

BROADWAY SACRAMENTO



Company of HAMILTON. Photo by Joan Marcus.  
Company of CHARLIE AND THE CHOCOLATE FACTORY. Photos by Jeremy Daniel.

## SHOW SCHEDULE

### Broadway On Tour

2021

**HAMILTON**

SEP 15 - OCT 10, 2021

**AN OFFICER AND A GENTLEMAN**

NOV 2 - 7, 2021

**CHARLIE AND THE CHOCOLATE FACTORY**

DEC 28, 2021 - JAN 2, 2022

2022

**ANASTASIA**

FEB 1 - 6, 2022

**WICKED**

MAR 30 - APR 24, 2022

**TOOTSIE**

MAY 17 - 22, 2022

## AUDIENCE DEMOGRAPHICS

Theatre patrons are educated, affluent and believe entertainment and luxuries are a necessary part of living.

- 70% female
- 89% 35+ years old
- Average age is 53.8
- Average household income \$100,000
- 74% are college educated
- 31% hold advanced degrees

Our theatre audiences are active, engaged and loyal. They'll respond to your message. Additionally, your support of BWS, a nonprofit organization that offers the Sacramento community valuable theatre education programs, will be viewed favorably by your customers.

### Broadway At Music Circus

2022

**KINKY BOOTS**

JUN 14 - 19, 2022

**CAROUSEL**

JUN 28 - JUL 3, 2022

**KISS ME, KATE**

JUL 12 - 17, 2022

**SOMETHING ROTTEN!**

JUL 26 - 31, 2022

**THE SECRET GARDEN**

AUG 9 - 14, 2022

**THE COLOR PURPLE**

AUG 23 - 28, 2022

## ABOUT THE COMPANY

Broadway Sacramento (BWS) is the largest nonprofit musical theatre company in California. Since establishing the summer Broadway At Music Circus series in 1951, BWS has grown to become the most successful performing arts organization in Northern California. Broadway At Music Circus and Broadway On Tour entertain approximately 250,000 patrons every year.



## IMPRESSIONS

- 12,000+ season ticket buyers
- 155,000 average tickets sold each year
- Established 1989
- Largest performing arts event in the Sacramento Region
- Broadway Equity National Tours
- Average ticket price range: \$25 - \$102
- Performances held at the newly-renovated SAFE Credit Union Performing Arts Center (formerly Community Center Theater)

## BROADWAY ON TOUR RATES

### 6-SHOW 2-SEASON PACKAGES

12 WEEKS - estimated attendance of more than 155,000

### 2021

**HAMILTON** (4 weeks)  
**OFFICER** (1 week)  
**CHARLIE** (1 week)

### 2022

**ANASTASIA** (1 week)  
**WICKED** (4 weeks)  
**TOOTSIE** (1 week)



### FULL PAGE COLOR

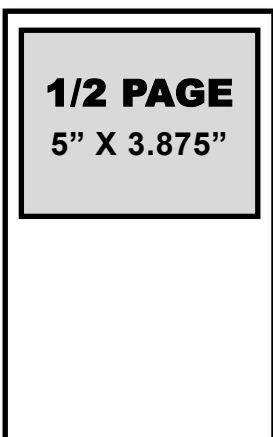
#### SEASON RATES

Interior	\$10,000
Opposite company	\$13,800
Opposite scenes	\$16,000
Inside front cover	\$16,000
Back cover	\$21,000

#### WEEKLY RATES

Interior	\$2,800
Opposite company	\$3,600
Opposite scenes	\$4,200
Inside front cover	\$4,200
Back cover	\$5,300

