

# Gretina THEATRE

2025 PARTNERSHIP  
OPPORTUNITIES





## GET TO KNOW GREтна THEATRE

We are thrilled to invite you to partner with Gretna Theatre for our 2025 Season! By becoming a sponsor, you can support the arts in our shared south-central Pennsylvania community, while also providing your organization with valuable marketing exposure to community members from across the region and beyond. Our audience is available to you!

Gretna Theatre has been a primary part of the Mount Gretna and Pennsylvania Chautauqua community since the theatre's founding in 1927. Entering our 98th season, Gretna Theatre is recognized as America's oldest professional summer theatre, producing Broadway musicals, classic and new plays, children's theater and more. Each year, over 15,000 audience members from across Pennsylvania and beyond make their way into the heart of Mount Gretna to enjoy professional, live theater at the open air, 700 seat Mount Gretna Playhouse.

Your sponsorship makes it possible for Gretna Theatre to entertain, engage, educate, and enrich audiences of all ages. This season will offer 29 performances, and features four mainstage shows as well as two special events. Sponsorships are available at various levels to fit your organization's needs and budget and all levels offer prominent print, digital, social media exposure and more. Advertising-only options are available, as well.



## YOUR SUPPORT ENRICHES OUR COMMUNITY

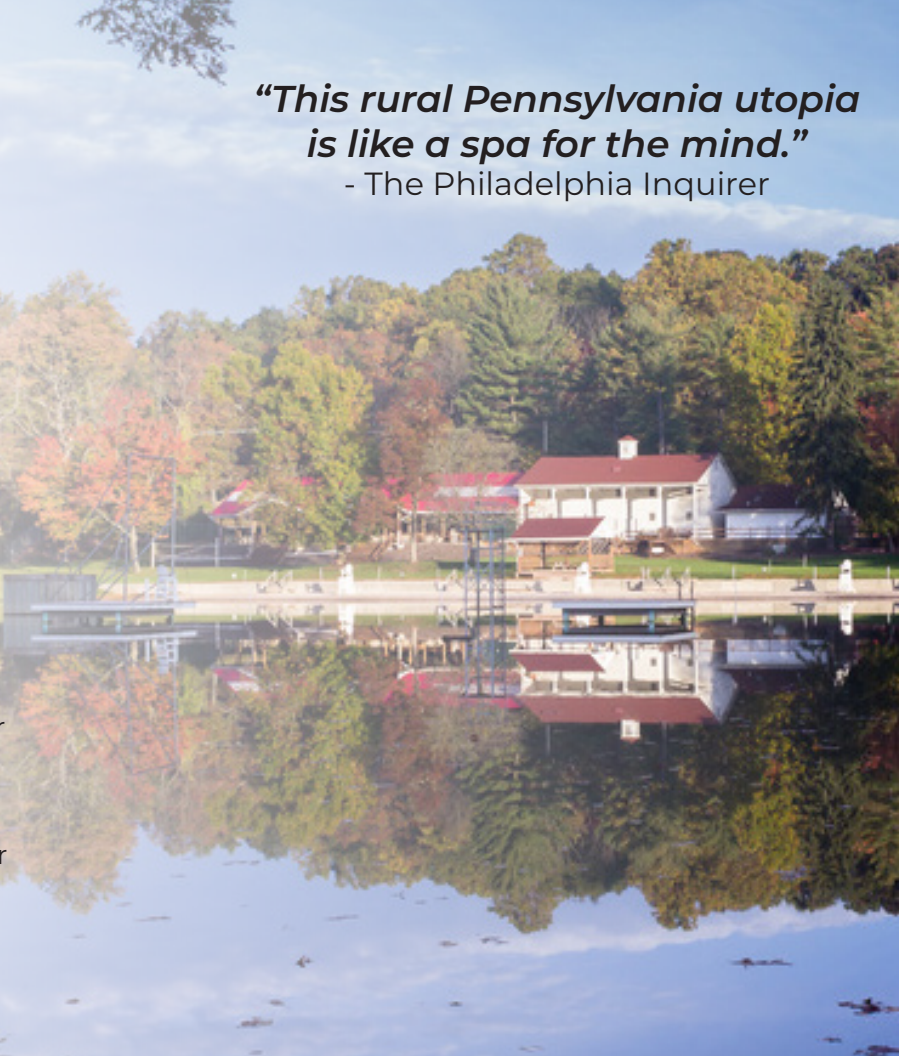
Mount Gretna, Pennsylvania is a destination nestled in the calm, green forests along Lebanon County's southern border next to Lancaster County. Mount Gretna has been attracting guests since its establishment in 1892 as Pennsylvania's Chautauqua. The Chautauqua movement, originated and modeled after the Chautauqua Institution in New York State, was an educational movement that swept the nation promoting education, entertainment, and culture. This is a legacy Gretna Theatre is proud to have continued for 98 years.

