MEDIA KIT
2019/20 SEASON

“One of the area’s hottest theatre companies.”
Capital Public Radio
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Capital Stage 2019/20 Season Media Kit

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*Member Actors' Equity Association | Photos by Charr Crail

Cover: (from top to bottom)
- Payton Gobeille, Jessica Brooks, Tiffanie Mack & Ella Dershowitz* in THE WOLVES
- Michael J. Asberry* & Matt K. Miller* in SWEAT
- Anthony Chan*, Rinabeth Apostol*, Michelle Talgarow*, Jomar Tagatac* & David Crane* in VIETGONE
- Andrea J. Love*, Allie Coupe, Jennifer Martin & Brittni Barger* in MISS BENNET
Capital Stage Mission:
To entertain, engage and challenge our audience with bold, thought provoking, theatre.

Founded in 2005, Capital Stage has become a leader in the performing arts in the Sacramento region. With a loyal and rapidly growing subscriber base, an intimate and accessible venue in the vibrant Midtown district and a reputation for high quality, professional productions, Capital Stage is uniquely positioned to connect your business to active, educated, community-minded patrons.

About Capital Stage
Bold, Intimate, Live Professional Theatre
2215 J Street, Sac. 95816 | capstage.org | 916-995-5464

“One of the most respected arts organizations in the region... Bringing an edgier, urban sophistication to professional theatre.” Sacramento Bee (2015)

“Capital Stage likes to produce challenging, provocative plays...” Capital Public Radio (2018)

“Capital Stage just keeps getting better and better.” Davis Enterprise (2017)

“If great theatre is your thing... Capital Stage is most definitely your thing... It is must-see theater.” Sacramento Gazette (2016)

“Known for bringing in fresh, innovative plays to Sacramento...” Sacramento News & Review (2019)
Now in our 15th Season, Capital Stage has become the capital region’s premiere destination for thought-provoking, professional live theatre. Our 2019/20 Season: Going Home provides our community partners with an incredible opportunity to promote the arts, achieve prominent recognition, increase business traffic and support our community. As a dynamic, highly respected and growing professional nonprofit theatre company, Capital Stage is well positioned to provide you access to a desirable audience demographic and to high profile productions. Capital Stage playbills are distributed free to all theatre goers. These programs are saved as keepsakes and referred to time and again giving your advertising dollars a lasting impact among educated, affluent and professionally influential art patrons.

**CIRCULATION:** Over 25,000 patrons will attend over 231 performances in the 2019/20 Season. An average of 14,000 monthly unique visitors to Capital Stage’s website. 4,706 Facebook page followers. 1,193 Instagram followers. 1,287 Twitter followers. Over 13,800 active email addresses and an average open rate of 25.6%.

**PER PRODUCTION:** Over 3,500 patrons will attend 33 performances for each production.

**AD PLACEMENT OPTIONS:**

*PLAYBILL AD* - Placed in each production playbill.

*LOBBY TV AD* - Placed in rotating slide show in the Patron Lobby for each production.

*WEBSITE BANNER AD* - A banner ad placed on Capital Stage’s homepage, to be run during production dates. Company logo/link on specific production page.

*SOCIAL MEDIA AD* - Up to 4 posts on Capital Stage’s Facebook, Twitter and Instagram accounts per production.

*EMAIL AD* - Banner ad in each production email newsletter (15 total newsletters per production).

**DEADLINES:** Two weeks prior to each production’s first performance *(see deadlines sheet on page 8).*

*ARTWORK* - To be provided by client. Electronic files in a high resolution format (PDF, PNG, TIF or JPEG); email materials to mmcdowell@capstage.org *(see ad specs on page 7).*
AD RATE SHEET