*Premium locations FULL PAGE ONLY, priority to 6-show season package*



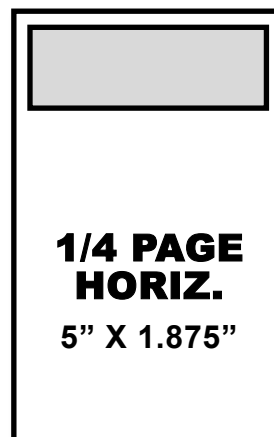
### HALF PAGE COLOR

#### SEASON RATE

Interior - \$5,500

#### WEEKLY RATE

Interior - \$1,400



### QUARTER PAGE COLOR

#### SEASON RATE

Interior - \$3,000

#### WEEKLY RATE

Interior - \$700

**CONTACT:** Elisabeth Thomas  
 (916) 447-5880 X. 112  
 ethomas@broadwaysacramento.com



## IMPRESSIONS

- Nearly 10,000 season ticket buyers
- 100,000 average tickets sold each year
- Performances at 1419 H Street
- Established 1951
- The largest continually operating musical theatre-in-the-round in the country
- Formerly an open air theatre under a tent
- Now a comfortable, indoor, air-conditioned theatre
- Family friendly atmosphere with a large outdoor courtyard lobby
- Professional Equity theatre
- Performers cast from New York, Los Angeles and Sacramento
- Ticket price range: \$40 - \$100

## BROADWAY AT MUSIC CIRCUS RATES

### 6-SHOW SEASON PACKAGES

6 WEEKS - estimated attendance of more than 100,000 (all performances 1 week)

2022

KINKY BOOTS  
CAROUSEL

KISS ME, KATE  
SOMETHING ROTTEN!

THE SECRET GARDEN  
THE COLOR PURPLE



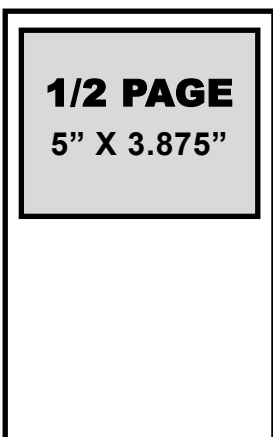
### FULL PAGE COLOR

#### SEASON ONLY

Interior	\$7,500
Opposite company	\$8,600
Opposite scenes	\$8,600
Inside front cover	\$10,000
Back cover	\$14,900

