

# SHAKESPEARE & COMPANY

"Shakespeare & Company is the most consistently impressive theatre company in America"  
– Terry Teachout, The Wall Street Journal

**SPECIAL  
10% DISCOUNT  
FOR NEW PARTNERS!  
PLUS FREE EARLY BIRD  
TICKETS!**

## JOIN OUR BUSINESS SPONSORSHIP FAMILY TODAY!

**Celebrate our exciting 43<sup>rd</sup> Season, and become part of our  
2020 Business Sponsorship family.**

Dear Friends,

Shakespeare & Company, one of the largest Shakespeare Festivals in North America, is already planning for next year, and we look forward to having you on-board during our exciting 2020 Season. With strong ties to the local community and businesses, S&Co. is committed to cultural enrichment, artistic excellence, and providing a transformative theatre experience for its audiences. By becoming a Business Sponsor, you not only promote your business, but also support cultural arts and education in the Berkshires.

## Business Sponsor Benefits

- Free tickets to our annual Business Friends Party and Show
- Sponsorship advertisement in our Playbill (**seen by 40,000+ patrons**)
- Free season Playbill listing in our special *Stay, Shop, Dine, and Explore* section
- Up to 12 free tickets to any of our productions
- Invitations to special events, shows, and parties all season long
- Free weekly subscription to S&Co. e-news on upcoming events
- Free website listing (\$500 and above sponsorship) in our *Visit* section
- Free flat-screen TV ads in S&Co. lobbies (Flat-screen ads can also be purchased à la carte)
- Free dress rehearsal invitation for a sneak preview of our season
- Special artist performances at your business
- And more!

**For a full listing of sponsorship levels, benefits,  
and information, visit:**

[shakespeare.org/support-us/become-a-business-sponsor](http://shakespeare.org/support-us/become-a-business-sponsor)

Thank you for your consideration. Your support as a Business Sponsor is vital to our programming, and we look forward to partnering with you!

All my best,



Elizabeth Aspenlieder  
Director of Sponsorships & Events  
413-637-1199 ext. 110  
[aspenlieder@shakespeare.org](mailto:aspenlieder@shakespeare.org)



**Early Bird Reservation and Payment due November 15, 2019.  
FINAL ARTWORK AND PAYMENT DUE MARCH 13, 2020.**

# SHAKESPEARE & COMPANY

## 2020 NEW BUSINESS SPONSORSHIP PLAYBILL RESERVATION FORM

|                 |              |                 |     |
|-----------------|--------------|-----------------|-----|
| Sponsor         | Contact Name |                 |     |
| Address         | City         | State           | Zip |
| Phone           | Cell         | E-Mail          |     |
| Artwork Contact | Phone        | Website Address |     |

**NEW CAMERA-READY ART SUBMITTED BY MARCH 13, 2020**

| PLAYBILL ARTWORK          |                            |         | 10% DISCOUNT FOR<br>NEW BUSINESSES | FREE WEB<br>LINKS                           | FREE<br>TICKETS | EARLY BIRD<br>BONUS TICKETS |   |
|---------------------------|----------------------------|---------|------------------------------------|---|-----------------|-----------------------------|---|
| SIZE                      | DIMENSIONS (W X H)         | RATES   |                                    |   |                 |                             |   |
| Back Cover                | 8.25" x 10.5" <sup>†</sup> | \$5,500 | \$4,950                            | <b>AVAILABLE<br/>AT \$500<br/>AND ABOVE</b> | 10              | 4                           |   |
| Inside Front Cover        | 8.25" x 10.5" <sup>†</sup> | \$4,250 | \$3,825                            |   | 10              | 4                           |   |
| Inside Back Cover         | 8.25" x 10.5" <sup>†</sup> | \$3,950 | \$3,555                            |   | 10              | 4                           |   |
| Full Page                 | 8.25" x 10.5" <sup>†</sup> | \$3,750 | \$3,375                            |   | 8               | 4                           |   |
| 1/2 Page Horizontal       | 7.25" x 4.6875"            | \$1,850 | \$1,665                            |   | 6               | 2                           |   |
| Half Page Vertical        | 3.5625" x 9.5"             | \$1,850 | \$1,665                            |   | 6               | 2                           |   |
| Third Page Horizontal     | 7.25" x 3.0833"            | \$1,350 | \$1,215                            |   | 4               | 2                           |   |
| Quarter Page              | 3.5625" x 4.6875"          | \$895   | \$805                              |   | 4               | 2                           |   |
| Sixth Page                | 3.5625" x 3.0833"          | \$575   | \$517                              |   | 2               | 2                           |   |
| Eighth Page               | 3.5625" x 2.2813"          | \$395   | \$355                              |   | —               | 2                           | 2 |
| Season Flat-Screen Slides | 1920 px x 1080 px          | \$1,500 | \$1,350                            |   | —               | 4                           | 2 |

