

The Encore

2023-24

15

ANNIVERSARY
SEASON



ADVERTISING

SOUTHEAST MICHIGAN'S PREMIER PROFESSIONAL MUSICAL THEATRE

Promote your brand, products, or services while supporting vibrant professional theatre in our community.

The Encore offers a unique chance to advertise in our programs, reaching thousands of passionate patrons and strengthening our local community's love for the arts.

Why advertise with us?

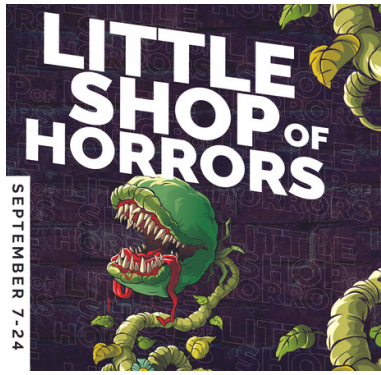
- **Extensive Reach:** Our productions attract diverse audiences, ensuring your message reaches a wide range of individuals, including avid theatergoers, art enthusiasts, and culture seekers. Connect with an engaged demographic who are eager to discover new experiences and support local businesses.
- **Alignment with Quality:** Our professional productions are renowned for their quality, creativity, and entertainment value. Aligning your brand with acclaimed productions provides a premium platform to captivate your target audience and leave a lasting impression.
- **Community Support:** By advertising in our programs, you directly contribute to the growth and sustainability of professional theater in our community. Your support helps us continue producing exceptional performances, nurturing local talent, and fostering a love for the arts among all age groups.
- **Increased Visibility:** Our programs are distributed before each show, ensuring that your advertisement receives optimal visibility and engagement from eager patrons actively seeking entertainment and cultural experiences. *Your ad will also scroll digitally on our slide shows throughout the theater before performances and during intermission.*
- **Long-lasting Impact:** Our programs are often cherished keepsakes, serving as enduring reminders of exceptional theater experiences. By advertising with us, your brand becomes an integral part of the memories patrons take home, establishing a lasting connection with your target audience.

Showcase your brand to a captivated audience while supporting professional theatre in our community. Contact us today to secure your place in our esteemed programs.

"The Encore has elevated its status in the whole Great Lakes region as one of the top theaters, especially for musicals."

-David Kiley, EncoreMichigan.com

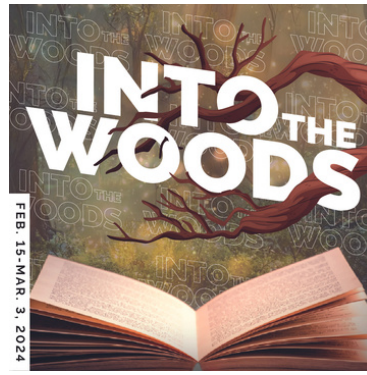
MAIN STAGE ADVERTISING RATES



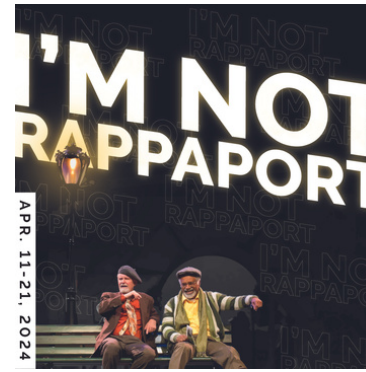
SEPT. 7 - 24, 2023
ESTIMATED REACH: 3,000



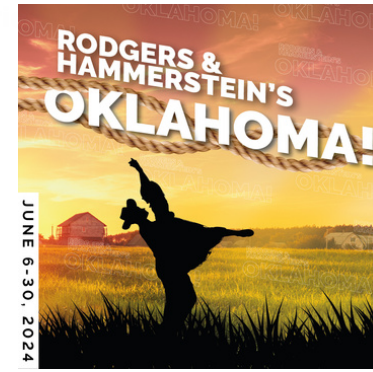
NOV. 30 - DEC. 17, 2023
ESTIMATED REACH: 4,000



FEB. 15 - MARCH 3, 2024
ESTIMATED REACH: 3,000



APR. 11 - 21, 2024
ESTIMATED REACH: 2,000



JUNE 6 - 30, 2024
ESTIMATED REACH: 4,000

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$850	Rsvd for sponsor
INSIDE FRONT COVER 5" X 8" COLOR	\$750	SOLD
INSIDE BACK COVER 5" X 8" COLOR	\$700	
FULL PAGE 5" X 8" B&W	\$525	
HALF PAGE 5" X 4" B&W	\$250	
QUARTER PAGE 5" X 2" B&W	\$125	

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$950	Rsvd for sponsor
INSIDE FRONT COVER 5" X 8" COLOR	\$900	SOLD
INSIDE BACK COVER 5" X 8" COLOR	\$850	
FULL PAGE 5" X 8" B&W	\$625	
HALF PAGE 5" X 4" B&W	\$350	
QUARTER PAGE 5" X 2" B&W	\$200	

