

2025



**MOUNTAIN
THEATRE COMPANY**

EST. 1938 | HIGHLANDS, NC

MEDIA KIT & ADVERTISING GUIDE

MTC's REACH

Mountain Theatre Company is the only professional theatre company within a 50-mile radius of Highlands, NC and a leading performing arts organization in Western North Carolina.

MTC audiences encompass a wide range of people, including property owners on the Highlands-Cashiers Plateau, part-time residents, new visitors, and returning visitors.



In 2023, **12,000** people experienced the power of live theatre at Mountain Theatre Company.



Mountain Theatre Company connected with over **237,833** visitors via our official website and social media footprint.



Mountain Theatre Company is proud to be an engine for our **local economy**. People who attend MTC productions are generally spending additional time and resources in the area, where they visit local shops, restaurants, vacation rentals, and an array of other businesses before and after every show.



Mountain Theatre Company audiences represent residents of **29** states and **3** countries.



Over **1,200** students have received **FREE** tickets to MTC productions with our Student Ticket Program.

Please contact our Marketing Director, Erin Leigh Knowles, at erin@mountaintheatre.com or 828-526-2695.

SPONSORSHIPS

BUSINESS SPONSORS

An investment in Mountain Theatre Company at this level extends your reach and ours. Our Sponsors help us bring world-class theatre to the mountains of North Carolina and support our community outreach programs.

Sponsors enjoy special benefits and expanded visibility to our audiences.

SILVER SPONSOR: \$2,500

- 2 complimentary tickets to use in the 2025 Season
- 10% discount on individual tickets (excluding special events)
- Quarter-page ad in the full season of printed playbills
- Company name listed on website
- Company name listed in printed playbills
- Early access to tickets and seating selection
- Invitations to special preview performances.

GOLD SPONSOR: \$5,000

- 4 complimentary tickets to use in the 2025 Season
- 10% discount on individual ticket (excluding special events)
- Half-page ad in the full season of printed playbills
- Company name listed on website
- Company name listed in printed playbills
- Early access to tickets and seating selection
- Invitations to special preview performances
- Signed souvenir poster of all 2025 shows



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SPONSORSHIPS

EXCLUSIVE SPONSORSHIPS

Season Producing Sponsors: \$15,000

These limited sponsorships are prominent and powerful statements of support. Sponsors at this level enjoy increased visibility and meaningful recognition throughout our season. Our Exclusive Sponsors are proud supporters of the arts and committed to their community and the cultural vitality Mountain Theatre Company provides to Western North Carolina.

These sponsorships offer benefits including:

- 8 (Show Sponsors) & 16 (Season Sponsors) complimentary tickets to use in the 2025 Season
- 10% discount on individual ticket purchases (excluding special events)
- Recognition during every curtain speech before each performance
- Your company logo featured in the show's playbill
- A full-page ad in the full season of printed playbills
- Company logo displayed on sponsor screens in the theater
- Feature on MTC's social media platforms
- Company name and logo listed on website
- Company name listed in printed playbills
- Early access to tickets and seating selection
- Invitations to special preview performances
- Signed souvenir poster of all 2025 shows



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PLAYBILL ADVERTISING

Advertising in our printed playbills will put your business in the hands of the most captive audience in town! When you advertise with us, you identify your company as a community leader and supporter of the arts.

Each show will have a full-color printed program. These printed booklets will endure in homes and rental properties beyond the length of a show. Committing to an advertising contract places your ad in all show programs and our website for the **full 2025 season**.