[www.shakespeare.org/support-us/become-a-business-sponsor](http://www.shakespeare.org/support-us/become-a-business-sponsor)

**Artwork:** Images files must be 300dpi, CMYK or greyscale. PDF, InDesign, Illustrator or Photoshop files accepted.

*† full page and cover art should include a 0.125" bleed on all sides*

**Artwork | Submissions | Questions:** [playbill@shakespeare.org](mailto:playbill@shakespeare.org)

**Reservations:** [aspenlieder@shakespeare.org](mailto:aspenlieder@shakespeare.org)

### PAYMENT

\$

TOTAL SPONSORSHIP AMOUNT

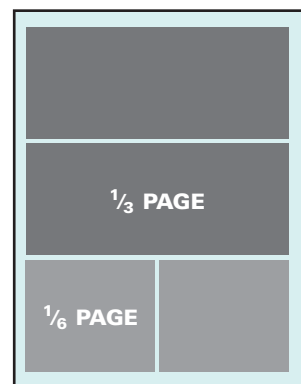
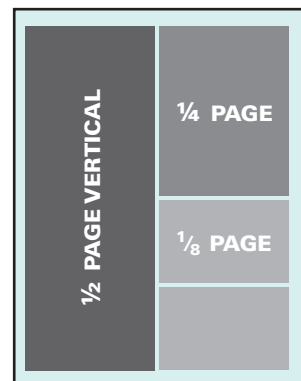
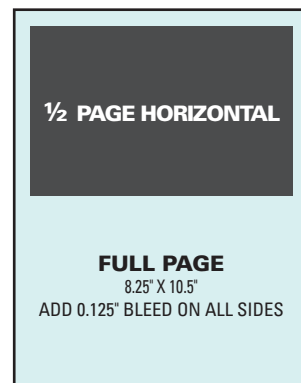
CREDIT CARD # EXP. DATE

NAME ON CARD SECURITY CODE

SIGNATURE DATE

**PAY BY CHECK:** SHAKESPEARE & COMPANY, 70 KEMBLE STREET, LENOX, MA 01240 **ATTN:** BUSINESS SPONSORSHIPS

**Fax Reservation Form to:** 413-637-4274



**Complimentary tickets** are valid for all 2020 Season performances except special fundraising events such as our annual Gala. To redeem your complimentary tickets, **please contact the Box Office at 413-637-3353.**

**Shakespeare & Company is a 501(c) (3) not-for-profit organization, and your sponsorship is tax-deductible.** Please consult your financial advisor for more information.