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$850	Rsvd for sponsor
INSIDE FRONT COVER 5" X 8" COLOR	\$750	
INSIDE BACK COVER 5" X 8" COLOR	\$700	
FULL PAGE 5" X 8" B&W	\$525	
HALF PAGE 5" X 4" B&W	\$250	
QUARTER PAGE 5" X 2" B&W	\$125	

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$700	Rsvd for sponsor
INSIDE FRONT COVER 5" X 8" COLOR	\$600	
INSIDE BACK COVER 5" X 8" COLOR	\$550	
FULL PAGE 5" X 8" B&W	\$300	
HALF PAGE 5" X 4" B&W	\$175	
QUARTER PAGE 5" X 2" B&W	\$75	

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$950	Rsvd for sponsor
INSIDE FRONT COVER 5" X 8" COLOR	\$900	SOLD
INSIDE BACK COVER 5" X 8" COLOR	\$850	
FULL PAGE 5" X 8" B&W	\$625	
HALF PAGE 5" X 4" B&W	\$350	
QUARTER PAGE 5" X 2" B&W	\$200	

RECEIVE A 10% DISCOUNT: ADVERTISE IN ALL FIVE PROGRAMS

Full-page color ads are limited and subject to availability

Please fill out the **Advertising Payment Form** and return to Jessica Grové at marketing@theencoretheatre.org

For questions, email or call Jessica at 917.318.8718

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FULL SEASON ADVERTISING RATES

Advertise in all 5 Main Stage programs and reach approximately 20,000!
SAVE 10% and unlock the option to advertise in our Tribute Programs.

Program Ad Size	Price after 10% Discount	Add-on all 5 Tribute Programs <small>Avail. only to those who purchase ads in all 5 Main Stage programs</small>	Add-on Digital marketing *
OUTSIDE BACK COVER 5" X 8" COLOR	\$3,870	+\$850 Reserved for Tribute Series Sponsor	+\$200
INSIDE FRONT COVER 5" X 8" COLOR	\$3,510	+\$750	+\$200
INSIDE BACK COVER 5" X 8" COLOR	\$3,285	+\$700	+\$200
FULL PAGE 5" X 8" B&W	\$1,836	+\$500	+\$200
HALF PAGE 5" X 4" B&W	\$1,237	+\$250	+\$200
QUARTER PAGE 5" X 2" B&W	\$652	+\$150	+\$200

***NEW!** Digital marketing includes shoutouts on our social media pages (guaranteed 5 times per season), your ad placed on our website for the season, and a special e-blast featuring our most loyal advertisers. (Must commit to advertising in all 5 Main Stage programs)

PAYMENT DUE 30 DAYS PRIOR TO FIRST PERFORMANCE: Payments can be made as a lump sum OR pro-rated (due 30 days prior to each Main Stage production's first performance)

ADVERTISE IN OUR PROGRAMS!

MAIN STAGE

TRIBUTE SERIES



LITTLE SHOP OF HORRORS

SEPT. 7-24, 2023


A poster for the musical Little Shop of Horrors. It features a green, carnivorous plant with sharp teeth and a red tongue, set against a dark, brick-like background.



IRVING BERLIN'S WHITE CHRISTMAS

NOV. 30-DEC. 17

A poster for the musical White Christmas. It shows two women in blue dresses standing in a snowy landscape with large, stylized blue trees.



INTO THE WOODS

FEB. 15-MAR. 3, 2024

A poster for the musical Into the Woods. It depicts a magical forest scene with a large, glowing tree and an open book in the foreground.



I'M NOT RAPPAPORT

APR. 11-21, 2024

A poster for the musical I'm Not Rappaport. It shows two men sitting on a bench in a dark, atmospheric setting.



RODGERS & HAMMERSTEIN'S OKLAHOMA!

JUNE 6-30, 2024

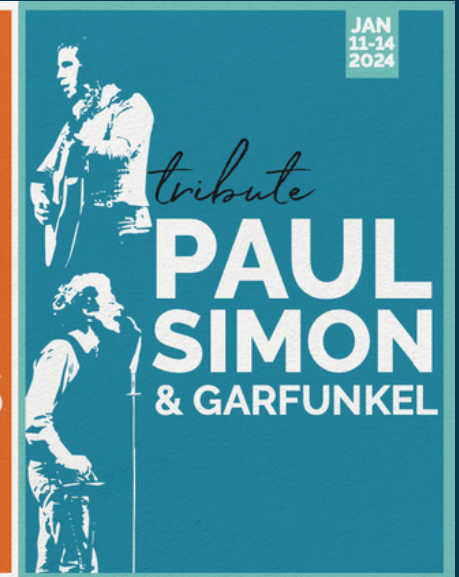
A poster for the musical Oklahoma!. It features a silhouette of a cowboy on a horse against a sunset background.



tribute **FRANKIE VALLI AND THE FOUR SEASONS**

SEPT. 28-OCT. 1 2023

A poster for a tribute to Frankie Valli and the Four Seasons. It features silhouettes of the band members against a colorful background.



tribute **PAUL SIMON & GARFUNKEL**

JAN 11-14 2024

A poster for a tribute to Paul Simon and Garfunkel. It shows black and white photos of the duo performing.

