

The Encore

main stage

SOUTHEAST MICHIGAN'S PREMIER PROFESSIONAL MUSICAL THEATRE

Promote your brand, products, and services while supporting vibrant professional theatre in your 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.

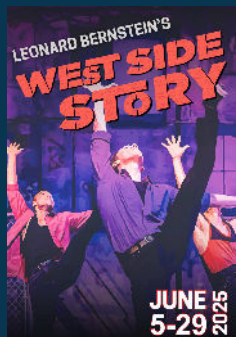
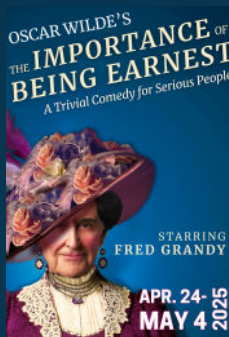
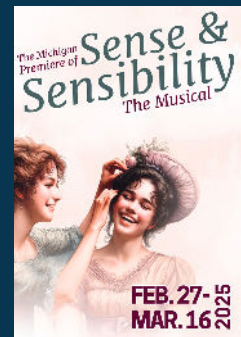
Why advertise with us?

- **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 your 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 performance, 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 theatre before performances and during intermission.*
- **Long-lasting Impact:** Our programs are often cherished keepsakes, serving as enduring reminders of exceptional theatrical 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 business to a captivated audience while supporting professional, non-profit theatre in your community. Contact us today to secure your place in our programs!

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

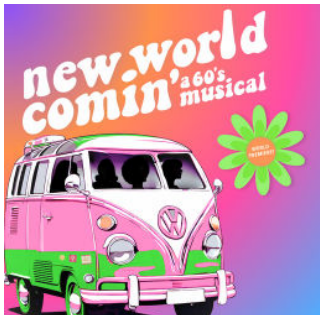
-David Kiley, EncoreMichigan.com



2024/25 season

*subject to change

ADVERTISING



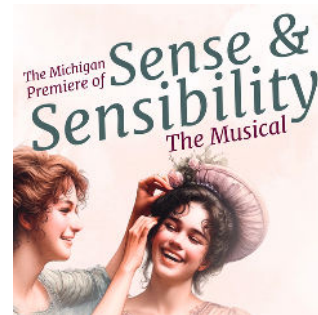
SEPT. 12 - 22, 2024
EST. REACH: 2,300



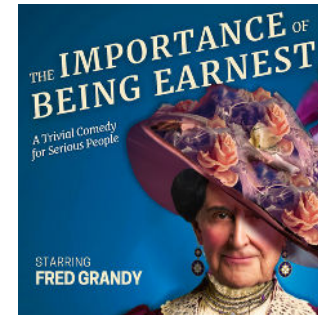
OCT. 10 - 20, 2024
EST. REACH: 2,300



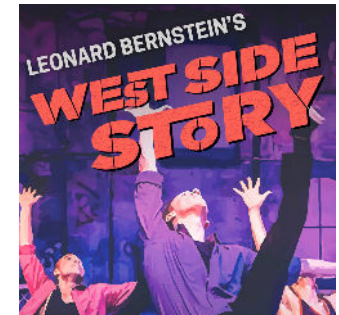
DEC. 5 - JAN. 12 2024/25
EST. REACH: 6,400



FEB. 27 - MARCH 16, 2025
EST. REACH: 3,000



APR. 24 - MAY 4, 2025
EST. REACH: 2,300



JUNE 5 - JULY 6, 2025
EST. REACH: 6,400

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$900	<input type="checkbox"/>
INSIDE FRONT COVER 5" X 8" COLOR	\$750	<input type="checkbox"/>
INSIDE BACK COVER 5" X 8" COLOR	\$725	<input type="checkbox"/>
FULL PAGE 5" X 8" B&W	\$400	<input type="checkbox"/>
HALF PAGE 5" X 4" B&W	\$200	<input type="checkbox"/>
QUARTER PAGE 5" X 2" B&W	\$100	<input type="checkbox"/>

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OUTSIDE BACK COVER 5" X 8" COLOR	\$900	<input type="checkbox"/>
INSIDE FRONT COVER 5" X 8" COLOR	\$750	<input type="checkbox"/>
INSIDE BACK COVER 5" X 8" COLOR	\$725	<input type="checkbox"/>
FULL PAGE 5" X 8" B&W	\$400	<input type="checkbox"/>
HALF PAGE 5" X 4" B&W	\$200	<input type="checkbox"/>
QUARTER PAGE 5" X 2" B&W	\$100	<input type="checkbox"/>