Patrons from Lancaster, Lebanon, Dauphin, and Berks counties account for 65% of our audience. With Fodor's endorsement of Mount Gretna as one of its 15 amazing lakeside towns to spend your summer, it is no surprise that 35% of our other audience members come from afar to join us.

There is no place like Mount Gretna. It is a summer encampment, a small village, an arts colony, an immersive experience, a spiritual retreat, and a hub for arts and culture.

***"This rural Pennsylvania utopia  
is like a spa for the mind."***

- The Philadelphia Inquirer



# 2025

## MAINSTAGE PRODUCTIONS

### **The Seeker: A Dolly Parton Tribute Concert**

*June 5th - 8th*

**Created by Dan Kazemi  
and Michael Philip O'Brien**

Join us as we honor and celebrate one of the greatest singer-songwriters of all time: the one and only Dolly Parton. Featuring two incredible singers telling stories about how the self-proclaimed "Backyard Barbie" inspired them and so many others, this concert event is not to be missed!

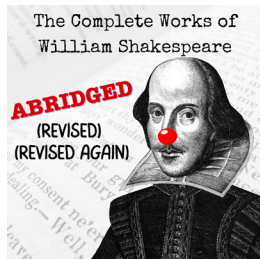


### **The Complete Works of William Shakespeare Abridged (Revised) (Revised Again)**

*June 26th - 29th*

**Adam Long, Daniel Singer, Jess Wingfield;  
Revised by Daniel Singer & Jess Wingfield**

This hilarious tour-de-force comedy features all 37 of Shakespeare's plays in under 100 minutes. One of London's longest running comedies ever, this fast paced, witty, and physical comedy is full of laughter for Shakespeare lovers and haters alike!



### **Million Dollar Quartet**

*July 10th -19th*

**By Colin Escott & Floyd Mutrux**

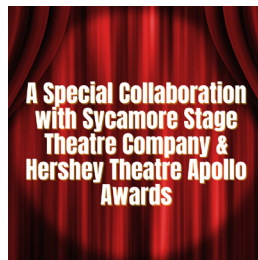
On December 4, 1956 an extraordinary twist of fate brought Johnny Cash, Jerry Lee Lewis, Carl Perkins, and Elvis Presley together at Sun Records in Memphis for what would be one of the greatest jam sessions ever. Million Dollar Quartet brings that legendary night to life with an incredible score of hits, including "Blue Suede Shoes," "Fever," "Walk the Line," and more.



### **Coming Soon: An Exciting Collaboration**

*July 31-August 3, 2025*

Gretna Theatre is proud to announce that we are collaborating with two amazing organizations for this exciting show: Sycamore Stage Theatre Company and Hershey Theatre Apollo Awards! The show will feature the nominees from this year's musical theater categories at the Hershey Theatre Apollo Awards - including best actors and best supporting actors. We are also excited to share the musical we are producing... except we can't quite yet! Due to licensing restrictions and the popularity of the show, we won't be able to announce this title until May 5, 2025.



