



# THIRD AVENUE PLAYWORKS

## 2026 SPONSORSHIP OPPORTUNITIES

**CONTRACT & PAYMENT DUE JANUARY 30, 2026 FOR SEASON BROCHURE INCLUSION  
FEBRUARY 27, 2026 FOR PLAYBILL INCLUSION | MARCH 31, 2026 ARTWORK DUE**

Business Name \_\_\_\_\_  
(As you want it to appear in Playbill)

Contact \_\_\_\_\_ Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

### SEASON SPONSORSHIPS

- Presenting Season Sponsor \$10,000+
- Season Sponsor \$7,500
- Presenting Show Sponsor \$5,000
- Show Sponsor \$2,500
- Education & Outreach Sponsor \$1,500
- Artistic Development Sponsor \$1,000

### EVENT SPONSORSHIPS

- Opening Night Sponsor \$500
- Pay-What-You-Will Sponsor Matching Donation
- Gala Producer Sponsor \$2,500
- Gala Director Sponsor \$1,000
- Gala Bar or Auction Sponsor \$750
- Gala Friend Sponsor \$500

Use my ad from 2025 **OR**  Submit new artwork

**SEAT DEDICATION \$2,000 EACH** See next page for availability.

Preferred Row \_\_\_\_\_ Seat \_\_\_\_\_ Engraved Message: \_\_\_\_\_

Alternate Row \_\_\_\_\_ Seat \_\_\_\_\_

Preferred Row \_\_\_\_\_ Seat \_\_\_\_\_ Engraved Message: \_\_\_\_\_

Alternate Row \_\_\_\_\_ Seat \_\_\_\_\_

### PAYMENT METHOD

Payment: \$ \_\_\_\_\_ Date: \_\_\_\_\_  Check Enclosed (Payable to TAP)

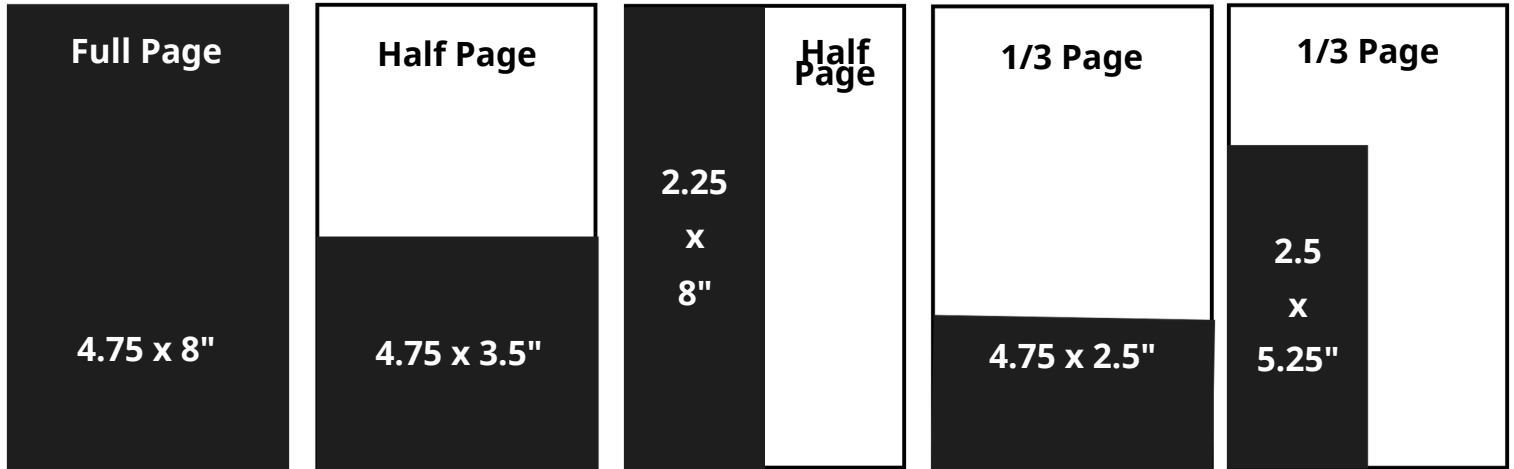
Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ / \_\_\_\_\_ CVC# \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

*Email [lisa.a@thirdavenueplayworks.org](mailto:lisa.a@thirdavenueplayworks.org) with questions.*



# THIRD AVENUE PLAYWORKS AD SPECS & SEAT SELECTION



REQUIRED FORMATS: Minimum 300 dpi, Max quality JPEG. CMYK/four color process.

