

# GREENWICH ODEUM

The Odeum welcomes over  
**20,000 patrons**  
every year and has welcomed  
some of the biggest names in  
music including **Taj Mahal,**  
**LeAnn Rimes, Todd**  
**Rundgren** and many others!

The bulk of our audience  
comes from

## East Greenwich Warwick & North Kingstown

But a significant part of our  
audience comes from  
**Providence, Cranston,**  
**Narragansett, Coventry** and  
beyond!

Most of our patrons are in the

## 35 to 65+

age range, with the bulk  
being between 45 to 65.

**Advertise with the Odeum and  
deliver your message directly  
into the hands of the right  
audience!**



# GREENWICH ODEUM

## ADVERTISING PACKAGES

THE ODEUM OFFERS THREE ADVERTISING TIERS TO CHOOSE FROM

### SILVER

**12 MONTH PROGRAM:**

**\$750**

HALF PAGE  
PERFORMANCE  
PLAYBILL AD

40+ performances  
a year, up to 325  
Playbills per  
performance

### GOLD

**12 MONTH PROGRAM:**

**\$1,000**

HALF PAGE  
PERFORMANCE  
PLAYBILL AD

40+ performances  
a year, up to 325  
Playbills per  
performance

IN-LOBBY  
VIDEO ADVERTISING

Rotation on two  
55" video displays in  
the Odeum lobby

WEBSITE INCLUSION

Featured on Nearby  
Businesses Listing and  
Advertise With Us page

### PLATINUM

**12 MONTH PROGRAM:**

**\$2,000**

FULL PAGE  
PERFORMANCE  
PLAYBILL AD

40+ performances  
a year, up to 325  
Playbills per  
performance

IN-LOBBY  
VIDEO ADVERTISING

Rotation on two  
55" video displays in  
the Odeum lobby

WEBSITE INCLUSION

Featured on Nearby  
Businesses Listing and  
Advertise With Us page

## ALA CARTE PLANS

WE CAN ALSO WORK WITH YOU TO  
CREATE AN ADVERTISING PACKAGE  
THAT MEETS YOUR UNIQUE NEEDS.

CUSTOM ADVERTISING PLANS  
CAN INCLUDE THE FOLLOWING:

- PLAYBILL ADS  
(FULL & HALF PAGES)
- IN-LOBBY VIDEO ADS
- WEBSITE INCLUSION
- PRINT-AT-HOME &  
MOBILE TICKET ADS
- SHOW SPONSORSHIP
- SOCIAL MEDIA

# GREENWICH ODEUM

## About the Greenwich Odeum:



The Odeum building first opened in 1926 as The Greenwich Theater, built at the end of vaudeville's heyday. News clips at the time heralded the building as a vaudeville theater that would also show "picture shows." It played host to all kinds of performances, eventually evolving into a movie theater full time. With the advent of multi-screen theaters, the then Greenwich Theater closed its doors in 1990, remaining empty for a few years as a group of volunteers set out to write the next chapter in the history of the building.

Opening in the Fall of 1994, The Greenwich Odeum established itself among Rhode Island's premier performing arts venues. The tragic West Warwick nightclub fire in 2003 claimed the lives of 100 individuals, which resulted in a new, stringent fire code, as well as a daunting challenge for many establishments, including The Greenwich Odeum. As a result of the stricter codes and the subsequent costs to bring the theater into compliance, the Odeum closed its doors once again.

For more than a half a decade (2007–2013) The Greenwich Odeum lay dormant, nearly abandoned. A sizable grant from the Champlin Foundations, along with a considerable amount of determination, resulted in the Odeum once again reopening after a three-year construction period. Fire code compliant, more comfortable seating, and considerable excitement greeted the Odeum's reopening on January 26, 2013.

An invigorated board of directors, and wonderful community and donor support, has put the Odeum on a new journey. A multi-phased renovation was recently started, improving the theater from front to back, top to bottom. We hope you will join us as we move towards a second century on East Greenwich's Main Street!