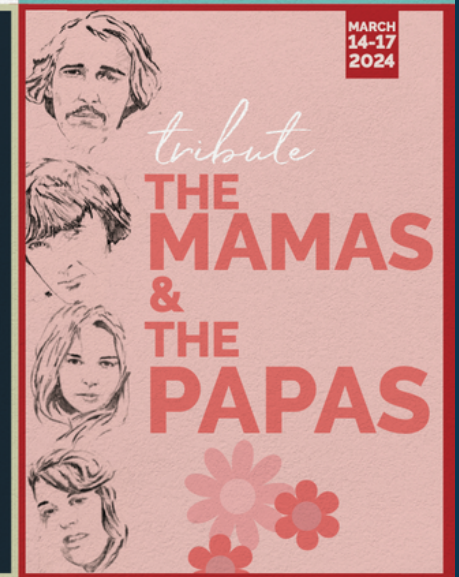


tribute **WOMEN IN JAZZ**

STARRING TAMMY MCCANN

MARCH 8-9 2024

A poster for a tribute to Women in Jazz. It features a vibrant, colorful image of a woman singing into a microphone.



tribute **THE MAMAS & THE PAPAS**

MARCH 14-17 2024

A poster for a tribute to The Mamas & The Papas. It includes line drawings of the band members and pink floral motifs.



tribute **CLASSIC ROCK 2.0**

MAY 2-5 2024

A poster for a tribute to Classic Rock 2.0. It features a white electric guitar and lightning bolts on a red background.



ADVERTISING PAYMENT FORM

BUSINESS NAME _____ CONTACT NAME _____

EMAIL _____ PHONE _____

CHECK # _____

OR

CREDIT CARD # _____ EXP. _____ SEC. CODE: _____

BILLING ADDRESS _____

CHOOSE PRODUCTION(S) AND LIST AD SIZE

Little Shop of Horrors SIZE _____ I'm Not Rappaport SIZE _____

White Christmas SIZE _____ Oklahoma! SIZE _____

Into the Woods SIZE _____ All 5 Main Stage * SIZE _____

*10% OFF, plus the option to advertise in all Tribute Programs

ADD-ON TRIBUTE PROGRAMS** SIZE _____

**Avail. only if advertising in all 5 Main Stage programs

ADD-ON DIGITAL (\$200)

TOTAL \$ _____

PAYMENT OPTIONS

CHARGE MY CARD ONE TIME (FULL AMOUNT)

I'LL BE MAKING MY PAYMENT BY CHECK (FULL AMOUNT)

CHARGE MY CARD 30 DAYS PRIOR TO EACH PRODUCTION (5 payments)

I'LL BE MAKING MY PAYMENTS BY CHECK 30 DAYS PRIOR TO EACH PRODUCTION (5 payments)

Please return this form to Jessica Grové, Director of Marketing, at marketing@theencoretheatre.org



BECOME A PRODUCTION SPONSOR

Partnering with The Encore Musical Theatre Company aligns your brand with world-class artistry, creativity, and diversity, all while demonstrating a commitment to arts accessibility in southeastern Michigan and beyond.

With close to 20,000 people visiting The Encore annually, your support keeps a critical community asset alive and ensures that we remain an economic catalyst for the region. Your investment helps The Encore offer exceptional programming, employment opportunities and arts education to our community at an accessible cost.

A Sponsorship with The Encore will:

- **Build Your Corporate Image**
- **Expand Visibility for Your Organization**
- **Enhance The Health and Vibrancy of Our Community**
- **Provide Arts Education and Community Outreach Programs**
- **Create Unique Experiences**

To recognize your company and provide a meaningful experience at The Encore, we offer a variety of promotional and hospitality benefits. We will work with you to customize a sponsorship that meets your goals.

Exclusive Main Stage Show Sponsorships start at \$10,000.

Benefits:

- Visibility to over 20,000 patrons/season as part of our exciting 15th Anniversary Season
- Season-long recognition on website as a Corporate Sponsor
- Recognition on website, posters, full-page ad in program for sponsored show, social media shout outs during the period of your show sponsorship
- 20 designated seats for your sponsored production, paired with hosting a gathering for your employees, customers, clients, etc.
- The Encore can provide our corporate sponsors with beer/wine/soft drinks for one staff-based event per season
- The Encore can provide assistance planning your staff event
- Priority seating for group ticket purchases (based on availability with advance notice)
- Access to hosting/reception space for events (based on availability with advance notice)
- Recognition in nightly pre-performance announcement

Please contact Courtney Riddle at courtney@theencoretheatre.org to discuss a partnership during our exciting 15th Anniversary Season!