About New Rep

Founded in 1984, New Repertory Theatre is an award-winning professional theater located on the historic Arsenal on the Charles campus, a vibrant cultural hub in Watertown, Massachusetts. In residence at the Mosesian Center for the Arts, New Rep stages contemporary and classic plays and musicals, including world premieres, that awaken the heart, challenge the mind, and expand the human spirit. We mount productions in two fully accessible performance spaces: the state-of-the-art 340-seat MainStage Theater and the intimate 90-seat BlackBox Theater, which provide excellent views from every seat.

Marketing Reach

During a typical season, we reach:
• 30,000 individual patrons
• 35,000 people with our email list
• 6,000 followers on Facebook & 1,500 followers each on Instagram & Twitter

Due to our active engagement with causes like Black Lives Matter and the outreach efforts of our Marketing team, we are currently seeing growth in all of these areas. Additionally, thanks to the accessibility of our virtual programming, we will be able to continue expanding our reach & increasing patron engagement.
Connection & Exploration

New Rep embraces theatre as the basis for enduring connections with our community. Through entertaining, innovative, and thought-provoking live theater performed at the highest standards of excellence, we seek to spark community conversations about the crucial issues of the day.

Advocacy & Action

New Rep has long been an active advocate for the arts and a major voice in the national dialogue defining the role of theater in our culture. Under the bold new leadership of Artistic Director Michael J. Bobbitt, New Rep is now at the vanguard of a momentous drive to develop anti-racist theater practices in the Greater Boston community. We aim to create an authentic sense of belonging for artists and audiences alike.
Anti-Racism & IDEA

“Inclusion, Diversity, Equity, Access, Anti-Racism, etc. is an ACT OF LOVE – showing love to people who have never been loved by this country. This work is to end a race war, not start one. New Rep aspires to be a predominantly multicultural theatre company because we know that our differences are our greatest strengths. What we all bring to the conversations make the experiences richer and more visceral. These are not just principles or beliefs; they are the fuel that drives everything we do. At New Rep, your uniqueness is revered. Bring all of who you are to the table and come and “play” with us.”

-Michael J. Bobbitt, Artistic Director.

New Rep’s Anti-Racism/Diversity Statement

New Repertory Theatre will create internal organizational systems, processes, structures and cultures that encourage any person to engage with us. In creating an equitable culture, we actively seek diversity, inclusivity and accessibility because we want the stories of all people to be reflected in the stories we tell in our productions.
Our Core Values and Mission
New Repertory Theatre produces plays that speak powerfully to the vital ideas of our time. New Rep is guided by its core values:

DIVERSITY
We believe that Equity, Diversity, Inclusion, Anti-Racism & Access is an ACT OF LOVE and aspire to be a Predominantly Multi-cultural theatre because we know that our differences are our greatest strengths.

COMMUNITY
We believe that the stories we tell on our stages must reflect the aspirations and concerns of the diverse communities and cultures we seek to serve. We believe that inclusive communities spark wide-ranging, exploratory conversations and learning.

EXCELLENCE
We believe our efforts to exceed the ordinary speak powerfully to our community and of their value to us.
Becoming a Partner
When you partner with New Rep, you are recognized as a leader in the community who understands the importance of promoting and sustaining arts, culture, and education. As a community partner, you will have access to our educated, loyal, and diverse audience. This includes opportunities for brand exposure, artist and employee engagement, and invitations to special events. Your partnership will afford us the opportunity to continue to pursue our core values both internally and with the community. The options for partnership can include supporting whole seasons, specific programming, digital series, special events, ticket underwriting and more.

Partner Benefits Include:
• Digital program ad with options for placement
• Logo and link on New Rep’s website
• Sponsorship recognition during the slideshow (full season or specific shows) and/or during virtual programming series.
• Live recognition at performances and programs.
• Logo included in eblasts (full season or specific programs)
• Facebook, Twitter, & Instagram posts connecting patrons to sponsor messaging
• VIP production ticket options

Using the various partnership benefit options above, we can create a customized sponsorship and marketing plan catered to what best suits your company’s needs. For more information, please contact:

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