Size	New Advertisers	Returning Advertisers
Full Page Premium Placement	\$2,000	\$1,900
Full Page	\$1,600	\$1,500
Half Page	\$1,100	\$1,000
Quarter Page	\$600	\$500

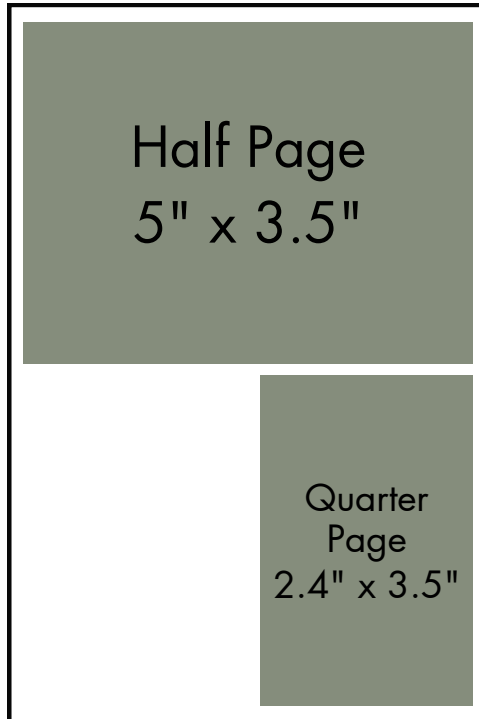
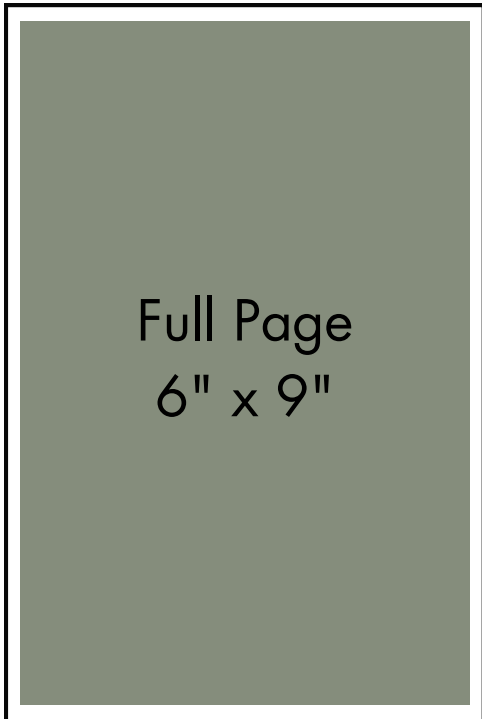
Early Bird Discount:

Save 10% by submitting ad contract and payment by March 1.

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PLAYBILL ADVERTISING

AD ARTWORK INFO:



AD DEADLINE

Artwork, ad contract, and payment must be received by

APRIL 15

PLEASE NOTE:

- Please supply artwork electronically via email. Accepted formats include: PDF and JPG.
- Images must be at least 300dpi. Images copied from the web are not high enough resolution for print.
- Files must be prepared as CMYK.

AD DESIGN SERVICE:

Need help putting your ad together? For an additional charge of \$50, we will create an ad for your business, using your existing logo and images in digital format. *(No charge if keeping ad exactly the same as last year's.)*

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ON-SCREEN ADVERTISING

ON-SCREEN LOBBY ADVERTISING



On-Screen Lobby ads will play on a continuous loop before MTC events at the Highlands Performing Arts Center on screens located in the lobby.

On-Screen Lobby Ads will begin playing when the lobby opens (one hour prior to performance), during intermission, and until the lobby is closed.

A limit of 15 On-Screen Lobby Ads will be accepted to ensure ample screen time.

Pair your On-Screen Ad with your In-Program Ad to receive double the exposure and 10% off your On-Screen Ad price!

Lobby Ad	On-Screen Ad	Addition to In-Program Ad
Full Season	\$1,000	\$900

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ON-SCREEN ADVERTISING



AD ARTWORK INFO:

- Accepted format: JPG or MOV (if an animated On-Screen Ad)
- File size: 1920p x 1080p
- Email all files to marketing@mountaintheatre.com

AD DEADLINE:

Artwork, ad contract, and payment must be received by:

JUNE 1

AD DESIGN SERVICE:

Need help putting your ad together?
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(No charge if keeping ad exactly the same as last year's.)

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QUESTIONS?

CONTACT:

Let's find the advertising package for you!

Erin Leigh Knowles
Director of Marketing & Outreach
erin@mountaintheatre.com
828-526-2695



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CONNECT WITH US!



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