

# contemporaryamericantheaterfestival

AT SHEPHERD UNIVERSITY

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

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 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, 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

# THINKTHEATER2023

## Become a CATF BUSINESS PARTNER

We can't wait to be back on the stage and share the 2023 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 **PARTNER25** to unlock **\$25 tickets** to all of the plays in the season.

**NEW!** Business Partners who purchase a **half or full page ad** will also be listed in every CATF email that features the 2023 season.

2023 SEASON SNAPSHOT

**JULY 7 - 30**

**101**

PERFORMANCES

**5 PLAYS**

**35** SPECIAL  
EVENTS

**4 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.

### 2022 SEASON STATS

**11,000**

Tickets issued

**51,000**

Annual unique website visitors

**8,500**

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

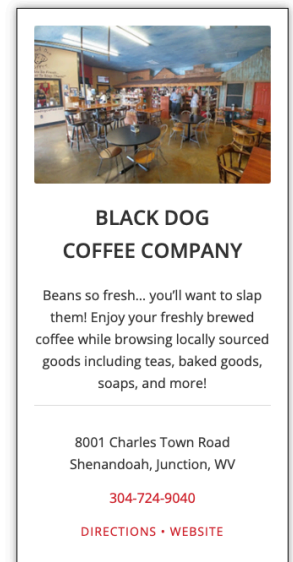
Five options to choose from:

1	2	3	4	5
\$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 2022 program:



## DEADLINES:

SPACE RESERVATION

BY **JUNE 1**

ARTWORK BY **JUNE 15**

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

For questions contact:

**MAYME KUGLER**, AD SALES MANAGER  
[ads@catf.org](mailto:ads@catf.org)

For help designing an ad, contact:

**JEN ROLSTON**, GRAPHIC DESIGNER  
[jen@edendesignco.com](mailto:jen@edendesignco.com)