

2025 SEASON SPONSORSHIP



P(ART)NER WITH US!

For more information on getting your business OUT FRONT
Contact - Rebecca Mashburn
Director of Advancement
rmashburn@bartertheatre.com or 276-619-3304



**BARTER
THEATRE**
ABINGDON, VA

Empower Your Brand, Enrich Our Communities: Partner with Barter Theatre Today!



Great Expectations

Elevate your brand's presence by partnering with Barter Theatre, an esteemed institution boasting over 91 years of theatrical excellence.

Situated in the picturesque heart of Appalachia, our world-class productions offer a unique platform for corporate sponsors to showcase their commitment to artistic innovation and community enrichment. By aligning your business with Barter Theatre, you support the arts and amplify your corporate social responsibility efforts, leaving a lasting impression on audiences across this region.

- Forge opportunities while building a meaningful alliance.
- Highlight robust brand alignment with a lasting influence.
- Cultivate unique ties that other marketing approaches can't match, fostering enduring brand loyalty.

Advertising introduces your brand to customers, but sponsorship reveals your shared values and interests.



At Barter Theatre, The Art of Live Entertainment Builds Economic Growth!

Barter Theatre generates an economic impact of **\$34 Million**



Footloose

Barter Theatre stands as a beacon of economic vitality for Abingdon and its surrounding communities, serving as a cultural hub and a significant economic engine. Through its vibrant productions and robust visitor engagement, Barter attracts patrons from far and wide, infusing the local economy with tourism dollars and fostering growth in the hospitality, retail, and dining sectors. Moreover, as an employer and supporter of local businesses, Barter Theatre plays an integral role in sustaining livelihoods and stimulating economic development.



Home

498 PERFORMANCES	
PRODUCTIONS 17	
126,500 PATRONS WELCOMED	94,302 DAYTRIP VISITORS
25,687 OVERNITE VISITORS	24,652 STUDENT VISITORS



Digital Footprint

- Over **495,000** Website Visitors
- Over **177,000** Contacts in Database
- Over **60,000** Active Email Subscribers
- Over **57,000** Social Media Followers

Driving Positive Change Through The Arts

Barter Theatre's engagement of young minds



Robin Hood

Barter Theatre's educational outreach programs stand as beacons of enrichment, reaching far beyond the stage to ignite passion and creativity in our community's youth. With a commitment to initiatives offering transformative experiences, Barter Theatre empowers young students to discover the magic of live theatre. Through these programs, Barter Theatre is helping cultivate audiences of tomorrow and fostering positive change within our communities.

Barter Theatre's engagement of young minds is not a small endeavor. Through Student Matinees, Barter Players on Tour, and the Young Playwrights Festival (YPF), Barter provided a staggering **214** performances to over **45,000** students.

STUDENT MATINEES	PLAYERS ON TOUR	YOUNG PLAYWRIGHTS FESTIVAL
20,000 STUDENTS ATTENDED	24,000 STUDENTS ATTENDED	504 STUDENTS ATTENDED

Your sponsorship of Barter Theatre's Educational program is more than just a financial contribution. It is an investment in the future of the youth within our region and a testament to your belief in the power of the arts to transform lives.



Charlotte's Web

Digital & Print Marketing Benefits

Branding/Logo Applications



Premier & Season Sponsors

Season Printed Materials - Over **150,000** distributed annually

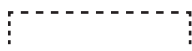
Website Landing Page - Over **495,000** visits annually

Digital mailings - Over **177,000** Contacts in Barter's Database

Branded Gilliam Lobby Presence - Over **125,000** visitors annually

Premier Sponsor Logo Size

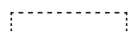
3/4 to 1 inch



**YOUR
LOGO
HERE**

Season Sponsor Logo Size

1/2 inch



**YOUR
LOGO
HERE**

Production Sponsor

Digital mailings - Over **75,000** communications annually

Printed Playbill - Over **20,000** distributed throughout a production

Branded Gilliam Lobby Presence - Over **125,000** visitors annually

Barter Theatre 2025 Season

Spring

**THE BOOK
CLUB PLAY**

HAMLET

**MILLION
DOLLAR
QUARTET**

Summer

Disney's
FROZEN
THE BROADWAY MUSICAL

**MOUNTAIN
MAMAS**

THURGOOD

**A FEW
GOOD MEN**

Fall

**ANNE OF
GREEN GABLES
THE MUSICAL**

**MURDER
FOR TWO**

DEATHTRAP

Holiday

**ELF
THE MUSICAL**

**THE
INNKEEPER'S
WIFE**



The Shawshank Redemption

the
**barter
players**

Barter Players 2025 Season

Pete the Cat

**20
25**
SPRING

**THE
RELUCTANT
DRAGON**

**20
25**
SUMMER

**THE
JUNGLE
BOOK**

**20
25**
SUMMER

THE **CALL**
OF THE **WILD**

**20
25**
FALL

**Jingle
all the Way**

**20
25**
HOLIDAY



BARTER THEATRE

ABINGDON, VA



BarterTheatre.com / 276-619-3304