

The Encore

THE
ENCORE
musical theatre co.

18th
Season
2026/27

ST MARKS
JUNIORS

PROGRAM
ADVERTISING

WHY ADVERTISE?

PROMOTE YOUR BUSINESS WHILE SUPPORTING PROFESSIONAL, NONPROFIT THEATRE IN YOUR COMMUNITY.

Advertising in The Encore's programs puts your brand in front of twenty-five thousand engaged patrons throughout the season. Our audiences are loyal, community-minded, and eager to support local businesses.

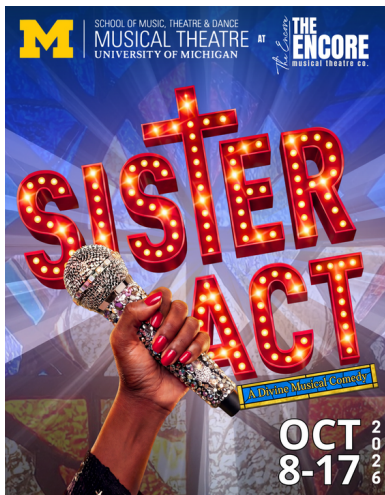
REACH THOUSANDS OF ENGAGED THEATRE PATRONS

- **Reach an Engaged Audience** – Connect with arts patrons and people who actively support local businesses and the communities where they live, work, and play.
- **Increase Your Visibility** – Your ad appears in our printed program and on digital screens throughout the theatre before performances and during intermission.
- **Align with Excellence** – Associate your brand with the high-quality productions and exceptional experiences The Encore is known for.
- **Make a Lasting Impression** – Many patrons keep our programs as souvenirs, giving your advertisement a life beyond the performance.
- **Support the Arts** – Your investment helps sustain professional theatre, arts education, and cultural opportunities in our community.

Showcase your business to a captivated audience while helping bring world-class musical theatre to Southeast Michigan.

Contact Jessica Grové at Marketing@TheEncoreTheatre.org today to reserve your advertising space.

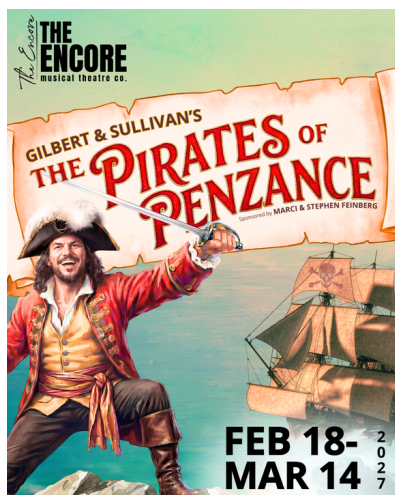
PER PRODUCTION ADVERTISING RATES



10 Performances ~ 2,000 attendees



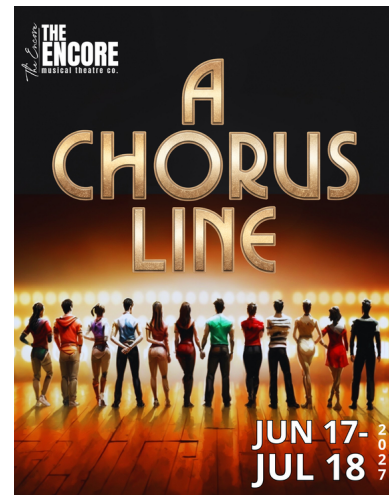
32 Performances ~ 7,000 attendees



22 Performances ~ 4,800 attendees



22 Performances ~ 4,800 attendees



28 Performances ~ 6,100 attendees

Ad Size	Price	☒
OUTSIDE BACK COVER 5" X 8" COLOR	\$650	
INSIDE FRONT COVER 5" X 8" COLOR	\$550	
INSIDE BACK COVER 5" X 8" COLOR	\$550	
FULL PAGE 5" X 8" B&W	\$400	
HALF PAGE 5" X 4" B&W	\$200	
QUARTER PAGE 5" X 2" B&W	\$140	

Ad Artwork Deadline: 9/18/26

Ad Size	Price	☒
OUTSIDE BACK COVER 5" X 8" COLOR	\$2080	
INSIDE FRONT COVER 5" X 8" COLOR	\$1760	
INSIDE BACK COVER 5" X 8" COLOR	\$1760	
FULL PAGE 5" X 8" B&W	\$1120	
HALF PAGE 5" X 4" B&W	\$640	
QUARTER PAGE 5" X 2" B&W	\$460	

Ad Artwork Deadline: 11/6/26

Ad Size	Price	☒
OUTSIDE BACK COVER 5" X 8" COLOR	\$1430	
INSIDE FRONT COVER 5" X 8" COLOR	\$1210	
INSIDE BACK COVER 5" X 8" COLOR	\$1210	
FULL PAGE 5" X 8" B&W	\$880	
HALF PAGE 5" X 4" B&W	\$440	
QUARTER PAGE 5" X 2" B&W	\$308	