**Early Bird Reservation and Payment due November 15, 2019.**  
**FINAL ARTWORK AND PAYMENT DUE: MARCH 13, 2020.**

# SHAKESPEARE & COMPANY

## 2020 BUSINESS SPONSOR BENEFITS SEASON PLAYBILL NEW BUSINESSES

| Size (all full color ads, discount rates applied)  | Eighth<br>\$355 | Sixth<br>\$517 | Quarter<br>\$805 | Third<br>\$1,215 | Half<br>\$1,665 | Full<br>\$3,375 | Inside<br>Back Cover<br>\$3,555 | Inside<br>Front Cover<br>\$3,825 | Back Cover<br>\$4,950 |
|--|-----------------|----------------|------------------|------------------|-----------------|-----------------|---------------------------------|----------------------------------|-----------------------|
| <b>Free Website Logo</b><br>Includes your logo along with your website link for greater brand visibility.  |                 |                |                  |                  |                 |                 | ✓                               | ✓                                | ✓                     |
| <b>Free Website Links</b><br>On the Visit Page of our website under <i>Stay, Shop, Dine &amp; Explore</i> promote your business, and send traffic directly to your website.              |                 | ✓              | ✓                | ✓                | ✓               | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Flat-Screen Slide</b><br>Your ad runs on our TV monitors in our theatre lobbies all season long.  |                 |                |                  |                  |                 | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Open Rehearsal Invitation</b><br>Meet the artists and get their insights on the show during an exclusive open rehearsal.  |                 |                |                  |                  |                 | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Special Artist Engagements</b><br>Entertain your clientele with S&Co actors, who will perform snippets of plays at your venue. (To be booked in advance at mutually agreeable times.) |                 |                |                  |                  |                 | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Dress Rehearsal Invitation</b><br>A sneak preview of any show during our 43 <sup>rd</sup> season. (up to 4 guests)  |                 |                |                  |                  |                 | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Complimentary Business Listing</b><br>In our special <i>Stay, Shop, Dine, &amp; Explore</i> section in the season Playbill.   | ✓               | ✓              | ✓                | ✓                | ✓               | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Early Bird Bonus Tickets</b><br>Enjoy performances of your choice during the 2020 season. (reservation form and payment must be received by November 15 <sup>th</sup> .)              | 2               | 2              | 2                | 2                | 2               | 4               | 4                               | 4                                | 4                     |

Benefits continued on back

Shakespeare & Company 70 Kemble Street, Lenox, MA 01240

Please contact Director of Business Sponsorships Elizabeth Aspenlieder for scheduling and details  
413-637-1199 x110 aspenlieder@shakespeare.org

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|---|-----------------|----------------|------------------|------------------|-----------------|-----------------|---------------------------------|----------------------------------|-----------------------|
| <b>New Business Bonus Tickets</b><br>Experience our outdoor, family-friendly theatres (The Dell at The Mount, and The Rose Footprint).  | 2               | 2              | 2                | 2                | 2               | 2               | 2                               | 2                                | 2                     |
| <b>Annual Business Friends Party</b><br>A great way to network, have fun, kick off the summer season, and enjoy a performance on us!  | 4               | 4              | 4                | 4                | 4               | 6               | 6                               | 6                                | 6                     |
| <b>Complimentary Tickets</b><br>Enjoy performances at our Tina Packer Playhouse, Elayne P. Bernstein Theatre, Roman Garden Theatre, and The Dell at the Mount. (not valid for special fundraising events such as the annual Gala).        | 2               | 2              | 4                | 6                | 6               | 6               | 8                               | 8                                | 10                    |
| <b>New Business 10% Sponsorship Discount</b><br>Take advantage of our discount. Available for New Business Sponsors only.   | ✓               | ✓              | ✓                | ✓                | ✓               | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Loyalty Tickets</b><br>Additional free tickets that will be released the day before a performance at various times during the season, to sponsors of 5 years and longer, or businesses who have increased their sponsorship this year. | ✓               | ✓              | ✓                | ✓                | ✓               | ✓               | ✓                               | ✓                                | ✓                     |
| <b>Weekly Subscriptions</b><br>The S&Co e-newsletter featuring information about upcoming shows, specials, and events.  | ✓               | ✓              | ✓                | ✓                | ✓               | ✓               | ✓                               | ✓                                | ✓                     |

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