



# WEST MORE LAND CULTURAL TRUST

is a 501(c)3 nonprofit organization whose mission is to stimulate cultural and economic development in the Westmoreland County region. We promote the performing arts; we preserve and enhance our region's assets for the benefit of the community.

## Venues & Properties Managed by WCT



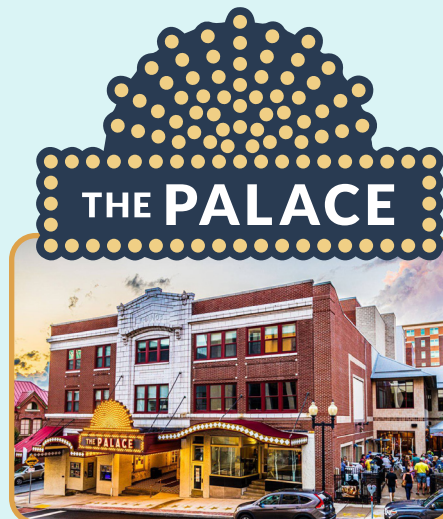
### The Union Trust Building

The Trust's administration office resides in this building originally built in 1921.



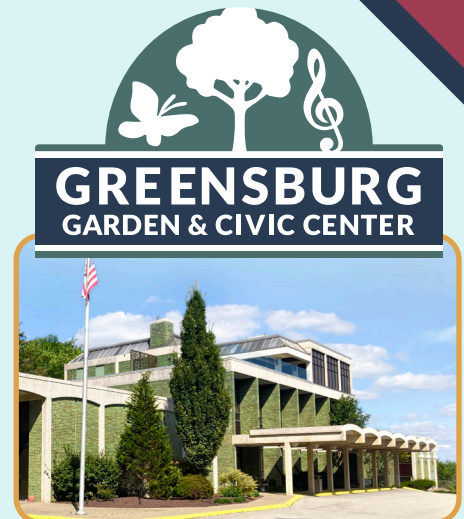
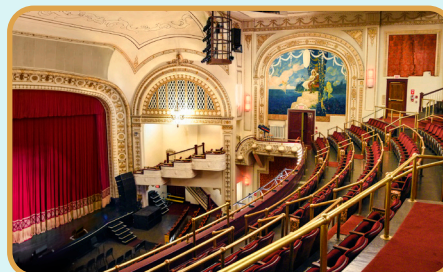
### The Stark Block

Originally built as a hotel in 1889, the office buildings are now renovated and well-suited for productive use.



### The Palace Theatre

Opened in 1926 as the Manos Theatre, The Palace is still a stunning, historic entertainment venue to this day. From concerts and comedy, to theatre, dance, family entertainment, and more, The Palace entertains more than 85,000 patrons at 100+ events each year.





### Greensburg Garden & Civic Center

Founded in 1969, it is a versatile, multi-purpose facility used by more than 90 different organizations annually. Its venue includes an auditorium, a large lawn and lanai, guest space for up to 200, gallery wallspace, and a roof and penthouse area with a spectacular view.



**FUELING REGIONAL ARTS, CULTURE, AND ECONOMIC GROWTH!**

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## ART IN THE ALLEY

Westmoreland Cultural Trust launched the interactive public art project "Art in the Alley" in 2018. The alley initiative includes vibrant colors and original works by local artists, located between The Palace Theatre's Friedlander Courtyard and the Union Trust Building.

## WCT Art Initiatives



### WINGS ACROSS WESTMORELAND

One of the most notable pieces in Art in the Alley is the set of metal wings designed by artist Patrick Mahoney. Locations all over the county receive their own pair of wings with imagery of what makes each place special.