*Premium locations*

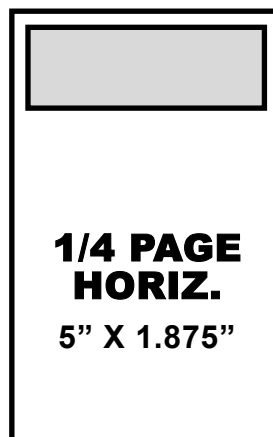
**FULL PAGE ONLY**



### HALF PAGE COLOR

#### SEASON ONLY

Interior - \$4,000



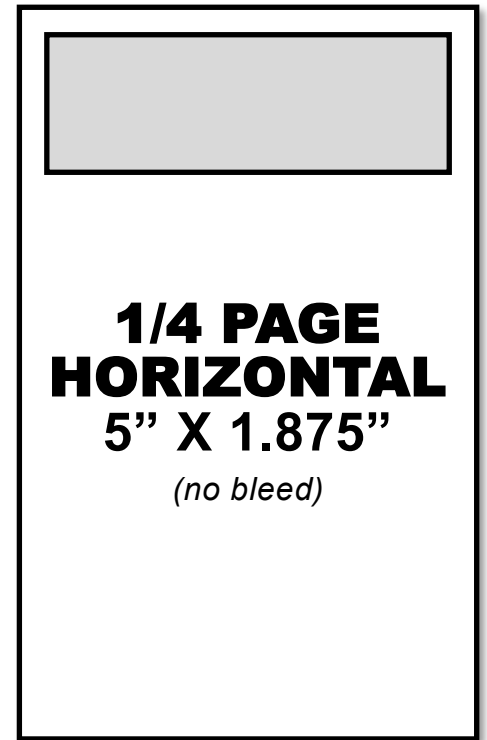
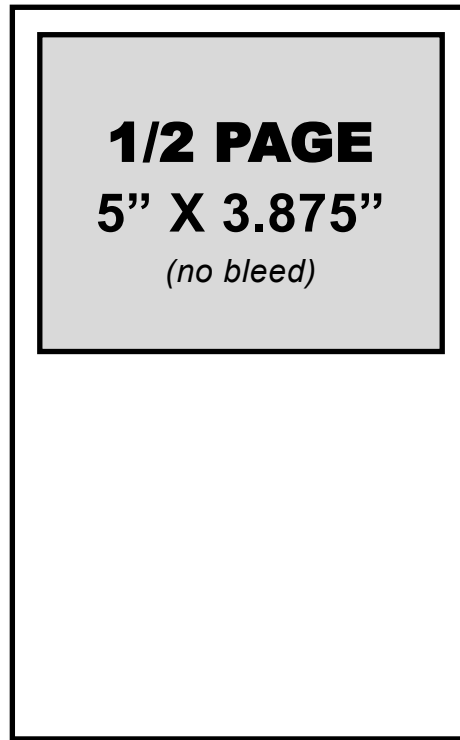
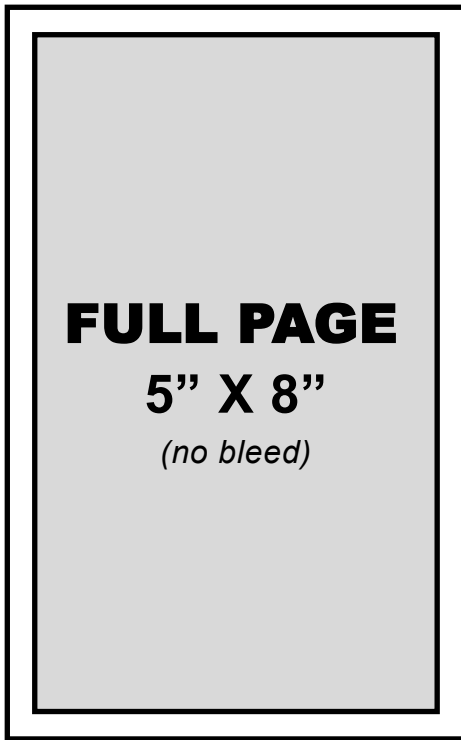
### QUARTER PAGE COLOR

#### SEASON ONLY

Interior - \$2,150

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## DIGITAL GUIDELINES

### PREFERRED FILE FORMAT:

### PDF - Adobe Acrobat

- Images should be saved in "high" or "press" resolution (300 dpi).
- Please be sure that fonts have been embedded.
- PDF files created in Illustrator, Photoshop or InDesign.

### ELECTRONIC DELIVERY:

### E-MAIL

- Files smaller than 3MB should be emailed to [ethomas@broadwaysacramento.com](mailto:ethomas@broadwaysacramento.com)

### UPLOAD/FILE SHARING

- Send link via dropbox [ethomas@broadwaysacramento.com](mailto:ethomas@broadwaysacramento.com)

<b>SHOW</b>	<b>DUE</b>	<b>SCHEDULE</b>
<b>HAMILTON</b>	<b>AUG 26</b>	SEP 15 - OCT 10, 2021
<b>OFFICER ... GENTLEMAN</b>	<b>OCT 21</b>	NOV 2 - 7, 2021
<b>CHARLIE ... FACTORY</b>	<b>DEC 10</b>	DEC 28, 2021 - JAN 2, 2022
<b>ANASTASIA</b>	<b>JAN 20</b>	FEB 1 - 6, 2022
<b>WICKED</b>	<b>MAR 17</b>	MAR 30 - APR 24, 2022
<b>TOOTSIE</b>	<b>MAY 5</b>	MAY 17 - 22, 2022
<b>MUSIC CIRCUS 2022</b>	<b>MAY 24</b>	JUNE 14 - AUG 28, 2022



Edward Cuellar as Graffiti Pete, Gerald Caesar as Benny, Rodolfo Soto as Usnavi and David Merino as Sonny in the Broadway At Music Circus production of *IN THE HEIGHTS* at the Wells Fargo Pavilion 2019.  
Photo by Charr Crail.

