

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 BIRD TICKETS!**

JOIN OUR PREMIUM SPONSORSHIP FAMILY TODAY!

**We are gearing up for our 42nd Season, and we invite you to
be a part of our 2019 Business Sponsorship family.**

Dear Friends,

Shakespeare & Company, one of the largest Festivals in North America, just celebrated its 41st 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 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.

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:**

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



**Early Bird Reservation and Payment due November 9, 2018.
FINAL PAYMENT AND ARTWORK DUE JANUARY 4, 2019.**

SHAKESPEARE & COMPANY

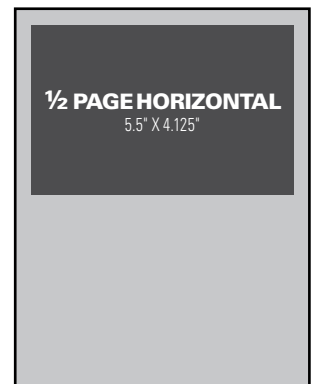
2019 NEW PREMIUM BUSINESS SPONSORSHIP RESERVATION FORM

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

NEW CAMERA-READY ART SUBMITTED BY JANUARY 4, 2019

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

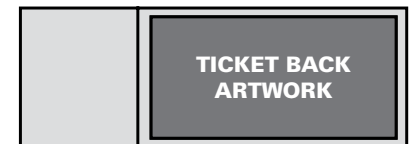
www.shakespeare.org/support-us/become-a-business-sponsor



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

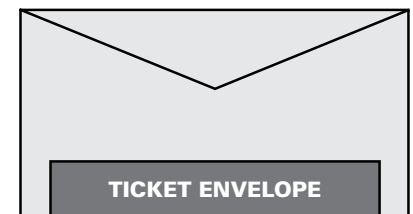
\$ _____

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 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 PAYMENT AND ARTWORK DUE: JANUARY 4, 2019

SHAKESPEARE & COMPANY

2019 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 2019 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 2019 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 2019 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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2019 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 2019 season. (reservation form and payment must be received by November 9 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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