



2024-25 MEDIA KIT

Musical Theatre of Anthem (MTA) develops youth and adults within the field of performing arts while enhancing their intrinsic creativity and brokering their vast talents. MTA trains and educates youth so they can become the artists, patrons, and leaders of tomorrow. In the 2024-2025 season, MTA will provide exceptional programs and experiences including ten full productions, weekly classes, workshops and high quality performances for the community to enjoy.

AUDIENCE INFO

Patron profile

During a typical season, we distribute approximately 5,000 playbills to families from June through June. Your ad in our playbill offers repeated and targeted exposure to family friendly audiences with interests in arts, culture and education.

MTA's theatre has a seating capacity of 110 patrons. The 2024-25 season includes 10 productions with over 70 showings. We expect approximately 6,000 patrons during the 2024-25 season (June 2024 -June 2025).

2024-25 SEASON

Six The Musical Teen Edition
Disney's The Jungle Book KIDS
42nd Street Youth Edition
To Be Announced Musical
The Wizard of Oz Youth Edition
Disney's Frozen Jr.
Little Shop of Horrors
Disney's The Little Mermaid Jr.
Les Miserables School Edition
Disney's High School Musical Jr.

AD SIZES, RATES & OTHER DETAILS



Standard sizes

	Dimensions	Season Rate
*Full page	4.75" x 8"	\$950/season
*Half page (horizontal)	4.75" x 4"	\$650/season
Quarter page (vertical)	2.75" x 4"	\$500/season
Quarter page (horizontal)	4.75" x 2"	\$500/season

Premium spots

	Dimensions	Season Rate
*Inside front cover	4.75" x 8"	\$1,100/season
*Inside back cover	4.75" x 8"	\$1,100/season
*Outside back cover	4.75" x 8"	\$1,100/season
Insert (we stuff program with a coupon/ad you provide)	varies	\$300/production

Playbill size

5.5"w x 8.5"h. All ads are in black and white, with the exception of the inside front cover and inside and back of the last page. All ads will appear in ten playbills for the entire 2024-25 season, or you can choose a specific production.

Preferred file format is JPG or PNG. If ordering an ad over half page, please submit a logo in vector file for t-shirts. All submission to creed.karen@gmail.com.

Payments can be made online: musicaltheatreofanthem.org/program-advertising

*Full payment due upon commitment. Artwork due dates on next page. If new artwork is not submitted, we will run previous artwork.

EXTRA EXTRA!

*Company logos for ALL ads over half page are included on the back of our cast t-shirts for ALL 10 productions!!

Looking for more? Check out the last page for additional opportunities to get your business name heard and seen in our community!

2024-25 Season Lineup



SIX The Musical Teen Edition

Performances - June 20-22 2024 (artwork due June 10, 2024)

Divorced, beheaded, died, divorced, beheaded, survived. From Tudor Queens to Pop Icons, the SIX wives of Henry VIII take the mic to remix five hundred years of historical heartbreak into a Euphoric Celebration of 21st-century girl power!



Disney's The Jungle Book KIDS

Performances - July 12-13 2024 (artwork due July 7, 2024)

The jungle is jumpin' with a jazzy beat in Disney's The Jungle Book KIDS. Specially adapted from the classic Disney animated film, Disney's The Jungle Book KIDS features a host of colorful characters and your favorite songs from the movie.



42nd Street Youth Edition

Performances – July 26-28, 2024 (artwork due July 19, 2024)

Come along and listen to the lullaby of Broadway! 42nd Street celebrates Broadway, Times Square and the magic of show biz with wit, humor and pizzazz.



Into The Woods

Performances - September 19-22, 2024 (artwork due September 12, 2024)

Due to licensing restrictions, the title and description of this show will be announced on May 20, 2024.



The Wizard of Oz Youth Edition

Performances - October 17-20, 2024 (artwork due October 10, 2024)

Join Dorothy and her loyal companion Toto as they "Follow the Yellow Brick Road" through the Land of Oz.



