



Glimmerglass FESTIVAL

BUSINESS PARTNER PROGRAM & ADVERTISING OPPORTUNITIES

The Glimmerglass Festival Business Partner Program is a unique opportunity for businesses and individuals to join us in celebrating the magic of music and theater while supporting our nonprofit summer opera festival. As a Festival Business Partner, you'll become an integral part of our mission to bring world-class opera and musical theater to our community.

Our Business Partner Program offers various tiers of engagement, each designed to accommodate your organization's goals and preferences. Whether you're a small local business or a corporate partner, there's a partnership level that suits your needs and budget.

Benefits of becoming a Festival Partner include exclusive branding opportunities, VIP access to rehearsals, recognition in our promotional materials and on-site signage, and the satisfaction of knowing you're contributing to the cultural enrichment of our community.

Join us as we harmonize with businesses and individuals who share our passion for the arts and believe in the power of music to inspire, uplift, and unite. Together, let's create unforgettable moments and support the continued success of our beautiful community.

PO BOX 191
COOPERSTOWN, NY
(607) 547-0700
PROGRAMBOOK@GLIMMERGLASS.ORG





Glimmerglass FESTIVAL

AT-A-GLANCE



World-Renowned
professional opera & musical theater festival



2nd Largest
producer of opera in NYS (2nd only to The Met)



30,000+
tickets sold each season

72%
of audience from
New York State



87%
of NYS audience from
a two-hour radius
of Cooperstown

8%
of NYS audience
from New York City

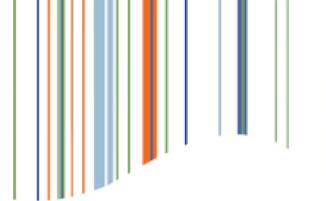
27%
of audience from
across the country



1%
of audience from
around the globe



GLIMMERGLASS BUSINESS PARTNER LEVELS & BENEFITS



LEVEL I ~ \$500

- LOGO on Alice Busch Opera Theater Front-of-House Screen
- LOGO on Glimmerglass Festival website
- Business Card size AD in the Festival Program Book
- LISTING on The Glimmerglass Festival Welcome Booth banner
- LISTING in Glimmerglass Festival Annual Report

LEVEL II ~ \$1,000

- LOGO on Alice Busch Opera Theater Front-of-House Screen
- LOGO on Glimmerglass Festival website
- Hyperlinked AD in ONE (1) weekly Patron Welcome email
- 1/12 Page size AD in the Glimmerglass Festival Program Book
- LISTING on The Glimmerglass Festival Welcome Booth banner
- LISTING in Glimmerglass Festival Annual Report

LEVEL III ~ \$2,500

- LOGO on Alice Busch Opera Theater Front-of-House Screen
- LOGO on Glimmerglass Festival website
- Hyperlinked AD in TWO (2) weekly Patron Welcome emails
- Hyperlinked "From Our Friends at ..." AD in ONE (1) Monthly Newsletter
- 1/3 Page size AD in the Glimmerglass Festival Program Book
- LOGO on The Glimmerglass Festival Welcome Booth banner
- LOGO in Glimmerglass Festival Annual Report
- Invitation for TWO (2) GUESTS to a select Dress Rehearsal

LEVEL IV ~ \$4,000

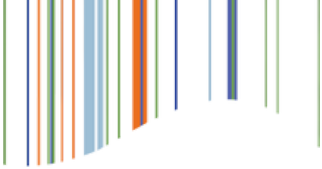
- 1/2 Page slide (AD) on Alice Busch Opera Theater Front-of-House Screen
- Hyperlinked LOGO on Glimmerglass Festival website
- Hyperlinked AD in THREE (3) weekly Patron Welcome emails
- Hyperlinked "From Our Friends at ..." AD in TWO (2) Monthly Newsletters
- 1/2 Page AD in the Glimmerglass Festival Program Book
- LOGO with premier placement on The Glimmerglass Festival Welcome Booth banner
- LOGO in Glimmerglass Festival Annual Report
- Invitation for FOUR (4) GUESTS to a select Dress Rehearsal
- Opportunity for branded giveaway*

LEVEL V ~ \$6,000

- FULL Page slide (AD) on Alice Busch Opera Theater Front-of-House Screen
- Hyperlinked LOGO on Glimmerglass Festival website
- Hyperlinked AD in FOUR (4) weekly Patron Welcome emails
- Hyperlinked "From Our Friends at ..." AD in THREE (3) Monthly Newsletters
- FULL Page AD in the Glimmerglass Festival Program Book
- INDIVIDUAL BANNER on The Glimmerglass Festival Welcome Booth
- LOGO in Glimmerglass Festival Annual Report
- Invitation for SIX (6) GUESTS to a select Dress Rehearsal
- Opportunity for a branded giveaway*

