



April 14, 2017

Dear Business Owner:

We understand that as a business, **you need to determine where your advertising dollars work best for you.** Here is why **advertising in the Cider Mill Playhouse season playbill gets your business noticed:**

- **Your ad will be seen by over 25,000 patrons who tend to have higher than average expendable income and are loyal consumers,** not only to us but also to the businesses that support us.
- **Your ad will be seen year round, through AUGUST 2018 (15 months) and we have expanded to multiple series that include main stage, family-friendly, community, and special event programming.** Your ad will be seen by both year-long and seasonal residents and visitors throughout the year, and we can update your ad periodically (if submitted by re-print deadlines we will share with you; there were four so far this season.)
- **Cider Mill Playhouse's recently expanded programming engages multiple demographics** – students from grades 5 through college, young professionals, families with children, professional adults with a higher level of income and education, and retirees are all served by our programming and significantly represented in our audience base. Significantly, our patrons who are age 25 and older with families have increased by almost 400% thanks to an increase in family-based programming.
- **Our patron base has expanded to a wider geographic area.** Our faithful audience base consists of 70% who live or work in Broome County; however, thanks to our recently upgraded status as Broome County's exclusive Equity-level theatre company, we are drawing audience from a wider geographic area including all surrounding counties and well into other areas of Upstate NY and Northern Pennsylvania.
- **Your business will be associated Broome County's oldest, most distinctive, "Equity level" professional theatre company that enjoys extremely strong public support;** we attract both local and area residents as well as tourists deciding where to spend their consumer dollars, and **our brand represents quality and value.**

Why not let our impact on the region also impact your business? As you can see, no matter whom you are trying to reach, you will be putting your ad in their hands when placed in our season-long playbill. Simply return the form enclosed for your business to appear our playbill from June 2017 until August 2018. Please note our reduced price if your advertisement form is postmarked or returned by May 20th!

Please be sure to be in touch with us at the email or number below if you have any questions or specific needs. We are here to support your business as you support Cider Mill Playhouse – a community treasure with a regional presence!

Wishing you much success,

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