

*subject to change

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."

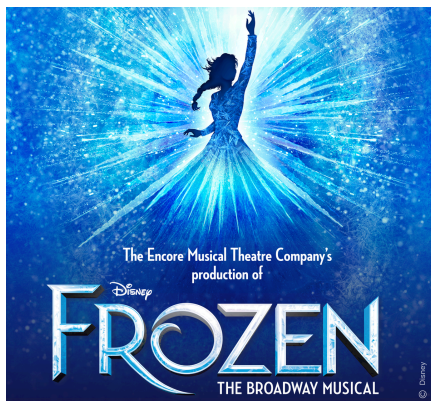
-David Kiley, EncoreMichigan.com



OCTOBER 2-12, 2025

9 Performances - 2,000 attendees*

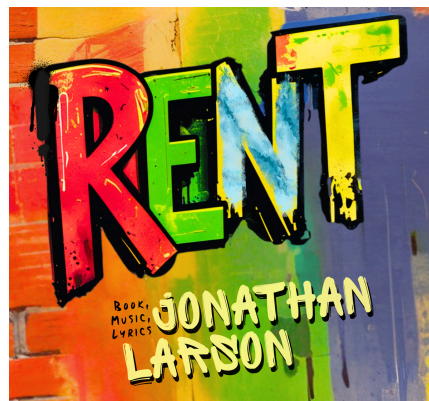
Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$550	
INSIDE FRONT COVER 5" X 8" COLOR	\$450	
INSIDE BACK COVER 5" X 8" COLOR	\$425	
FULL PAGE 5" X 8" B&W	\$360	
HALF PAGE 5" X 4" B&W	\$200	
QUARTER PAGE 5" X 2" B&W	\$125	



DEC. 4, 2025-JAN. 25, 2026

40 Performances - Maximum exposure
8,500 attendees*

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$2500	
INSIDE FRONT COVER 5" X 8" COLOR	\$2,000	
INSIDE BACK COVER 5" X 8" COLOR	\$1,900	
FULL PAGE 5" X 8" B&W	\$1500	
HALF PAGE 5" X 4" B&W	\$1000	
QUARTER PAGE 5" X 2" B&W	\$600	



APR. 9-MAY 3, 2026

20 Performances - 4,000 attendees*

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" COLOR	\$1250	
INSIDE FRONT COVER 5" X 8" COLOR	\$1000	
INSIDE BACK COVER 5" X 8" COLOR	\$900	
FULL PAGE 5" X 8" B&W	\$750	
HALF PAGE 5" X 4" B&W	\$500	
QUARTER PAGE 5" X 2" B&W	\$300	



JUNE 5-JULY 19, 2026

35 Performances - 7,600 attendees*

Ad Size	Price	<input checked="" type="checkbox"/>
OUTSIDE BACK COVER 5" X 8" FULL COLOR	\$2200	
INSIDE FRONT COVER 5" X 8" FULL COLOR	\$1750	
INSIDE BACK COVER 5" X 8" FULL COLOR	\$1,650	
FULL PAGE 5" X 8" B&W	\$1350	
HALF PAGE 5" X 4" B&W	\$875	
QUARTER PAGE 5" X 2" B&W	\$525	

ADVERTISE IN ALL FOUR PROGRAMS TO RECEIVE A 10% DISCOUNT

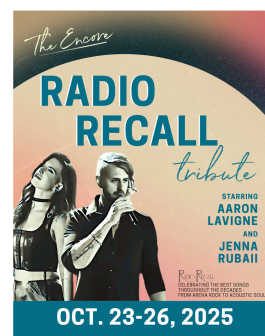
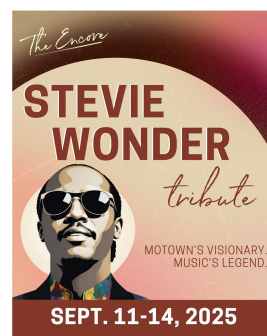
Full-page color ads are limited and subject to availability

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

*Estimate

Program Ad Size	Total Price after 10% Discount	Add-on all 6 Tribute Programs
OUTSIDE BACK COVER (ALL 4 SHOWS) 5" X 8" COLOR	\$6,500 \$5,850	n/a
INSIDE FRONT COVER (ALL 4 SHOWS) 5" X 8" COLOR	\$5,200 \$4,680	+ \$1,000
INSIDE BACK COVER (ALL 4 SHOWS) 5" X 8" COLOR	\$4,875 \$4,388	+ \$900
FULL PAGE (ALL 4 SHOWS) 5" X 8" B&W	\$3960 \$3,564	+ \$750
HALF PAGE (ALL 4 SHOWS) 5" X 4" B&W	\$2575 \$2,318	+ \$600
QUARTER PAGE (ALL 4 SHOWS) 5" X 2" B&W	\$1550 \$1,395	+ \$300

Get 10% off when you advertise in all four Main Stage programs— and unlock the option to advertise in our Tribute Concert programs!



The chart to the left shows prices if you choose the same size ad for all programs. Main Stage ad sizes can be mixed and matched per production and will be discounted 10% according to the total. Please choose only one size for all 6 Tributes.



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 range from \$10,000 - \$30,000 depending on the production.

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 17th Season!



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

☐ SHE LOVES ME SIZE _____

☐ RENT SIZE _____

☐ FROZEN SIZE _____

☐ FIDDLER ON THE ROOF SIZE _____

☐ **All 4 Main Stage***

SIZE _____

If choosing different sizes for different shows,
please mark sizes next to those shows above

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

☐ **ADD-ON TRIBUTE PROGRAMS **** SIZE _____

** Must advertise in all 4 Main Stage programs to add on Tributes

TOTAL \$ _____

Thank you for your support!

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
(4 equal payments)

☐ I'LL BE MAKING MY PAYMENTS BY CHECK 30 DAYS
PRIOR TO EACH PRODUCTION (4 equal payments)

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