel revenues
  - \$750,000 in hotel guest spending
- \$284,000 in total tax revenues to State and City
- \$88,000 in city tax revenues and \$196,000 in state tax revenues (meals, hotel, sales tax)

## invested in supporting neighboring businesses and families

The Academy of Music Theatre is invested in supporting neighboring businesses and families. Providing a venue for the community to gather, we participate in many downtown events, including:

- The Northampton Ice Art and Chalk Art Festivals
- Back Porch Festival
- Northampton Jazz Festival
- Hampshire Pride Parade

In addition to our events, we ensure affordable rental rates for numerous local non-profit arts, social, and educational organizations by covering the cost through our sponsorships, advertisers, and fundraising efforts. In the same vein, our hall is offered at no rental charge for some traditional community and educational events, consulting services for our renters are provided at no cost, helping local artists and arts organizations create successful productions, such as:

- First Night Northampton
- Public school concerts
- KidsBestFest and Youth Film (co-produced with the Northampton Arts Council)
- Resident Companies and Partners

Our Community Tickets Program offers free and discounted tickets to local non-profit organizations providing important services and resources to our community. We also participate in the Card to Culture Program through Mass Cultural Council, which offers free and discounted admission to patrons with a valid EBT, WIC, or ConnectorCare card with over 400 C2C tickets claimed in 2024.



ACADEMY OF MUSIC



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