## **TERMS AND CONDITIONS**

### **Credit and Payment Terms**

Payment in advance is required unless explicit payment plan is agreed to within this contract. All past due accounts will be invoiced at the beginning of each month. Overdue accounts (30 days past due) may be charged a 1.5% interest rate per month (18% annually). Broadway Sacramento will withhold publication of advertisement if more than 60 days past due.

### **Acts of God**

In the event of flood, fire, earthquake, strike or other emergencies this contract shall be waived for the period of time, and neither Broadway Sacramento nor the Advertiser shall be liable for damages.

### **Circulation**

Advertiser is contracting with Broadway Sacramento for inclusion in performance programs (the playbill) regardless of actual audience attendance. The theatre makes the best effort to estimate circulation size based upon season schedule and recent attendance trends. The theatre makes no guarantee to actual attendance and is not liable for circulation shortfalls. Cancellation of productions or performances will result in a pro-rated adjustment to the contract and a credit applied for future advertising contracts.

### **Copy and Contract Regulations**

Advertising space ordered under contract may not be used in the interest of any other than the advertiser named on the contract.

Advertising called by the advertiser/agency after the art deadline will be subject to a penalty of 33% of the contract. An advertiser's failure to meet the deadline for art delivery is considered a cancelled advertisement.

Camera-ready advertisement is defined as artwork that requires no alteration by the theatre publisher, including resizing, editing, typesetting, conversion or otherwise making additions or deletions to the ad. Broadway Sacramento reserves the right to charge for alterations to advertising at a rate up to \$50 per hour. Further, Broadway Sacramento may cancel submitted advertising that does not meet provided specifications.

If a contract is cancelled by the advertiser prior to fulfillment, the contract may be recalculated based upon the published rate card in light of the actual insertion.

Theatre publisher reserves the right to revise or reject any advertisement that closely resembles editorial matter that is deemed objectionable in appearance or subject matter or that is questionable in standard business ethics or public policy. The publisher reserves the right to insert the word "advertisement" above any copy.

Broadway Sacramento has contractual relationships with national touring producers, theatrical licensors and sponsors that may supersede this contract. The publisher reserves the right to cancel any advertising contracts that conflict with the best business interests of Broadway Sacramento.

If an error in advertising copy, size or omission occurs which is the fault of Broadway Sacramento and the advertiser notifies the theatre of said error within two weeks of publication, one of the following remedies may be offered: Broadway Sacramento may offer a "make good" advertisement in the next available issue following disclosure of the error or the theatre may cancel charges for the portion of the advertisement rendered valueless by the error.

Broadway Sacramento cannot assume further responsibility for mistakes after one or more of the remedies listed above have been employed and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. In no event will the theatre be liable for any costs, damages or loss (including without limitation loss of projected earnings) directly or indirectly arising from errors in advertisements or ad placement or failure to publish an advertisement or circulate all or part of an issue.

It is agreed that the advertiser/agency will indemnify and save the theatre harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

Advertiser represents to the theatre that advertiser and its agents, if any, have the full legal right to publish, in their entirety, all advertisements submitted for publication hereunder, including the use of copyrights, trademarks and likenesses, and by publishing any of such advertisements theatre will not violate the rights of any person or any federal, state, or local statutes or rules and regulations of any applicable federal, state or local authority, and advertiser agrees to indemnify theatre, and hold it harmless from and defend it against any losses, expenses, suits of claims (and any and all costs and claims, including without limitation, attorney's fees) which publisher may incur and which arise out of the publication by it of any such advertisements, including, without limitation of the foregoing, any claims of libel, violation of rights of privacy, plagiarism, unfair competitions of trade practices, or copyright and/or trademark infringement.

Broadway Sacramento has the right to reject or cancel any advertising which, in our opinion, does not conform to the standards of the publication.

**By signing the attached advertising invoice, you are agreeing to the above terms and conditions.**

1510 J STREET, SUITE 200 SACRAMENTO, CA 95814 · PHONE: (916) 446-5880 · FAX: (916) 446-1370 · BROADWAYSACRAMENTO.COM

**RICHARD LEWIS PRESIDENT/C.E.O. · SCOTT KLIER PRODUCING ARTISTIC DIRECTOR/C.O.O.**