## SPECIAL EVENTS

### **Forever Everly: The Everly Brothers Rockumentary**

*June 20th -21st*

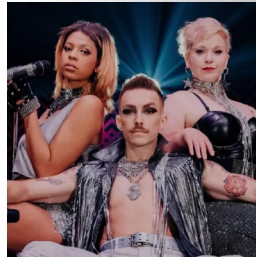
A glorious blend of film and live music, Forever Everly is like no other show you've ever seen before. Get to know the ins and outs of the famous duo in a beautifully crafted documentary, with plenty of room to get up and dance to the incredible music of The Everly Brothers, Paul Simon, The Beatles, and more!



### **The Music of Queen + Journey in Collaboration with Prima Theatre**

*August 22nd - 23rd*

Gretna Theatre is thrilled to partner with Prima Theatre to bring their thrilling concert event to Mount Gretna. The Music of Queen + Journey is a tribute concert featuring the music of two of rock's most famous legendary bands: Queen & Journey. Filled with all your favorite hits like "Bohemian Rhapsody," "Don't Stop Believin'," "We Are the Champions" and more, this is an epic experience you will not want to miss!



JUNE						
SUN	M	TU	W	TH	F	SAT
1	2	3	4	5 * DOLLY	6 DOLLY	7
8	9	10	11	12	13	14
15	16	17	18	19	20 FOREVER EVERLY	21
22	23	24	25	26 * SHAKESPEARE	27	28
29	30					

JULY						
SUN	M	TU	W	TH	F	SAT
		1	2	3	4	5
6	7	8	9	10 * M\$Q	11 M\$Q	12
13	14	15	16	17 * M\$Q	18 M\$Q	19
20	21	22	23	24	25	26
27	28	29	30	31 *		

AUGUST						
SUN	M	TU	W	TH	F	SAT
				31 * COMING SOON: COLLAB	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 QUEEN & JOURNEY	23
24	25	26	27	28	29	30
31						

show key

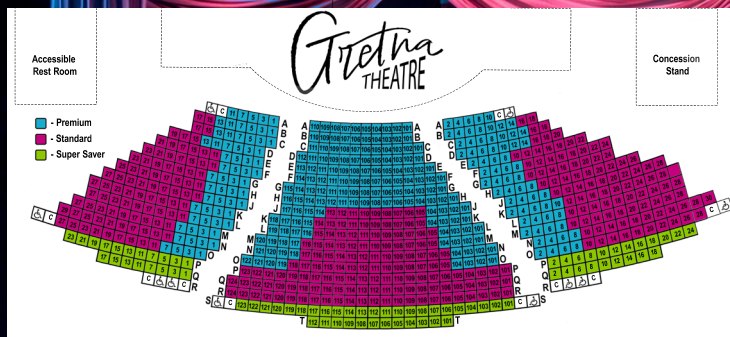
DOLLY PARTON  
SHAKESPEARE  
MILLION DOLLAR QUARTET (M\$Q)

COMING SOON: COLLABORATION  
FOREVER EVERLY  
QUEEN & JOURNEY

\* Two Performances

2025 SEASON SPONSORSHIP AND ADVERTISING OPPORTUNITIES AND BENEFITS					
2025 Season: Nov 1, 2024 thru Aug 31, 2025	HOSPITALITY	ARTS-FOR-ALL	PRODUCTION	MISSION	PREMIER
Benefits are based on sponsorship being received by March 15, 2024	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$7,499	\$7,500-\$9,000	\$10,000 & UP
<b>VISIBILITY</b>					
Business logo or brand mark on all Mainstage and Special Events publications and advertising.				X	X
Business logo or brand mark on your chosen sponsored show publications, advertising, and digital marketing.	X	X	X		
Full season recognition on the Gretna Theatre website that is linked to your website.	X	X	X	X	X
Full-page, color ad in the season playbills.			X	X	X
Half-page, color ad in the season playbills.	X	X			
Recognition in Mainstage season playbills.	X	X	X	X	X
Recognition during sponsored show(s) curtain speech.	X	X	X	X	X
<b>ENTERTAINMENT</b>					
Complimentary tickets to Mainstage, Special Events or Family Series shows.	2	8	12	20	30
Discounted tickets to Mainstage shows for employees.			X	X	X
Sponsor exclusive gift.				X	X