Ad Artwork Deadline: 1/29/27

Ad Size	Price	☒
OUTSIDE BACK COVER 5" X 8" FULL COLOR	\$1430	
INSIDE FRONT COVER 5" X 8" FULL COLOR	\$1210	
INSIDE BACK COVER 5" X 8" FULL COLOR	\$1210	
FULL PAGE 5" X 8" B&W	\$880	
HALF PAGE 5" X 4" B&W	\$440	
QUARTER PAGE 5" X 2" B&W	\$308	

Ad Artwork Deadline: 3/26/27

Ad Size	Price	☒
OUTSIDE BACK COVER 5" X 8" FULL COLOR	\$1820	
INSIDE FRONT COVER 5" X 8" FULL COLOR	\$1540	
INSIDE BACK COVER 5" X 8" FULL COLOR	\$1540	
FULL PAGE 5" X 8" B&W	\$1120	
HALF PAGE 5" X 4" B&W	\$560	
QUARTER PAGE 5" X 2" B&W	\$400	

Ad Artwork Deadline: 5/28/27

ADVERTISE IN ALL FIVE PROGRAMS TO RECEIVE A 10% DISCOUNT

Full-page color ads are limited and subject to availability

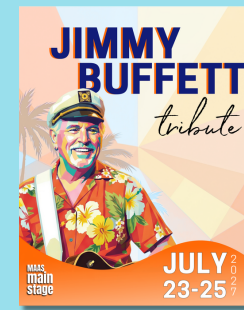
Please fill out the **Advertising Payment Form** and return to Jessica Grové at marketing@theencoretheatre.org. For questions, email or call Jessica at 917.318.8718

FULL SEASON ADVERTISING RATES

Ad Size	Total Price after 10% Discount	Add-on all 5 Tribute Programs
OUTSIDE BACK COVER (ALL 5 MAIN STAGE MUSICALS) 5" X 8" COLOR	\$7,410 \$6,669	+ \$1,625 (\$325/Tribute)
INSIDE FRONT COVER (ALL 5 MAIN STAGE MUSICALS) 5" X 8" COLOR	\$6,270 \$5,643	+ \$1,375 (\$275/Tribute)
INSIDE BACK COVER (ALL 5 MAIN STAGE MUSICALS) 5" X 8" COLOR	\$6,270 \$5,643	+ \$1375 (\$275/Tribute)
FULL PAGE (ALL 5 MAIN STAGE MUSICALS) 5" X 8" B&W	\$4,400 \$3,960	+ \$875 (\$175/Tribute)
HALF PAGE (ALL 5 MAIN STAGE MUSICALS) 5" X 4" B&W	\$2280 \$2,052	+ \$500 (\$100/Tribute)
QUARTER PAGE (ALL 5 MAIN STAGE MUSICALS) 5" X 2" B&W	\$1616 \$1,454	+ \$350 (\$70/Tribute)

Get 10% off when you advertise in all 5 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 5 Tributes.

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

- ☐ SISTER ACT SIZE _____
Ad Art/Payment Deadline: 9/18/26
- ☐ HOLIDAY INN SIZE _____
Ad Art/Payment Deadline: 11/6/26
- ☐ PIRATES OF PENZANCE SIZE _____
Ad Art/Payment Deadline: 1/29/27
- ☐ COME FROM AWAY SIZE _____
Ad Art/Payment Deadline: 3/26/27
- ☐ A CHORUS LINE SIZE _____
Ad Art/Payment Deadline: 5/28/27
- ☐ **ALL 5 MAIN STAGE***
*10% OFF, plus unlocks the opportunity to advertise in all 5 Tribute Programs
- ☐ **ADD-ON TRIBUTE PROGRAMS **** SIZE _____
** Must advertise in all 5 Main Stage programs to add on Tributes

TOTAL \$ _____ *Thank you for your support!*

PAYMENT OPTIONS *Credit card payments will incur a 3% processing fee.

- ☐ 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 equal payments)*
- ☐ I'LL BE MAKING MULTIPLE PAYMENTS BY CHECK BY THE MAIN STAGE AD ART DEADLINES

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

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BECOME A
PRODUCTION SPONSOR





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Whether you're a business looking to invest in your community or an individual passionate about the arts, sponsoring a production at The Encore is an opportunity to make a lasting impact.

With nearly 25,000 annual visitors, your sponsorship helps sustain Southeast Michigan's premier professional musical theatre while supporting local artists, arts education, and an important economic driver for the region.

Your sponsorship helps:

- ★ **Bring world-class productions to life** by supporting artists, designers, technicians, musicians, costumes, and scenery.
- ★ **Strengthen the local economy** by attracting patrons who dine, shop, and stay in the surrounding communities.
- ★ **Demonstrate your commitment** to the arts and your community.
- ★ **Keep professional live theatre accessible** for audiences today and for generations to come.

Main Stage Show Sponsorships range from \$10,000 - \$30,000 depending on the production.

Co-Sponsorships are also available.

Sponsor Benefits include:

- ★ Recognition in nightly pre-show announcements
- ★ Recognition on our website and show posters
- ★ Social media recognition throughout your sponsored production
- ★ Four complimentary opening night tickets
- ★ Invitation to the opening night reception with the cast and creative team
- ★ A signed production poster

We'll work with you to create a sponsorship experience that aligns with your goals and celebrates your support.

Please contact Cheryl Willoughby at cheryl@theencoretheatre.org to develop a customized experience for our exciting 18th season!