

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 PREMIUM SPONSORSHIP FAMILY TODAY!

We are gearing up for our 43rd Season, and we invite you to be a part of our 2020 Business Sponsorship family.

Dear Friends,

Shakespeare & Company, one of the largest Festivals in North America, just celebrated its 42nd Anniversary and one of the most successful seasons in the history of the Company. We are 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.

Premium Business Sponsor Benefits

- Sponsorship advertisement in our season brochure (**45,000 direct mailer**), rack tri-fold brochure (**30,000 distributed**), tickets or envelopes (**80,000 distributed**)
- Sponsorship advertisement in our season Playbill (**seen by 40,000+ patrons**)
- Free tickets to our annual Business Friends Party and Show
- Free season Playbill listing in our special *Stay, Shop, Dine, and Explore* section
- Up to 14 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 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
- And more!

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

shakespeare.org/support-us/become-a-business-sponsor

Thank you for your consideration. Your support as a Premium 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



**Early Bird Reservation and Payment due November 15, 2019.
FINAL PAYMENT AND ARTWORK DUE JANUARY 10, 2020.**

SHAKESPEARE & COMPANY

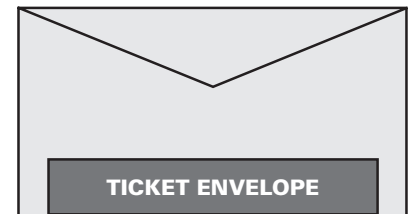
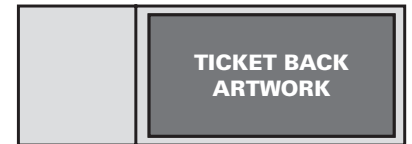
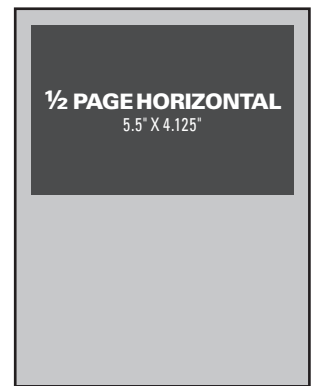
2020 NEW PREMIUM BUSINESS SPONSORSHIP RESERVATION FORM

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

NEW CAMERA-READY ART SUBMITTED BY JANUARY 10, 2020

PLAYBILL ARTWORK			10% DISCOUNT FOR NEW BUSINESSES	FREE TICKETS	EARLY BIRD ADDITIONAL FREE TICKETS
PLACEMENT	DIMENSIONS (W X H)	RATES			
Season Brochure Half Page	5.5" x 4.125"	\$3,950	\$3,598	6	2
Season Tickets	3.5" x 1.75"	\$5,950	\$5,355	10	4
Season Ticket Envelopes	5.5" x 1"	\$4,250	\$3,825	8	2
Rack Tri-fold Brochure	3.125" x 2.50"	\$5,250	\$4,275	10	2
Season Beverage Lidded "To-Go" Cup (16oz)		\$3,950	\$3,598	6	2
Season Beverage Lidded "To-Go" Cup (10oz)		\$3,750	\$3,375	6	2
Season Water Bottle Labels		\$3,950	\$3,598	6	2

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.

Artwork | Submissions | Questions: playbill@shakespeare.org
Reservations: 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 PAYMENT AND ARTWORK DUE: JANUARY 10, 2020

SHAKESPEARE & COMPANY

2020 PREMIUM BUSINESS SPONSOR BENEFITS NEW BUSINESSES

	Brochure Half Page \$3,558	EXCLUSIVE Ticket Envelopes \$3,825	EXCLUSIVE Season Tickets \$5,355	NEW! Rack Tri-Fold Brochure \$4,275
Season Brochure Half Page Ad Direct mailer to 45,000+ patrons across the state and country. The season brochure includes calendar, play descriptions, and is distributed year round across the county to inns, restaurants, shops, and galleries.	✓			
Exclusive Ticket Back Ad Provides targeted brand exposure with your ad on the back of every ticket we print during our 2020 season (80,000 impressions). The tickets are distributed at productions, readings, and special events.			✓	
Exclusive Ticket Envelope Ad Provides targeted brand exposure with your ad on the back of every envelope we print during our 2020 season (80,000 impressions). The envelopes are distributed at productions, readings, and special events.		✓		
NEW! Exclusive Rack Tri-Fold Brochure Your ad prominently placed in the season rack tri-fold brochure (30,000 impressions). Brochures cards are distributed throughout Berkshire County and tri-state area, including restaurants, shops, lodging, and visitor centers.				✓
Playbill Ad Half Page Includes complimentary half page color ad in the Season Playbill (distributed to 40,000+ patrons annually). The Playbill includes information on S&Co productions, the artists, the Berkshire Community, and beyond.	✓	✓		✓
Playbill Ad Full Page Includes complimentary full page color ad in the Season Playbill (distributed to 40,000+ patrons annually). The Playbill includes information on S&Co productions, the artists, the Berkshire Community, and beyond.			✓	
Complimentary Tickets Enjoy tickets to performances of your choice during the 2020 Season (not valid for special fundraising events such as the annual Gala). Valid for all four theatres.	8	8	10	8
Exclusive Business Friends Party Is a great way to network, and kick off the summer season and enjoy a performance on us!	6	8	10	10

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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2020 PREMIUM BUSINESS SPONSOR BENEFITS NEW BUSINESSES

	Brochure Half Page \$3,558	EXCLUSIVE Ticket Envelopes \$3,825	EXCLUSIVE Season Tickets \$5,355	NEW! Rack Tri-Fold Brochure \$4,275
Free Website Links & Logo On the Visit Page of our website under the <i>Stay, Shop, Dine & Explore</i> promote your business, and send traffic directly to your website.	✓	✓	✓	✓
Flat-Screen Slide On our TV monitors in S&Co's Playhouse and Bernstein Theatres. Ads run all season long to promote your business and message.	✓	✓	✓	✓
Business Listing In our special <i>Stay, Shop, Dine & Explore</i> section in the Playbill.	✓	✓	✓	✓
Early Bird Bonus Tickets Enjoy performances of your choice during the 2020 season. (reservation form and payment must be received by November 15 th .)	2	2	4	2
Private Preview Party - Memorial Day Weekend! Includes a scrumptious brunch, a chance to meet the artists, and enjoy scenes highlighting our season.	2	2	4	2
Special Artist Engagements 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.)	✓	✓	✓	✓
Weekly Subscription The S&Co weekly e-newsletter keeps you up to date on upcoming events, specials, and news.	✓	✓	✓	✓
Loyalty Tickets 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.	✓	✓	✓	✓
Complimentary One-time Rental Book one of our spaces for your event or company party.			✓	
Dress Rehearsal Invitation A sneak preview of a show in our season for you and up to 4 guests to enjoy before our public performances.			✓	

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