Disney's Frozen Jr.

Performances - December 12-15 2024 (artwork due Dec. 6, 2024)

Frozen JR. is based on the 2018 Broadway musical, and brings Elsa, Anna, and the magical land of Arendelle to life, onstage.



Little Shop of Horrors

Performances – February 20-23 2025 (artwork due February 10, 2025)

The meek floral assistant Seymour Krelborn stumbles across a new breed of plant he names "Audrey II" - after his coworker crush. This foul-mouthed, R&B-singing carnivore promises unending fame and fortune to the down and out Krelborn as long as he keeps feeding it, BLOOD. Over time, though, Seymour discovers Audrey II's out of this world origins and intent towards global domination!



Disney's Little Mermaid Jr.

Performances - March 27-30, 2025 (artwork due March 20, 2025)

In a magical underwater kingdom, the beautiful young mermaid, Ariel, longs to leave her ocean home — and her fins — behind and live in the world above.



Les Miserables School Edition

Performances - May 8-12 2025 (artwork due May 1, 2025)

In nineteenth century France, Jean Valjean is released from years of unjust imprisonment, but finds nothing in store for him but mistrust and mistreatment. He breaks his parole in hopes of starting a new life, initiating a lifelong struggle for redemption as he is relentlessly pursued by police inspector Javert, who refuses to believe Valjean can change his ways.



Disney's High School Musical Jr.

Performances - June 12-14 2025 (artwork due June 5, 2025)

Disney Channel's smash hit movie musical comes to life on your stage in Disney's High School Musical JR. Troy, Gabriella and the students of East High must deal with issues of love, friends and family while balancing their classes and extracurricular activities.

Sponsor Opportunities 2024-2025 Season

Lobby Sponsor: \$500

Choose one (1) production to sponsor.

We provide a table in our lobby for you to display your business collateral and put up your company sign for the duration of the shows during the production.

Includes the following:

- Facebook shout out about your company (7.1k followers)
- Your company logo in the show playbill
- Your company mentioned in the curtain speech before each show
- Your lobby display with sign and collateral during the show
- Your company logo listed on the ticket sale page on our website

***Max of 3 lobby sponsors per production**



Show Sponsor: \$5,000

- One (1) dedicated production of the selected sponsored show- you get to pick one show to bring anyone you want- up to 100 free tickets for your show!
- Recognition of the individual or business show sponsorship on all production materials. This will be seen on MTA collateral, signage, website, playbills, emails, t-shirts, press releases, social media shoutouts, and advertising related to the specific sponsored show
- Prominent placement of the show sponsor's logo or name in the lobby during the run of the select show
- Show sponsorship mentions at every curtain speech during the selected show's run

***Limited to 1 sponsor per production**

Season Sponsor: \$20,000

- Over-the-title sponsorship recognition on all 2024-25 materials along with logo placement. This will be seen on MTA collateral, signage, website, playbills, emails, press releases, advertising, t-shirts, lobby walls and more.
- Prominent placement of the Season Sponsor's logo in the lobby of the theater with an area to display collateral.
- Ten (10) reserved seats to each of MTA's 2024-25 productions (reservations must be made in advance)
- One (1) free table at our 2025 Fundraiser Benefit as well as stage time to address the audience about services and to cultivate new leads
- Season sponsor mentions at every curtain speech for all ten 2024-25 productions, special performances, summer camp programs and more.
- Sponsorship recognition of the 2025 Summer Workshop Series
- Sponsorship recognition of the MTA Outreach Group program with the season sponsor's logo placed prominently on any signage at events in the community.
- One (1) free performance at the season sponsor's event of choice by the MTA Outreach Group
- One (1) dedicated performance of the selected sponsored show
- Direct contact to a member of our board throughout the season to brainstorm additional opportunities as they arise, keeping the sponsorship alive and healthy throughout the entire season

***Limited to 1 sponsor per season**