

# SHAKESPEARE & COMPANY

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

EARLY  
BIRD SPECIAL!  
RENEW BY NOVEMBER 9<sup>TH</sup>  
RECEIVE EXTRA FREE  
TICKETS!

## RENEW YOUR BUSINESS SPONSORSHIP TODAY!

Our 42<sup>nd</sup> Season is around the corner, and we invite you to join our Business Sponsorship family once again!

Dear Friends,

Thank you for making our 41<sup>st</sup> Season one of the most memorable to date. We are busy planning for next year, and we look forward to having you back on-board during our exciting 2019 season. By renewing your Business Sponsorship, 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](http://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](http://shakespeare.org)

# SHAKESPEARE & COMPANY

## 2019 RENEWAL 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       REPEAT 2018 ARTWORK

PLAYBILL ARTWORK			FREE WEB LINKS	FREE TICKETS	EARLY BIRD BONUS TICKETS
SIZE	DIMENSIONS (W X H)	RATES			
Back Cover	8.25" x 10.5" <sup>†</sup>	\$5,500	<b>AVAILABLE AT \$500 AND ABOVE</b>	10	4
Inside Front Cover	8.25" x 10.5" <sup>†</sup>	\$4,250		10	4
Inside Back Cover	8.25" x 10.5" <sup>†</sup>	\$3,950		10	4
Full Page	8.25" x 10.5" <sup>†</sup>	\$3,750		8	4
½ Page Horizontal	7.25" x 4.6875"	\$1,850		6	2
Half Page Vertical	3.5625" x 9.5"	\$1,850		6	2
Third Page Horizontal	7.25" x 3.0833"	\$1,350		4	2
Quarter Page	3.5625" x 4.6875"	\$895		4	2
Sixth Page	3.5625" x 3.0833"	\$575		2	2
Eighth Page	3.5625" x 2.2813"	\$395		—	2
Season Flat Screen Slides	1920 px x 1080 px	\$1,500	—	4	2

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

<sup>†</sup> full page and cover art should include a 0.125" bleed on all sides

**Artwork | Submissions | Questions:** playbill@shakespeare.org

**Reservations:** aspenlieder@shakespeare.org

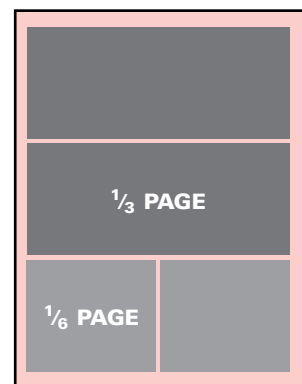
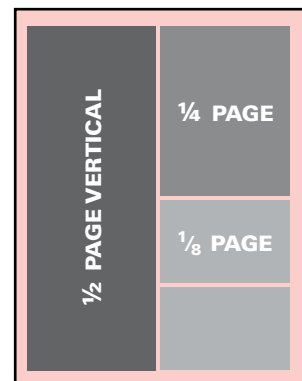
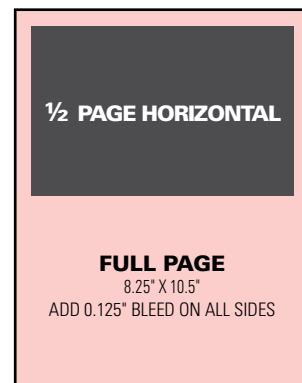
### PAYMENT

\$ \_\_\_\_\_  
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.

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

# SHAKESPEARE & COMPANY

## 2019 BUSINESS SPONSOR BENEFITS SEASON PLAYBILL RENEWAL

Size (all full color ads)	Eighth \$395	Sixth \$575	Quarter \$895	Third \$1,350	Half \$1,850	Full \$3,750	Inside Back Cover \$3,950	Inside Front Cover \$4,250	Back Cover \$5,500
<b>Free Website Logo</b> Includes your logo along with your website link for greater brand visibility.							✓	✓	✓
<b>Free Website Links</b> 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> Your ad runs on our TV monitors in our theatre lobbies all season long.						✓	✓	✓	✓
<b>Open Rehearsal Invitation</b> Meet the artists and get their insights on the show during an exclusive open rehearsal.						✓	✓	✓	✓
<b>Special Artist Engagements</b> 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> A sneak preview of any show during our 42 <sup>nd</sup> season. (up to 4 guests)						✓	✓	✓	✓
<b>Complimentary Business Listing</b> In our special <i>Stay, Shop, Dine, &amp; Explore</i> section in the season Playbill.	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Early Bird Bonus Tickets</b> Enjoy performances of your choice during the 2019 season. (reservation form and payment must be received by November 9 <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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## 2019 BUSINESS SPONSOR BENEFITS SEASON PLAYBILL RENEWAL

Size (all full color ads)	Eighth \$395	Sixth \$575	Quarter \$895	Third \$1,350	Half \$1,850	Full \$3,750	Inside Back Cover \$3,950	Inside Front Cover \$4,250	Back Cover \$5,500
<b>Annual Business Friends Party</b> 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> 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> Take advantage of our discount. Available for New Business Sponsors only.	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Loyalty Tickets</b> 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> The S&Co e-newsletter featuring information about upcoming shows, specials, and events.	✓	✓	✓	✓	✓	✓	✓	✓	✓

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