



For 31 years nearly
2 million patrons
have enjoyed
professional
performances

An economic engine
for the hospitality,
travel, and tourism
industry

The CAC has
proudly hosted
over 2,000 artists
from all over the
world

The average
show costs nearly
\$60,000

The largest
cultural facility
in northcentral
Pennsylvania

Counties served:
Lycoming, Sullivan,
Montour, Tioga,
Union, Columbia,
Clinton, Centre,
Northumberland,
and beyond

An important
recruiting tool for
local businesses—a
thriving theater
attracts new industry
and professionals

PHOTO COURTESY OF STEVE BASKELL

The Community Arts Center opened in 1993 and has continuously operated over those 31 years presenting artists from Aretha Franklin, Ringo Starr, Bonnie Raitt, Willie Nelson, Jerry Seinfeld, Buddy Guy, Mannheim Steamroller, Dancing with the Stars, ZZ Top, Old Crow Medicine Show, Bert Kreischer, Mercy Me, 38 Special, George Thorogood, to Bob Dylan, and so many others. We are also delighted to continue hosting the gifted students of the Uptown Music Collective, the hometown favorites from the Community Theatre League, the incredibly talented performers of the Williamsport Symphony Orchestra, and others.

As we enter our 32nd performance series, we have more great live entertainment coming and as always, we need your support. We hope you will join us in our commitment and consider a sponsorship. So much of our success has been possible due to the generosity of the community that we serve. As the largest public entertainment venue in northcentral PA, I hope you would agree that the Arts Center is a gem, and we are lucky to have such a beautiful space for our community to enjoy.

In recent years, the number of patrons attending and the quality of performances has increased significantly, with artists and attendance comparable to that of the late 1990s. We know that when the marquee lights are on, we are helping to fill local eateries and hotels, delivering cultural and economic impact to the region your business calls home. A sustainable, active theatre makes our region attractive to your employees, new recruits, and clients.

I hope you will take the time to review the sponsorship opportunities and help us honor our mission to enhance the quality of life for our community by proving exceptional programming. A sponsorship now will get you the most for your investment, it will allow us to promote you early and often during our 2025-26 performance series.

Please contact me with your interest by calling 570.327.7657 or by emailing awhite@caclive.com.

I'll see you at a show!



Ana I. Gonzalez-White

College Relations Officer for Community Arts Center Development



CACLIVE.COM



220 West Fourth Street, Williamsport, PA

PUBLIC VISIBILITY

Over the 2024–25 performance series:

More than 70,000 patrons/guests and growing

Website Traffic

- ◆ Event pages had more than 481,625 page views
- ◆ Each event had an average of 7,525 views

Social Media Traffic

- ◆ 20,000+ fans & followers across our social media channels
- ◆ 9.8 million impressions

Email Engagement

- ◆ 39,599 active email recipients
- ◆ 3.7 million emails sent with a 27.98% open rate and a 2.27% click rate

2025-26 PERFORMANCE SERIES SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE

- ◇ Prime tickets to use during the 2025-26 performance series³
- ◇ Logo presence on website Corporate & Business Sponsors page
- ◇ Digital advertising on lobby monitors throughout the theatre and Penn College campus
- ◇ Membership to the Capitol Lounge
- ◇ Invite to 4 member-appreciation events- catered by Le Jeune Chef Restaurant with live entertainment
- ◇ Reserved Capitol Lounge seating on sponsored show night
- ◇ Presale offers to new shows before the general public offering
- ◇ Refillable spill-proof logo cups