2019/20 Season: Going Home

CONTACT: MISTY MCDOWELL
MARKETING MANAGER | CAPITAL STAGE
MMCDOWELL@CAPSTAGE.ORG | 916-476-3116 X4

Individual Options

<table>
<thead>
<tr>
<th>PLAYBILL AD SIZES:</th>
<th>PER PLAY RATE:</th>
<th>FULL SEASON RATE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (8” wide x 5” high)</td>
<td>$650</td>
<td>$3900</td>
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<tr>
<td>Half Page (3.75” wide x 5” high)</td>
<td>$400</td>
<td>$2400</td>
</tr>
<tr>
<td>Quarter Page (3.75” wide x 2.25” high)</td>
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<td>$1440</td>
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<table>
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<tr>
<th>DIGITAL AD SIZES:</th>
<th>PER PLAY RATE:</th>
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<tr>
<td>Lobby TV (1920px wide x 1080px high)</td>
<td>$75</td>
<td>$450</td>
</tr>
<tr>
<td>Website (1000px wide x 337px high)</td>
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<td>$1200</td>
</tr>
<tr>
<td>Social Media (1080px wide x 1080px high)</td>
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<td>$600</td>
</tr>
<tr>
<td>Email (1000px wide x 337px high)</td>
<td>$300</td>
<td>$1800</td>
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</table>

Packages

<table>
<thead>
<tr>
<th>PACKAGE RATES:</th>
<th>PER PLAY RATE:</th>
<th>FULL SEASON RATE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 - Full Package (Playbill, Lobby TV, Website, Social Media, Email)</td>
<td>$790 - 1200</td>
<td>$4540 - 7000</td>
</tr>
<tr>
<td>#2 - Playbill, Lobby TV, Website, Social Media</td>
<td>$490 - 900</td>
<td>$2740 - 5200</td>
</tr>
<tr>
<td>#3 - Playbill, Lobby TV, Website</td>
<td>$390 - 800</td>
<td>$2140 - 4600</td>
</tr>
<tr>
<td>#4 - Playbill, Lobby TV</td>
<td>$290 - 700</td>
<td>$1740 - 4000</td>
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</table>

FULL SEASON RATE & VARIATIONS OF PACKAGES AVAILABLE - CALL MISTY TO DISCUSS OPTIONS (916) 476-3116 X4
SPECIAL THANKS

Robert Mandelson
Lisa Luthra
Martha Kight
California Musical Theatre

We couldn’t do it without you.

Bucket List Filled

Wealth Management Solutions

Your first home. Your first born. And finally, your first taste of retirement. At SAFE Credit Union, it’s our goal to help you embrace all of life’s important stages. Because helping you get the most out of life is, and has always been, our first priority.

Banking on what matters.
(916) 979-7233 safecu.org
AD SPEC SHEET

Playbill/Digital Advertising

ACCEPTED ADVERTISING FORMATS:

Playbill - Four Color CMYK Format
Website / Email / Social Media / Lobby TV - RGB Format

No bleed, please create your ad to live area measurements provided

Provide high resolution (300 dpi) PDF, PNG, JPEG or TIF file, and ensure all fonts are either embedded or outlined

<table>
<thead>
<tr>
<th>QUARTER PAGE</th>
<th>3.75&quot; wide x 2.25&quot; high</th>
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</thead>
<tbody>
<tr>
<td>HALF PAGE</td>
<td>3.75&quot; wide x 5&quot; high</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>8&quot; wide x 5&quot; high</td>
</tr>
<tr>
<td>LOBBY TV</td>
<td>1920px wide x 1080px high</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>1080px wide x 1080px high</td>
</tr>
<tr>
<td>WEBSITE/EMAIL</td>
<td>1000px wide x 337px high</td>
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CONTACT: MISTY MCDOWELL
MARKETING MANAGER | CAPITAL STAGE
MMCDOWELL@CAPSTAGE.ORG | 916-476-3116 X4
## ARTWORK DEADLINE SHEET

**Playbill/Digital Advertising**

Please submit artwork to Marketing Manager Misty McDowell at mmcdowell@capstage.org no later than the specified date for each production.

*PLEASE NOTE: Artwork submitted after the deadline cannot be guaranteed a spot in the playbill.*