## WCT Digital Reach



**WCT Website**  
500,000 annual visitors



**Email List**  
67,000+ subscribers




**Mobile App**  
500+ downloads



**Social Media**  
f 36,414 followers  
@ 5,392 followers  
(combined reach for all accounts)



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# 2024 WCT Events



## WEDDING EXPO

Sun, Jan 14  
Greensburg Garden & Civic Center's premiere wedding showcase.  
200+ attendees



## PARTY AT THE PALACE "Shaken, Not Stirred"

Sat, Feb 24  
WCT's signature annual fundraising gala, this year with a James Bond theme.  
275+ attendees



## GREENSBURG ARTSWALK

Sat, Apr 20  
Presented in part with Westmoreland Museum of American Art and Seton Hill University.  
2,000+ attendees



## ACHIEVEMENT IN THE ARTS

Tue, May 14  
Honoring the County's high school seniors who excel in the arts.  
250+ attendees



## RHYTHMS OF SUMMER

Thursdays, Jun 6–Aug 1  
Weekly themed Thursday evening concerts including other fun activities.  
2,000+ attendees



## OLD SALEM MARKET

Sundays, June 9–Oct 20  
A new weekly local market hosted at Greensburg Garden & Civic Center.



## GREENSBURG MUSIC FEST

Sat, Aug 24  
One day packed with free live music, plus vendors, food, and community fun.  
2,000–4,000 attendees



## FREE PALACE THEATRE TOURS

September 3–4  
The annual chance to tour The Palace Theatre and learn about its history.



## PETRIFYING PALACE

Thu, Oct 31  
Spooky, family-friendly tour inspired by The Palace's history, and later on a Trunk-Or-Treat.



## BRUNCH WITH SANTA

Sat, Dec 14  
Meet Santa at GGCC before WSO's performances of *The Nutcracker* at The Palace.



# YEARS IN REVIEW 2020– 2023

Westmoreland Cultural Trust saw a significant attendance increase between 2020/2021 to 2022, mainly due to Covid closure, which had The Palace Theatre and other Trust events on hiatus for 15 months.

Between 2022 to 2023, overall attendance mainly stayed flat, although average show attendance increased by 10%, and out of county attendance went up.

**2020**

13,849  
ATTENDEES  
(26 live events)

AVERAGE PEOPLE  
PER EVENT:  
**533**

**2021**

37,861  
ATTENDEES  
(65 events)

AVERAGE PEOPLE  
PER EVENT:  
**583**

**2022**

75,604  
ATTENDEES  
(116 events)

AVERAGE PEOPLE  
PER EVENT:  
**652**

**2023**

75,586  
ATTENDEES  
(98 events)

AVERAGE PEOPLE  
PER EVENT:  
**772**

## ATTENDANCE AND PATRON DEMOGRAPHICS

Although attendance between 2022 and 2023 was down by 18, it is important to note that this was due in part to a reduction of shows/events occurring at The Palace Theatre. In 2022, The Trust managed 116 events (including private events). In 2023, The Trust managed 98 events. New security charges passed on to venue renters contributed in part to a reduction of local organizations securing space at the theatre.

However, average show attendance increased by 10% in 2023, and The Trust also saw a notable increase in out of county attendance driven in part by some of the tourism grant marketing initiatives in place. In 2023, Allegheny County residents purchased 17,020 tickets, while Cambria and Blair County residents purchased 2,309 tickets. Overall, 46,238 of our target ticket-buyer audience came from outside of the county. That's 61% of our total ticket sales.

*NOTE: Visitation numbers were determined by attendance figures at each performance/event through ticket scanning and/or ticket stub counts (via our PatronManager ticketing system).*



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# Why Become a Corporate Partner?

- Reach hundreds of thousands of patrons who attend shows and events at The Palace Theatre throughout the year.
- Invest in the community by supporting events that bring people together in Westmoreland County.
- Customers will recognize your business as a supporter of the arts community.
- Receive perks of partnership with exclusive access to events and marketing opportunities.
- You and your employees can gain access to exclusive social events.
- Get early access to the best seats for shows at the historic Palace Theatre.

## Event Activation

Corporate partners receive the benefit of activation at select events throughout the year. Activation can include fliers, giveaways, activities, and more! Promote your business as a supporter of the arts within the Westmoreland County community.