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$1500	<input type="checkbox"/>
INSIDE FRONT COVER 5" X 8" COLOR	\$1100	<input type="checkbox"/>
INSIDE BACK COVER 5" X 8" COLOR	\$1050	<input type="checkbox"/>
FULL PAGE 5" X 8" B&W	\$800	<input type="checkbox"/>
HALF PAGE 5" X 4" B&W	\$400	<input type="checkbox"/>
QUARTER PAGE 5" X 2" B&W	\$300	<input type="checkbox"/>

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$1100	<input type="checkbox"/>
INSIDE FRONT COVER 5" X 8" COLOR	\$800	<input type="checkbox"/>
INSIDE BACK COVER 5" X 8" COLOR	\$775	<input type="checkbox"/>
FULL PAGE 5" X 8" B&W	\$500	<input type="checkbox"/>
HALF PAGE 5" X 4" B&W	\$250	<input type="checkbox"/>
QUARTER PAGE 5" X 2" B&W	\$150	<input type="checkbox"/>

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$900	<input type="checkbox"/>
INSIDE FRONT COVER 5" X 8" COLOR	\$750	<input type="checkbox"/>
INSIDE BACK COVER 5" X 8" COLOR	\$725	<input type="checkbox"/>
FULL PAGE 5" X 8" B&W	\$400	<input type="checkbox"/>
HALF PAGE 5" X 4" B&W	\$200	<input type="checkbox"/>
QUARTER PAGE 5" X 2" B&W	\$100	<input type="checkbox"/>

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OUTSIDE BACK COVER 5" X 8" COLOR	\$1500	<input type="checkbox"/>
INSIDE FRONT COVER 5" X 8" COLOR	\$1100	<input type="checkbox"/>
INSIDE BACK COVER 5" X 8" COLOR	\$1050	<input type="checkbox"/>
FULL PAGE 5" X 8" B&W	\$800	<input type="checkbox"/>
HALF PAGE 5" X 4" B&W	\$400	<input type="checkbox"/>
QUARTER PAGE 5" X 2" B&W	\$300	<input type="checkbox"/>

ADVERTISE IN ALL SIX PROGRAMS TO RECEIVE A 10% DISCOUNT

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



2024/25 FULL SEASON season ADVERTISING RATES

Advertise in all 6 Main Stage programs and reach approximately 23,000 people!
SAVE 10%

Program Ad Size	Total Price after 10% Discount	Add-on all 5 Tribute Programs
OUTSIDE BACK COVER (ALL 6 SHOWS) 5" X 8" COLOR	\$6,120	+1,300
INSIDE FRONT COVER (ALL 6 SHOWS) 5" X 8" COLOR	\$4,725	+\$1,000
INSIDE BACK COVER (ALL 6 SHOWS) 5" X 8" COLOR	\$4,545	+\$950
FULL PAGE (ALL 6 SHOWS) 5" X 8" B&W	\$2,970	+\$800
HALF PAGE (ALL 6 SHOWS) 5" X 4" B&W	\$1485	+\$500
QUARTER PAGE (ALL 6 SHOWS) 5" X 2" B&W	\$945	+\$300

PAYMENT & AD ART DUE 30 DAYS PRIOR TO FIRST PERFORMANCE

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

NEW WORLD COMIN' SIZE _____ SENSE & SENSIBILITY SIZE _____

BAT BOY SIZE _____ THE IMPORTANCE OF BEING EARNEST

ANNIE SIZE _____ WEST SIDE STORY SIZE _____

All 6 Main Stage * *10% OFF, plus the option to advertise in all Tribute Programs SIZE _____

ADD-ON TRIBUTE PROGRAMS** SIZE _____

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 nearly 23,000 people visiting The Encore annually, your support nurtures a vital cultural asset and ensures that we serve as 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 of an Encore production will:

- **Enhance Your Corporate Image within your markets**
- **Expand the Visibility and Reach of your enterprise**
- **Invigorate the Health and Vibrancy of your community**

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 business objectives.

Main Stage Show Sponsorships start at \$10,000. Co-Sponsorships are also available.

Benefits:

- Recognition in nightly pre-performance announcement.
- Recognition on website and show posters.
- Full-page ad in program for sponsored show.
- Social media publicity during the period of your show sponsorship.
- Four free tickets to the opening night performance of the production you sponsor.
- Signed poster from cast and creative team.

Please contact Cheryl Willoughby at cheryl@theencoretheatre.org to discuss a partnership during our exciting 16th Season!