PERFORMANCE SERIES SPONSORSHIP LEVELS AND BENEFITS⁴

\$10,000

- ◇ Press release announcing the sponsorship
- ◇ Recognition on PCT digital highway sign for a week leading up to the first show- Approximately 585,268 impressions Eastbound per week; 225,259 impressions Westbound per week
- ◇ Option to record a 15-second open-captioned Sponsor video message to run on digital signage throughout the theatre pre-show 3-6 times per hour the night of the show, to be produced by Sponsor
- ◇ Logo on event marquee for the performance series
- ◇ On-stage recognition as a sponsor at 5 performance series shows¹
- ◇ Logo in the showcase programs for the performance series (print and/or digital)
- ◇ Opportunity to use the Capitol Lounge in coordination with the performance series calendar, rental fee waived. Labor, entertainment, and catering costs are excluded -or-
- ◇ Opportunity to host a pre-show mingle in Capitol Lounge at one show
- ◇ Logo presence as a sponsor on email blasts promoting the performance series to 39,000+ active email recipients
- ◇ Logo presence on Sponsor Spotlight social media posts for the 5 chosen shows to 20,000+ followers
- ◇ Post show email acknowledgement to 39,000+ active email recipients for the 5 chosen shows
- ◇ Lifetime membership to the Capitol Lounge
- ◇ Reserved Capitol Lounge seating on show nights for the 5 chosen shows
- ◇ 16 Capitol Lounge drink chips
- ◇ Artist meet and greet²

\$5,000

- ◇ Logo on event marquee for the performance series
- ◇ On-stage recognition as a sponsor at 3 performance series shows¹
- ◇ Logo in the showcase programs for the performance series (print and/or digital)
- ◇ Logo presence as a sponsor on email blasts promoting the performance series to 39,000+ active email recipients
- ◇ Logo presence on Sponsor Spotlight social media posts for the 3 chosen shows to 20,000+ followers
- ◇ Reserved Capitol Lounge seating on show nights for the 3 chosen shows

INDIVIDUAL SHOW SPONSORSHIP LEVELS AND BENEFITS⁴

\$7,500

- ◇ Logo on event marquee for the sponsored show
- ◇ Option to record a 15-second open-captioned Sponsor video message to run on digital signage throughout the theatre pre-show 3-6 times per hour, to be produced by Sponsor
- ◇ On-stage recognition as a sponsor of the chosen show¹
- ◇ Logo in the showcase program of the chosen show (print and/or digital)
- ◇ Opportunity to host a pre-show mingle in Capitol Lounge as available
- ◇ Logo presence as a sponsor on email blasts promoting the chosen show to 39,000+ active email recipients
- ◇ Logo presence on 3 Sponsor Spotlight social media posts for the chosen show to 20,000+ followers
- ◇ Artist meet and greet²

\$4,000

- ◇ Logo on event marquee for the sponsored show
- ◇ On-stage recognition as a sponsor of the chosen show¹
- ◇ Logo in the showcase program of the chosen show (print and/or digital)
- ◇ Logo presence as a sponsor on email blasts promoting the chosen show to 39,000+ active email recipients
- ◇ Logo presence on 2 Sponsor Spotlight social media posts for the chosen show to 20,000+ followers

\$2,500

- ◇ On-stage recognition as a sponsor of the chosen show¹
- ◇ Logo in the showcase program of the chosen show (print and/or digital)
- ◇ Logo presence as a sponsor on email blasts promoting the chosen show to 39,000+ active email recipients
- ◇ Logo presence on 1 Sponsor Spotlight social media post for the chosen show to 20,000+ followers

CONTRIBUTING SPONSOR

\$500+

- ◇ Acknowledgement in the showcase program (print and/or digital)



¹ When possible. Some performances have very specific production timelines which prevent the possibility of a pre-show curtain speech.

³ Ticket availability varies by performance and is dependent upon artist's contract language. Some events may restrict or prohibit complimentary tickets.

² When possible. Some performers and agencies do not participate in meet and greet events.

⁴ Based on tour restrictions, we may not be permitted to honor the previously mentioned Sponsor benefits.

If that is the case, we will do our best to recognize the Sponsor in ways which might include:

- ◇ Additional media recognition as available
- ◇ Street-facing show poster recognition
- ◇ Autographed programs
- ◇ Custom event poster