



# MEDIA KIT 2025

## GENERAL FESTIVAL INFORMATION

- **Festival dates:** July 16-19, 2025
- **Location:** Playhouse Square District | across 16 stages
- **Website:** <https://www.borderlightcle.org/2025-festival/>
- **Logo Suite: (evergreen)** [https://bit.ly/BL\\_Logos2025](https://bit.ly/BL_Logos2025)

## DIGITAL ASSETS:

- **BorderLight Theatre Festival Trailer | :30 | social-friendly:**  
[https://drive.google.com/file/d/1wzYP3YNKVIqH9AaHqq2Q6uo2OLXXI\\_33/view?usp=sharing](https://drive.google.com/file/d/1wzYP3YNKVIqH9AaHqq2Q6uo2OLXXI_33/view?usp=sharing)
- **BorderLight Theatre Festival GIFs:**  
<https://drive.google.com/drive/folders/1eiji2SehoPSpy2V6OHWcJZlbV5K0dKyV?usp=sharing>
- **BorderLight Theatre Festival Branding:**  
[https://drive.google.com/drive/folders/1WuGO4PNCrYbZfxO8h\\_fsJPnAm0VSdhA6?usp=sharing](https://drive.google.com/drive/folders/1WuGO4PNCrYbZfxO8h_fsJPnAm0VSdhA6?usp=sharing)
- **BorderLight Theatre Festival :: Show Photos**  
<https://drive.google.com/drive/folders/1s75sOqGB-AUCO7CdmKra56jRSa-nxTd6?usp=sharing>

## FACTS AND STATS

- 49 Shows
- 150 Performances
- Representing 10 states + 3 countries
- Across 16 stages in the Playhouse Square District
- We strive to make the arts accessible by offering 13 free shows, four shows with ASL Interpreters, and

## HELPFUL LINKS

- Show information: <https://www.borderlightcle.org/2025-festival/>
- Accessibility Guide: <https://www.borderlightcle.org/accessibility25/>
- Festival Guide:  
<https://www.borderlightcle.org/wp-content/uploads/2025/05/BL25-PROGRAM-GUIDE-FULL-SINGLES-WEB-2-1.pdf>
- Visitor's Guide: <https://www.borderlightcle.org/2025-visitors-guide/>

## CONNECT WITH US ON SOCIAL

- **Facebook:** @BorderLightCLE / <https://www.facebook.com/BorderLightCle/>
- **Instagram:** @BorderLightCLE / <https://www.instagram.com/borderlightcle/>
- **LinkedIn:** <https://www.linkedin.com/company/borderlight/>
- **Threads:** @BorderLightCLE / <https://www.threads.net/@borderlightcle>
- **TikTok:** @BorderLight\_CLE / [https://www.tiktok.com/@borderlight\\_cle](https://www.tiktok.com/@borderlight_cle)
- **X:** @BorderLightCLE / <https://twitter.com/BorderLightCLE>
- **YouTube:** [https://www.youtube.com/channel/UCVgDBietvqQH4Xd9\\_2QvTOW](https://www.youtube.com/channel/UCVgDBietvqQH4Xd9_2QvTOW)
- **Hashtags:** #BorderLight2025

## ABOUT BORDERLIGHT

Founded in 2015 by Dale Heinen and Jeffrey Pence, BorderLight Festival is a nonprofit whose mission is to present innovative theatre that inspires, builds cross-cultural understanding, and celebrates the diversity of the human experience. Since debuting in 2019, BorderLight has welcomed thousands of arts enthusiasts to downtown Cleveland and showcased hundreds of international and domestic performances. Learn more about the **2025 BorderLight Theatre Festival** at [BorderLightCLE.org](https://BorderLightCLE.org), and across social platforms by following @BorderLightCLE.

## MEDIA CONTACT

Debby Samples, Marketing Strategist, [debby@BorderLightCLE.org](mailto:debby@BorderLightCLE.org)  
[Samples Solutions, LLC](https://SamplesSolutions.LLC) | [SamplesSolutionsLLC@gmail.com](mailto:SamplesSolutionsLLC@gmail.com)