<table>
<thead>
<tr>
<th>PRODUCTION TITLE &amp; PERFORMANCE DATES:</th>
<th>ARTWORK DUE:</th>
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<tbody>
<tr>
<td><strong>BETWEEN RIVERSIDE AND CRAZY</strong> August 28 - September 29, 2019</td>
<td>WED. AUG. 14, 2019</td>
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<td><strong>THE HUMANS</strong> October 16 - November 17, 2019</td>
<td>WED. OCT. 2, 2019</td>
</tr>
<tr>
<td><strong>THE WICKHAMS: CHRISTMAS AT PEMBERLEY</strong> Dec. 4 - 29, 2019</td>
<td>WED. NOV. 20, 2019</td>
</tr>
<tr>
<td><strong>ALABASTER</strong> January 22 - February 23, 2020</td>
<td>WED. JAN. 8, 2020</td>
</tr>
<tr>
<td><strong>ADMISSIONS</strong> March 11 - April 12, 2020</td>
<td>WED. FEB. 26, 2020</td>
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<tr>
<td><strong>PASS OVER</strong> April 29 - May 31, 2020</td>
<td>WED. APR. 15, 2020</td>
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<tr>
<td><strong>THE GREAT LEAP</strong> June 17 - July 19, 2020</td>
<td>WED. JUN. 3, 2020</td>
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*Melinda Parrett* & *Jonathan Rhys Williams* in *THE OTHER PLACE*

*Member Actors’ Equity Association | Photo by Charr Crail*
Capital Stage is uniquely poised and eager to partner with the many incredible restaurants in Sacramento. Each of our productions bring over 3,500 patrons to Midtown in search of a dining experience to accompany their theatre experience - and we want to help guide their decisions. We seek restaurants who wish to help enhance our patrons’ experience, and we want to provide your restaurant with Capital Stage benefits. By becoming a Capital Stage Preferred Restaurant Partner, we can provide the benefits listed below, and we hope to create a rewarding and lasting relationship between us.

**PREFERRED RESTAURANT PARTNER BENEFITS**

- Ticket discount flyers for your patrons to each of our 2019/20 Season Productions
- Website listing on our “Preferred Restaurants” page, and “Plan Your Visit” page
- 10 ticket vouchers for internal use to share with your employees or VIP patrons
- Restaurant listing on our print-at-home tickets
- Restaurant menu/flyer/collateral placement in our theatre lobby
- Discounts for Playbill and Digital Advertising with Capital Stage *(contact Misty for details)*
- Opportunities to showcase your menu/catering at our Opening Night receptions and Special Events

In exchange for the above benefits, Capital Stage requests of our Preferred Restaurants:

*A customized “perk” provided by our Preferred Restaurant Partner when Capital Stage Patrons present their ticket stub to the current show. To be defined by Preferred Restaurant Partner and Capital Stage and customized to each restaurant. For example: Tapa the World offers “Happy Hour” rates on our patrons’ alcohol purchases, and Alaro Craft Brewery offers 10% off regularly priced menu items!*

Contact Marketing Manager Misty McDowell to discuss these opportunities further!

**WE LOOK FORWARD TO PARTNERING WITH YOU!**
SPONSORSHIPS

2019/20 Season: Going Home

Entire season benefits available if contracted before August 2, 2019.
Partial season benefits available thereafter.

WHY SPONSOR CAPITAL STAGE?

Capital Stage has many exciting sponsorship opportunities for businesses of all sizes. Benefits include complimentary tickets to opening night celebrations, additional complimentary and discount tickets throughout the season, recognition and linking opportunities on Capital Stage’s website, prominent recognition in printed materials, brochures and newsletters, on-site product placement opportunities, corporate signage, and more.

Sponsorship of the arts has long been accepted as a cost-efficient and highly effective PR and marketing tool. It is one of the most powerful ways of reinforcing your corporate image, enabling you to promote your company’s name, logo and services to a captive regional audience. Choose a Capital Stage sponsorship level that makes the most sense for your business. Remember, Capital Stage is a 501(c)3 Non Profit Organization, which makes your sponsorship tax-deductible!

Join our growing list of prestigious sponsors!

*Sponsors may elect to waive some or all benefits, allowing Capital Stage to use the sponsorship contribution to the fullest extent and maximizing the tax deductible amount of the contribution.

