



Nearly 2 million patrons have enjoyed professional performances over the last 33 years

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 \$65,600

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

For more than 33 years, the Journey Bank Community Arts Center has been a cornerstone of arts and entertainment in our region, providing exceptional performances and memorable experiences for audiences throughout the Williamsport area and beyond.

Our stage has welcomed acclaimed artists and productions, including Dancing with the Stars, Old Crow Medicine Show, Bob Dylan, and Bert Kreischer. At the same time, we remain deeply committed to supporting local arts organizations, proudly serving as home to the Uptown Music Collective, Community Theatre League, Williamsport Symphony Orchestra, and other regional groups that help make our community a vibrant cultural destination.

As we enter our 33rd performance season, we are excited to bring new acts and experiences to our stage. To continue this legacy, we rely on the generosity of community partners who recognize the value of the arts and their impact on a thriving community.

We invite you to consider becoming a sponsor of the Journey Bank Community Arts Center. Your support helps us fulfill our mission of enriching quality of life through exceptional arts and entertainment, a welcoming environment, and diverse programming offered at accessible prices.

With your partnership, we can continue preserving this historic venue while bringing outstanding performances and meaningful experiences to our community for generations to come.

Please review our sponsorship opportunities and consider joining us in supporting the future of the Journey Bank Community Arts Center. I would be happy to answer questions or discuss opportunities. Please contact me at 570.327.7657 or mdamron@caclive.com.

Thank you for your consideration. We look forward to partnering with you.



Megan Damron
Director of Development and Community Relations



CACLIVE.COM



220 West Fourth Street, Williamsport, PA

PUBLIC VISIBILITY

Over the 2025–26 performance series*:

More than 70,000 patrons/guests and growing

Website Traffic

- ◇ Event pages had more than 554,900 page views
- ◇ Each event had an average of 12,300 views

Social Media Traffic

- ◇ 22,000+ fans & followers across our social media channels
- ◇ 8.4 million impressions

Email Engagement

- ◇ 40,372 active email recipients
- ◇ 3.0 million emails sent with a 27.90% open rate and a 2.40% click rate

* from July 1, 2025, – March 31, 2026

2026-27 PERFORMANCE SERIES SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE

- ◇ Prime tickets to use during the 2026-27 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 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 240,278 impressions Eastbound per week; 213,890 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 for at least 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 40,000+ active email recipients
- ◇ Logo presence on Sponsor Spotlight social media posts for the 5 chosen shows to 22,000+ followers
- ◇ Post show email acknowledgement to 40,000+ 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 for at least 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 40,000+ active email recipients
- ◇ Logo presence on Sponsor Spotlight social media posts for the 3 chosen shows to 22,000+ 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 40,000+ active email recipients
- ◇ Logo presence on 3 Sponsor Spotlight social media posts for the chosen show to 22,000+ 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 40,000+ active email recipients
- ◇ Logo presence on 2 Sponsor Spotlight social media posts for the chosen show to 22,000+ 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 40,000+ active email recipients
- ◇ Logo presence on 1 Sponsor Spotlight social media post for the chosen show to 22,000+ 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