

contemporaryamericantheaterfestival

AT SHEPHERD UNIVERSITY

New American theater begins at the Contemporary American Theater Festival. Proud to call Shepherdstown, WV home, CATF has been nationally recognized for over three decades for its impact on the American theater.

Since its founding in 1991, the Festival has produced 148 new plays, including 67 world premieres and 11 commissions. Over 50% of the Festival's plays were written by women. Plays produced at CATF have gone on to have robust lives including regional productions, Broadway and Off-Broadway productions, and film adaptations.



Named as one of the top theater festivals in the world, by publications such as *The New York Times*, *American Theatre*, and *World Guide*, the Contemporary American Theater Festival shapes the future of American theater. Each summer, the Festival produces a repertory of bold, new plays that spotlight daring and diverse stories, in a truly fearless fashion.

In a supportive and inclusive environment, CATF celebrates the dynamic between the artist, the audience, and the work. Comprised of lectures, stage readings, and more, the **talktheater** series provides opportunities to discuss issues and themes raised in the season's plays. This vibrant pairing of contemporary plays and invigorating discourse fosters a unique and unforgettable experience.



INVESTING in the arts means investing in your community.

"The Contemporary American Theater Festival is a significant contributor to the region's economy - one that generates \$5.86 million in total economic activity. This economic impact study sends a strong signal that when we support the Contemporary American Theater Festival, we not only enhance our quality of life, but we also invest in the region's economic well-being."

-AMERICANS FOR THE ARTS,
ARTS & ECONOMIC PROSPERITY 5

"Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues. The arts also make our cities a destination for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods."

-MAYOR MICK CORNETT, PRESIDENT,
UNITED STATES CONFERENCE OF MAYORS

THINKTHEATER2026

Become a CATF BUSINESS PARTNER

We can't wait to be back on the stage and share the 2026 Season with you!

By partnering with CATF, you will receive:

An advertisement in CATF's printed and digital program and preferred listing on CATF's website which includes a short description about your business, link to your website, phone number, and address.

PLUS! You'll receive **two complimentary tickets** to be used for any show, subject to availability.

PLUS! You and all of your employees can use code **PARTNER40** to unlock **\$40 tickets** to all of the plays in the season.

PLUS! Business Partners who purchase a **half or full page ad** will also be listed in every CATF email that features the 2026 season.

2026 SEASON SNAPSHOT

JULY 10 - AUG 2

87

PERFORMANCES

5

PRODUCTIONS

40 SPECIAL
EVENTS

3 VENUES

AUDIENCE QUOTES

"I really love Shepherdstown and the longer I've come, the more I've found..."

"Whenever I bring someone new, I take them around..."

"...of course, I eat at the restaurants."

AUDIENCES SPEND AN AVERAGE OF **\$238** ON FOOD, SHOPPING, AND LODGING WHILE AT THE FESTIVAL

2025 SEASON STATS

12,500
Tickets issued

71,000
Annual unique website visitors

9,900
Email Subscribers

AUDIENCE BEHAVIORS

96% Dine out

70% Shop

32% Visit/explore
surrounding
towns

AUDIENCE DEMOGRAPHICS

42% Travel less
than 50 miles

48% Travel 50 -
150 miles

10% Travel more
than 150 miles





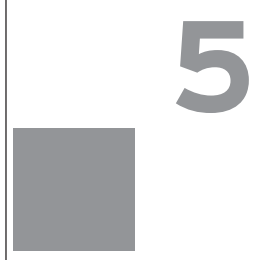


TO BECOME A BUSINESS PARTNER,
SIGN UP ONLINE at CATF.ORG/PARTNERS

CATF.ORG

PRICING & DETAILS

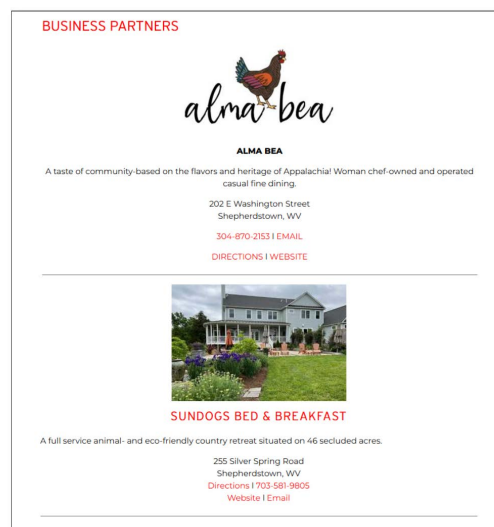
Five options to choose from:

				
\$3000	\$1800	\$1000	\$550	\$350
BACK COVER AD LOBBY RECOGNITION EMAIL LISTINGS	INSIDE FRONT/BACK COVER AD LOBBY RECOGNITION EMAIL LISTINGS	FULL PAGE AD EMAIL LISTINGS	HALF PAGE AD EMAIL LISTINGS	QUARTER PAGE AD
COLOR SIZE: 7.5" x 7.5"	COLOR SIZE: 7.5" x 7.5"	BLACK & WHITE SIZE: 7.5" x 7.5"	BLACK & WHITE SIZE: 7.5" x 3.687" horz or 3.687" x 7.5" vert	BLACK & WHITE SIZE: 3.687" x 3.687"

Samples of the Season Program ads:



Samples of listings
on our website:



TO BECOME A BUSINESS PARTNER, SIGN UP ONLINE AT **CATF.ORG/PARTNERS**
Scan the code to sign up and pay online and to view the 2024 program:



DEADLINES:

SPACE RESERVATION BY **MAY 20**

ARTWORK BY **MAY 25**

(300dpi/High Resolution PDF/JPG)

Reserve your space at catf.org/partners

Deliver final art files to ads@catf.org

For more information: ads@catf.org | catf.org/partners