SPONSOR LEVELS

SUPERSTAR SEASON SPONSOR – $25,000+ INVESTMENT

BENEFITS / MARKETING / RECOGNITION

- 100 single tickets (to use as employee or client recognition, or donate under company’s name to your choice of charity)
- 4 Opening Night tickets and to all 6 shows including post show reception*
- 4 tickets to our annual gala “An Evening Affair” in April 2020
- Discount on additional tickets for employees, clients and their families
- Personal assistance with all ticket purchases
- Full page advertisement in each Capital Stage Playbill for each play of the season*
- Company logo on the cover of all playbills during the season*
- Company logo on J Street banner and all printed collateral for the season*
- Pre-show announcement of sponsorship at all performances during the season*
- Company banner, and/or signage in lobby at all performances*
- Company logo and acknowledgment in all Capital Stage email campaigns during the season*
- Highlighted on Capital Stage website home page, including company logo, link, and profile all season*

*Entire season benefits available if contracted before August 2, 2019. Partial season benefits available thereafter.
SPONSORSHIPS

2019/20 Season: Going Home

**PRODUCTION SPONSOR – $5,000+ INVESTMENT**

**BENEFITS / MARKETING / RECOGNITION**

- 35 single tickets (to use as employee or client recognition, or donate under company’s name to your choice of charity)
- 4 Opening Night Tickets including post show reception for sponsored production
- 4 tickets to our annual gala “An Evening Affair” in April 2020
- Discount on additional tickets for employees, clients and their families
- Personal assistance with all ticket purchases
- Choice of the show that best meets your desired demographic*
- Full page advertisement in sponsored production’s playbill
- Pre-show announcement of sponsorship at all performances of sponsored production
- Company signage in the lobby at all performances of sponsored production
- Company logo on J Street banner and all printed collateral for sponsored production*
- Lobby TV ad included in slideshow for sponsored production
- Company logo and acknowledgment in Capital Stage email campaigns for sponsored production
- Company logo, including a link to your website, on the sponsored production page of the Capital Stage website

*Cassidy Brown*, Jouni Kirjola & Gabby Battista in *THE THANKSGIVING PLAY*
*Member Actors’ Equity Association | Photo by Charr Crail*

**CORPORATE SUPPORTER – $3,000+ INVESTMENT**

**BENEFITS / MARKETING / RECOGNITION**

- 20 single tickets (to use as employee or client recognition, or donate under company’s name to your choice of charity)
- 2 Opening Night Tickets including post show reception for sponsored production
- 2 tickets to our annual gala “An Evening Affair” on April 2020
- Discount on additional tickets for employees, clients and their families
- Personal assistance with all ticket purchases
- Choice of the show that best meets your desired demographic*
- Half page advertisement in sponsored production’s playbill
- Pre-show announcement of sponsorship at all performances of sponsored production
- Company signage in the lobby at all performances of sponsored production
- Company logo/link highlighted on Capital Stage website sponsored production page
- Company logo/link in Capital Stage email campaigns for sponsored production

*Entire season benefits available if contracted before August 2, 2019. Partial season benefits available thereafter.*
SPONSORSHIPS

2019/20 Season: Going Home

OPENING NIGHT SPONSOR – $1,500+ INVESTMENT

BENEFITS / MARKETING / RECOGNITION

• 20 single tickets (to use as employee or client recognition, or donate under company’s name to your choice of charity)
• 2 Opening Night Tickets including post show reception to sponsored production
• Discount on additional tickets for employees, clients and their families
• Personal assistance with all ticket purchases
• Choice of the show that best meets your desired demographic*
• Quarter page advertisement in Capital Stage Playbill for sponsored production
• Corporate signage in lobby at performances of sponsored show
• Company logo and acknowledgment in Capital Stage email campaigns for sponsored production

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Customized sponsorships available! Contact us today!

*Entire season benefits available if contracted before August 2, 2019. Partial season benefits available thereafter.
Dear Capital Stage Partner:

I’m so honored and excited to introduce you to our 15th Anniversary Season! For this very special season, I’ve chosen six amazing scripts that moved me, challenged me and made me laugh out loud. Our 2019/20 Season *Going Home* explores the emotional foundation that shapes us — our family, our place of origin, our home. In this new century of turbulent social change, these six plays explore the powerful tether we all have to the place we call “home”.

**BETWEEN RIVERSIDE AND CRAZY** by Stephen Adly Guirgis  
Sacramento Premiere | 2015 Pulitzer Prize Winner  
August 28 - September 29, 2019

Ex-cop and recent widower Walter “Pops” Washington and his newly paroled son Junior have spent a lifetime living between Riverside Drive and crazy. But now, the NYPD is demanding his signature to close an outstanding lawsuit, the landlord wants him out, the liquor store is closed—and the church won’t leave him alone. When the struggle to keep one of New York City’s last great rent-stabilized apartments collides with old wounds, sketchy new houseguests, and a final ultimatum, it seems that the old days may be dead and gone.