*"Overall, this is one of the most impressive pieces of theatre I have seen in this region."*

- The Lititz Record Express

Mount Gretna Playhouse  
offers seating for over  
700 Guests



A man with dark curly hair, wearing a bright yellow raincoat and a matching wide-brimmed hat, stands behind a podium covered with a gold sequined cloth. He is gesturing with his right hand while speaking into a microphone. On the podium are several chocolate cookies, a blue thermos, and a small green container. The background features a blue wall with a grid of white squares and several small, round, glowing lights.

## EDUCATIONAL IMPROVEMENT TAX CREDIT PROGRAM (EITC)

Through EITC, qualified businesses can fulfill their state tax burden and **receive a 75% state tax credit or a 90% state tax credit for contributing to nonprofit educational organizations like Gretna Theatre.** EITC supports Gretna Theatre's Touring Outreach Program for elementary and middle school children in south-central Pennsylvania.

Your support helps Gretna Theatre bring the joy of live, professional theater to the children in our surrounding community. **Funding through EITC allows us to keep our Touring Outreach Program very low-cost** for schools and helps educators link the arts to their curriculum.

All applications for the EITC program must be completed online. For guidelines, instructions, and to renew or apply, please visit the PA Department of Community and Economic Development's (DCED) EITC website (<https://dced.pa.gov/eitc>) or scan the QR code.

For questions about Gretna Theatre's Touring Outreach Program and EITC participation, contact Michael Philip O'Brien, Producing Artistic Director, at 717-964-3322 x2 or at [michael@gretnatheatre.org](mailto:michael@gretnatheatre.org).



# 2025 SEASON ADVERTISING OPPORTUNITIES

Playbill Ad Placement for 29 Performances	Season Price
Outside Back Cover - <b>COLOR</b>	\$1,500
Inside Front Cover - <b>COLOR</b>	\$1,200
Inside Back Cover - <b>COLOR</b>	\$1,200
Interior Full Page - <b>COLOR</b>	\$900
Interior Half Page - <b>COLOR</b>	\$500

All ads are full color and include a link to your website.  
Ads must be submitted in JPG, PNG, EPS, or PDF formats.  
QR Codes that link to your website are highly encouraged.

**As a thank for your support, advertisers receive two complimentary tickets to a 2025 Mainstage Show.**

**FULL PAGE\***  
8" High x 5" Wide

**HALF PAGE\***  
3.75" High x 5" Wide

\*not to scale



Organization (Individual, Business or Organization as you wish to be recognized and acknowledged)

Mailing Address

City

State

Zip Code

Phone

Email

Website

☐ Hospitality: \$1,000-\$2,499☐ Mission: \$7,500-\$9,000☐ Arts-For-All: \$2,500-\$4,999☐ Production: \$5,000-\$7,499☐ Premier: \$10,000 & Up

☐ Outside Back Cover: \$1,500

☐ Inside Back Cover: \$1,200

☐ Interior Full Page: \$900

☐ Inside Front Cover: 1,200

☐ Interior Half Page: \$500

Credit Card Number

Name on Card

Expiration

CVV

Check Payable to: **Gretna Theatre**

Check Amount

Check Number

Invoice me in the amount of \$ \_\_\_\_\_

Submit this completed form to:

Michael O'Brien | michael@gretnatheatre.org | 717.964.3322 x2  
Gretna Theatre | PO Box 578 | Mount Gretna, PA 17064





PO Box 578 Mount Gretna, PA 17064  
[www.gretnatheatre.org](http://www.gretnatheatre.org) | 717-964-3322