

contemporaryamericantheaterfestival

AT SHEPHERD UNIVERSITY

DISCOVER THE ULTIMATE THEATER EXPERIENCE in Shepherdstown, the oldest town in West Virginia, where the Contemporary American Theater Festival produces the newest plays in America.

Since its founding in 1991, the Festival has produced 139 new plays, including 61 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 six bold, new plays in rotating repertory, allowing patrons to experience six plays in as little as two days. The plays produced at the Festival spotlight daring and diverse stories, in a truly fearless fashion.

CATF celebrates the dynamic between the artist, the audience, and the work. Comprised of lectures, films, 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

THINKTHEATER2022

Become a CATF BUSINESS PARTNER

We can't wait to be back on the stage and share the 2022 Season with you!

By partnering with CATF, you will receive:

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

PLUS! Two complimentary tickets to either *Whitelisted* or *The Fifth Domain*. (Excludes Opening Night.)

PLUS! You and all of your employees can use code **PARTNER24** to order **\$24 tickets** to any of the six plays in our repertoire.



TO BECOME A BUSINESS PARTNER, PLEASE COMPLETE THE FORM ON REVERSE OR SIGN UP ONLINE at **CATF.ORG/PARTNERS**

2019 SEASON STATS

18,500

Tickets sold

41,000

Annual unique visitors to website

PATRON BEHAVIORS

96% Dine out

70% Shop

32% Visit/explore surrounding towns

PATRON DEMOGRAPHICS

42% Travel less than 50 miles

48% Travel 50 - 150 miles

10% Travel more than 150 miles

2022 SEASON SNAPSHOT

JULY 8 - 31

PREVIEWS: JULY 3 - 5

113 PERFORMANCES

SIX PLAYS

IN ROTATING REP

41 SPECIAL EVENTS

READINGS, LECTURES, DISCUSSIONS, & MORE

3 VENUES

PATRON 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."

DEADLINES:

SPACE RESERVATION
BY **JUNE 25**

ARTWORK BY **JULY 1**

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

(300dpi/High Resolution PDF/JPG)
Send artwork online: catf.org/partners
or email to jen@edendesignco.com

CATF.ORG

☐ YES! I WANT TO PARTNER WITH CATF.

Please choose your ad size for our digital Season Program:

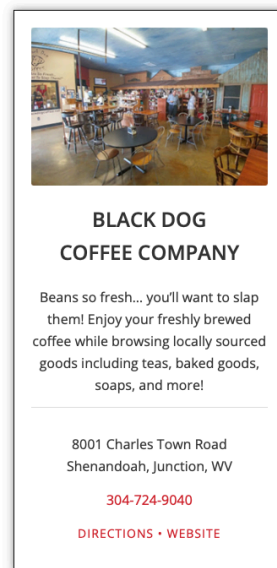
Scan the code below to sign up and pay online and view the 2019 program



\$1000	\$500	\$175	\$100
FULL PAGE AD & RECOGNITION IN ALL 3 LOBBIES	FULL PAGE AD & RECOGNITION IN 1 LOBBY	HALF PAGE AD	QUARTER PAGE AD
SIZE: 7.5" x 7.5"	SIZE: 7.5" x 7.5"	SIZE: 7.5" x 3.687" horz or 3.687" x 7.5" vert	SIZE: 3.687" x 3.687"

Samples of the digital Season Program:

Samples of listings on our website:



*All ads can be full color or black and white. **ARTWORK DUE NO LATER THAN JULY 1**

BUSINESS NAME _____ PHONE _____

EMAIL _____ WEB ADDRESS _____

BUSINESS ADDRESS _____

CONTACT _____ BILLING ADDRESS _____

SHORT DESCRIPTION ABOUT YOUR BUSINESS TO BE INCLUDED ON OUR WEBSITE:

AMOUNT DUE:

☐ \$100 ☐ \$175 ☐ \$500 ☐ \$1000

PAYMENT INFO:

☐ CHECK ENCLOSED - PAYABLE TO CATF

☐ PLEASE BILL MY CREDIT CARD: ☐ VISA ☐ MC ☐ AMEX

NUMBER: _____ EXP. DATE: _____

SIGNATURE _____ CODE: _____

Mail completed form to:
Gabrielle Tokach P.O. Box 429 Shepherdstown, WV 25443

Or, sign up and pay online:
catf.org/partners

For questions or help
with ad design, contact:

Jen Rolston
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jen@edendesignco.com