*in discussion with The Glimmerglass Festival





GLIMMERGLASS PROGRAM BOOK ADS

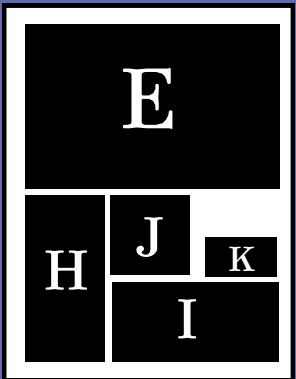
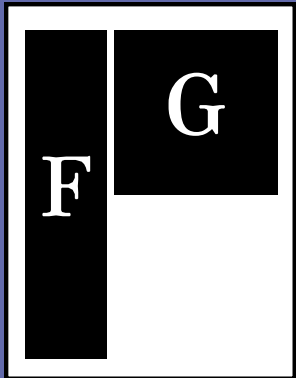
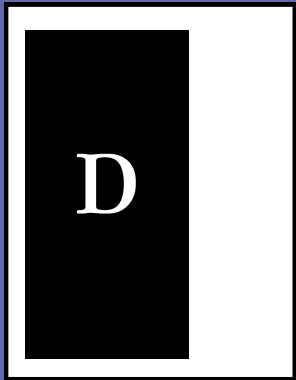
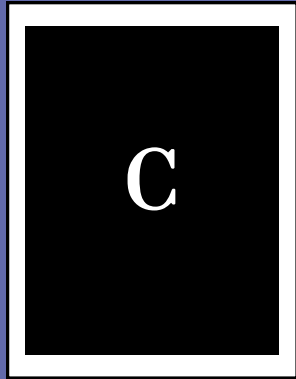
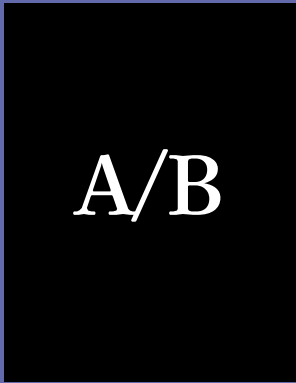
	Ad	Size	Price
A	Back Cover*	8.5"x11"	\$6,285
B	Inside Front/Back Cover*	8.5"x11"	\$4,395
C	Full Page	7.5"x10"	\$2,920
D	2/3 Page	4.875"x10"	\$2,160
E	Half Page	7.5"x4.875"	\$1,830
F	1/3 Page Vertical	2.25"x10"	\$1,185
G	1/3 Page Square	4.875"x4.875"	\$1,185
H	1/6 Page Vertical	2.25"x4.875"	\$810
I	1/6 Page Horizontal	4.875"x2.25"	\$810
J	1/12 Page	2.25"x2.25"	\$490
K	Business Card	2.25"x1.125"	\$190

Early Bird Discount - 20% off - Contract & Payment Due by March 20, 2025

*Back cover and inside cover(s) advertisements must include a 1/8" bleed.

ADDITIONAL ADVERTISING OPTIONS

Hyperlinked Ad in Weekly Patron Welcome Emails	\$350 per week
Hyperlinked "From Our Friends at..." Ad in Monthly Newsletter	\$500 per month





Glimmerglass FESTIVAL

ADVERTISING INFORMATION

ADVERTISING POLICY AND SPECIFICATIONS

- Glimmerglass reserves the right to require copy or graphic alterations to meet editorial standards and to refuse any advertising.
- Artwork must meet the size specifications on this document. Alternative sizes cannot be accepted.
- Only camera-ready digital artwork will be accepted.
- Please submit your finished ad via email.
- Digital artwork will be accepted as high-resolution (300 dpi minimum) PDF or JPEG files.
- Color images must be in CMYK mode. RGB images will not be accepted.
- Black and white ads should be in grayscale mode.
- **Artwork must be received no later than May 1, 2025.**
- A digital file of camera-ready artwork may be submitted to programbook@glimmerglass.org.
- Ad design services are not available.

TERMS

- **Contract and payment will be accepted through April 17, 2025. Payment in full is due with your contract.**
- We accept checks, VISA, MasterCard, American Express and Discover.
- Contracts and payment may be sent* to programbook@glimmerglass.org or mailed to:
The Glimmerglass Festival
Program Book Advertising
PO Box 191
Cooperstown, NY 13326-0191

*While we accept contracts via mail, we prefer to receive them via email