**ACTIVATION TABLES AVAILABLE FROM APRIL THROUGH OCTOBER**

### EVENTS INCLUDE:




- Greensburg ArtsWalk
- Rhythms of Summer Concert Series
- Greensburg Music Fest
- Petrifying Palace

**WANT TO JOIN THE FUN?**

Contact Emily Rockwell: [erockwell@wctrust.net](mailto:erockwell@wctrust.net)



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# INSTITUTIONAL GIVING COURTESIES

DIGITAL VISIBILITY	\$2,500	\$5,000	\$10,000+
Company listing on website (Logo with hyperlink)	◆	◆	◆
Company listing on Annual Report and WCT Presents show programs with hyperlink	◆	◆	◆
Exclusive email to all Palace Theatre patrons announcing Corporate Partnership	◆	◆	◆
EVENT VISIBILITY	\$2,500	\$5,000	\$10,000+
Logo on marketing for all Community Engagement Events <i>Wedding Expo, Party at the Palace, ArtsWalk, Achievement in the Arts, Rhythms of Summer, Greensburg Music Fest</i>	◆	◆	◆
Visibility at any additional WCT Outreach Events	◆	◆	◆
Event onsite activation <i>Promote your business with activation such as flyers, giveaways, and activities at select Community Engagement Events</i>	◆	◆	◆
EXPERIENCE	\$2,500	\$5,000	\$10,000+
VIP Tickets to Party at The Palace <i>RSVP with names of VIP guests by February 1st to claim your tickets, or tickets will be released to the public</i>	(2) Tickets	(4) Tickets	(6) Tickets
Reservations to Rhythms of Summer Concerts <i>Limited reservations are available weekly</i>	◆	◆	◆
VIP Wristbands for Greensburg Music Fest	(2) VIP Wristbands	(4) VIP Wristbands	(6) VIP Wristbands
Potential Artist Meet & Greet <i>Up to 2 guests, show ticket must be present, at the discretion of artist management approval</i>			◆
ADDITIONAL	\$2,500	\$5,000	\$10,000+
Pre-Sale Ticket Concierge Service	◆	◆	◆
Discounted room rental at an WCT facility up to \$600 (Excludes stage performance)	(1) 50% off	(1) FREE	(1) FREE
Discounted lawn rental fee at Greensburg Garden & Civic Center		(1) 50% off	(1) FREE
Palace Theatre/WCT Gift Certificate (1) to utilize for company events/incentives		\$50 value	\$100 value
(1) Engraved seat plaque in The Palace Theatre with company name (\$500-\$1,500 value, varies by seat location)	\$500 value	\$500 value	\$1,500 value
Palace Theatre "Member Login" portal access for pre-sales, discounts, and exclusive offers	◆	◆	◆
Invitations and notifications to WCT special events & ticket pre-sale opportunities	◆	◆	◆

\*COURTESIES SUBJECT TO CHANGE\*





# WESTMORELAND CULTURAL TRUST CORPORATE PARTNERSHIP

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

I would like to support the arts in Westmoreland County by becoming a Corporate Partner at:  
(check one)

☐ \$10,000+

☐ \$5,000

☐ \$2,500

## PAYMENT OPTIONS

☐ Check

(Please make check payable to: Westmoreland Cultural Trust)

☐ Credit Card

Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

or call 724-836-1123 x254 to pay by phone

☐ Send me an invoice

Please remit this agreement with payment to:

**Westmoreland Cultural Trust | 102 N Main St, Ste 232 | Greensburg, PA 15601**

*or scan and email the completed form to [erockwell@wctrust.net](mailto:erockwell@wctrust.net)*

Westmoreland Cultural Trust is registered with the Bureau of Charitable Organizations. A copy of the official registration and financial information may be obtained from the PA Department of State by calling toll free, within Pennsylvania, 1-800-732-0999.

Registration does not imply endorsement