

SHAKESPEARE & COMPANY

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

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

JOIN OUR BUSINESS SPONSORSHIP FAMILY TODAY!

**Celebrate our exciting 42nd Season, and become part of our
2019 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 2019 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:**

www.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 Business Sponsorships
(413) 637-1199 ext. 110
aspenlieder@shakespeare.org



**Early Bird Reservation and Payment due November 9, 2018.
FINAL ARTWORK AND PAYMENT DUE MARCH 1, 2019.**

70 Kemble Street, Lenox, MA 01240

shakespeare.org

SHAKESPEARE & COMPANY

2019 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 1, 2019

PLAYBILL ARTWORK			10% DISCOUNT FOR NEW BUSINESSES	FREE WEB LINKS	FREE TICKETS	EARLY BIRD BONUS TICKETS
SIZE	DIMENSIONS (W X H)	RATES				
Back Cover	8.25" x 10.5" [†]	\$5,500	\$4,950	AVAILABLE AT \$500 AND ABOVE	10	4
Inside Front Cover	8.25" x 10.5" [†]	\$4,250	\$3,825		10	4
Inside Back Cover	8.25" x 10.5" [†]	\$3,950	\$3,555		10	4
Full Page	8.25" x 10.5" [†]	\$3,750	\$3,375		8	4
½ 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
Season Flat Screen Slides	1920 px x 1080 px	\$1,500	\$1,350		4	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.

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

Artwork | Submissions | Questions: playbill@shakespeare.org

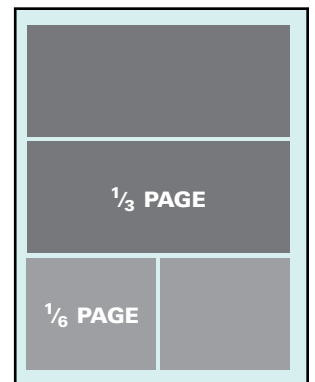
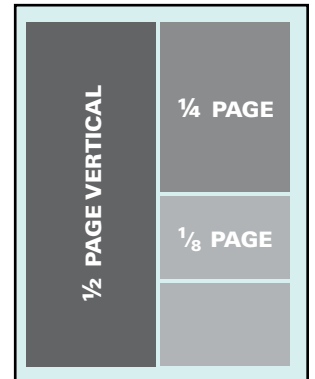
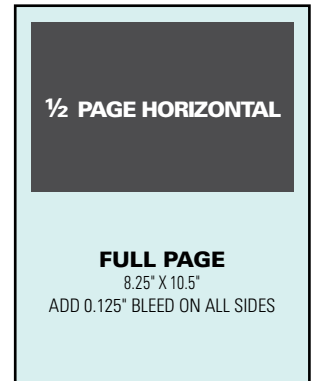
Reservations: aspenlieder@shakespeare.org

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 2019 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.

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2019 BUSINESS SPONSOR BENEFITS SEASON PLAYBILL NEW BUSINESSES

Size (all full color ads, discount rates applied)	Eighth \$355	Sixth \$517	Quarter \$805	Third \$1,215	Half \$1,665	Full \$3,375	Inside Back Cover \$3,555	Inside Front Cover \$3,825	Back Cover \$4,950
Free Website Logo Includes your logo along with your website link for greater brand visibility.							✓	✓	✓
Free Website Links On the Visit Page of our website under <i>Stay, Shop, Dine & Explore</i> promote your business, and send traffic directly to your website.		✓	✓	✓	✓	✓	✓	✓	✓
Flat Screen Slide Your ad runs on our TV monitors in our theatre lobbies all season long.						✓	✓	✓	✓
Open Rehearsal Invitation Meet the artists and get their insights on the show during an exclusive open rehearsal.						✓	✓	✓	✓
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.)						✓	✓	✓	✓
Dress Rehearsal Invitation A sneak preview of any show during our 42 nd season. (up to 4 guests)						✓	✓	✓	✓
Complimentary Business Listing In our special <i>Stay, Shop, Dine, & Explore</i> section in the season Playbill.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Early Bird Bonus Tickets Enjoy performances of your choice during the 2019 season. (reservation form and payment must be received by November 9 th .)	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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Size (all full color ads, discount rates applied)	Eighth \$355	Sixth \$517	Quarter \$805	Third \$1,215	Half \$1,665	Full \$3,375	Inside Back Cover \$3,555	Inside Front Cover \$3,825	Back Cover \$4,950
New Business Bonus Tickets Experience our outdoor, family-friendly theatres (The Dell at The Mount, and The Rose Footprint).	2	2	2	2	2	2	2	2	2
Annual Business Friends Party 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
Complimentary Tickets 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
New Business 10% Sponsorship Discount Take advantage of our discount. Available for New Business Sponsors only.	✓	✓	✓	✓	✓	✓	✓	✓	✓
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.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Weekly Subscriptions The S&Co e-newsletter featuring information about upcoming shows, specials, and events.	✓	✓	✓	✓	✓	✓	✓	✓	✓

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