“…Somewhere south of cozy and north of dangerous, west of sitcom and due east of tragedy…a dizzying and exciting place to be… fresh and startling.” — THE NEW YORK TIMES

**THE HUMANS** by Stephen Karam  
Sacramento Premiere | 2016 Tony Award Winner for Best Play  
October 16 - November 17, 2019

Breaking with tradition, Erik Blake has brought his Pennsylvania family to celebrate Thanksgiving at his daughter’s apartment in lower Manhattan. As darkness falls outside the ramshackle pre-war duplex, eerie things start to go bump in the night and the heart and horrors of the Blake clan are exposed.

“The Humans explores, across an enthralling spectrum of ups and downs, what being a family is all about.” — THE WASHINGTON POST

**ALABASTER** by Audrey Cefaly  
Sacramento Premiere | NNPN Rolling World Premiere  
January 22 - February 23, 2020

A noted photographer sets out to explore the topography of “scars.” Her journey lands her in the mysterious realm of an undiscovered folk artist hiding away on a small farm in North Alabama. This intimate portrait explores the meaning and purpose of art and the struggle of the lost and tortured souls that seek to create it.

“Sometimes a piece just glues you to your chair, makes you laugh, rips your heart out, and when it’s done you want to hold the people you love tightly and not let go.” — TONY CASELLI, AD, WILLIAMSTON THEATRE
ADMISSIONS by Joshua Harmon
Sacramento Premiere | 2018 Drama Desk & Outer Critics Circle Awards Winner for Outstanding Play
March 11 - April 12, 2020

Sherri Rosen-Mason is head of the admissions department at a New England prep school, fighting to diversify the student body. Alongside her husband, the school’s Headmaster, they’ve largely succeeded in bringing a stodgy institution into the twenty-first century. But when their only son sets his sights on an Ivy League university, personal ambition collides with progressive values with convulsive results.

“Astonishing and daring. An extraordinarily useful and excruciating satire - of the left, by the left, for the left - for today.” – THE NEW YORK TIMES

PASS OVER by Antoinette Nwandu
Sacramento Premiere | 2018 NY Times Critic’s Pick
April 29 - May 31, 2020

Moses and Kitch stand around on the corner – talking sh*t, passing the time, and hoping that maybe today will be different. As they dream of their promised land, a stranger wanders into their space with his own agenda and derailed their plans. Emotional and lyrical, Pass Over crafts everyday profanities into poetic and humorous riffs, exposing the unquestionable human spirit of young men stuck in a cycle just looking for a way out.

“Pass Over’ resonates as a powerful tragedy...” – THE NEW YORK TIMES

“Stunning and lyrical [...] should be on every theatergoer’s ‘must see’ list.” – BROADWAY WORLD

THE GREAT LEAP by Lauren Yee
Sacramento Premiere | 2017 Kesselring Prize Winner
June 17 - July 19, 2020

When an American college basketball team travels to Beijing for a “friendship” game in the post-Cultural Revolution 1980s, both countries try to tease out the politics behind this newly popular sport. Cultures clash as the Chinese coach tries to pick up moves from the Americans and Chinese-American player Manford spies on his opponents. Inspired by events in her own father’s life, Yee “applies a devilishly keen satiric eye to...her generation (and its parents).”

“A beautiful play with vibrant characters and rich history crackling with fresh dialog.” – BROADWAY WORLD

“The Great Leap has got real game!” – BAY AREA NEWS GROUP
It’s Christmas at Pemberley again! This new companion piece to Gunderson & Melcon’s holiday hit *Miss Bennet, The Wickhams* takes us downstairs where servants are bustling with the arrival of holiday guests. In the warmth of the Darcy kitchen, family secrets are revealed and loyalties are tested. A bright new holiday tale full of mirth, wit, and the power of giving back to others.

“...A holiday hit... It’s funny and fast-moving, with a ‘villain’ you may love to hate. (Move aside, Scrooge.)”

-TWIN CITIES PIONEER PRESS
CAPITAL STAGE MISSION:
To entertain, engage and challenge our audience with bold, thought provoking, theatre.