## SEAT DEDICATION AVAILABILITY *As of November 26, 2025*

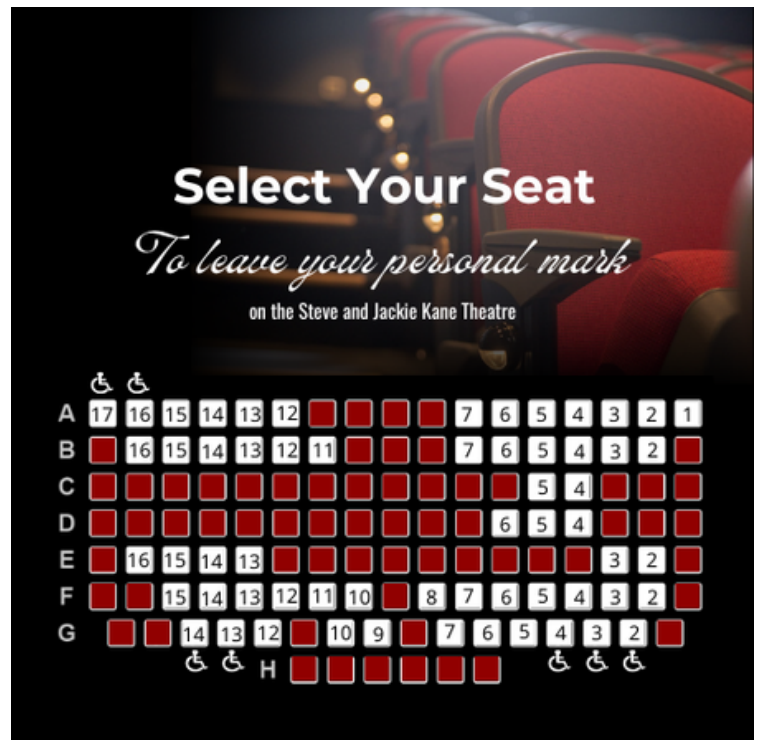
Celebrate your passion for live theatre by leaving a legacy and naming a seat in the beautifully renovated Steve and Jackie Kane Theatre at TAP. Select your seat today and become a visible part of our story.

### TERMS OF CONTRACT

- Final payment and advertisement must be received no later than January 30, 2026 for inclusion in the season brochure.
- TAP will distribute playbills at all in-season performances April 22-December 27, 2026.
- TAP reserves the right to refuse any advertisement deemed inappropriate by the Board of Directors.

### AD SPECS

- **FULL PAGE 4.75" X 8" / HALF PAGE 4.75" X 3.5" / 1/3 PAGE 2.5" X 5.25"**
- Minimum 300 dpi PDF or max quality JPEG. CMYK/four color process.
- Additional fees beginning at \$25 may be charged to the advertiser if submitted ad is not in correct format or significant changes are needed.
- Ads may not be accepted without a signed contract and payment.



**Please complete form, sign, make a copy for your records, and submit with payment to:**  
**Third Avenue PlayWorks, P.O. Box 843, Sturgeon Bay, WI 54235**  
 OR EMAIL [lisa.a@thirdavenueplayworks.org](mailto:lisa.a@thirdavenueplayworks.org)



# 2026 SEASON SPONSORSHIPS

## SEASON SPONSORSHIP INCLUDES:

- Blog feature on the website, featured in the season playbill, and shared on social media
- Invitation to exclusive events
- Name/logo in printed season materials
- Dedicated social media post and mentions throughout the season
- Logo/listing on home page and 2026 Season website landing page
- Inclusion on internal media displays
- Inclusion on all season email marketing
- Live mention in curtain speech of all performances
- Access to facility for company use
- 10% Discount code as a perk for your employees or for additional tickets throughout the season

### PRESENTING SEASON SPONSOR \$10,000+

- Full page ad in the season playbill, prominent placement
- 15 tickets to use throughout the season
- 4 gala tickets

### SEASON SPONSOR \$7,500

- Full page ad in the season playbill
- 10 tickets to use throughout the season
- 2 gala tickets

## SHOW SPONSORSHIP INCLUDES:

- Invitation to first rehearsal and opening night for your sponsored show
- Name/logo in printed materials for your sponsored show
- Dedicated social media post during your sponsored show
- Logo/listing your sponsored show website landing page
- Inclusion on internal media displays
- Inclusion on all email marketing for your sponsored show
- 10% Discount code as a perk for your employees or for additional tickets throughout the season

### PRESENTING SHOW SPONSOR \$5,000

- ½ page ad in season playbill
- 6 tickets to your sponsored show
- 2 gala tickets
- Blog feature on the website, featured in your show playbill, and shared on social media during your sponsored show

### SHOW SPONSOR \$2,500

- 1/3 page ad in season playbill
- 4 tickets to your sponsored show
- 2 gala tickets

### PRESENTING SHOW SPONSOR RADIO SHOW

- Includes custom commercial jingle to be performed live during the radio show (limited to 3 sponsors)

## EDUCATION & OUTREACH SPONSOR (\$1,500+)

- Name listed in the season playbill
- 4 tickets to the season
- Invitation to all education and outreach events, when applicable
- Name/logo in printed materials related to education and community outreach programs
- Dedicated social media post
- Logo/listing on Education website landing page
- Inclusion on all education-related email marketing

## ARTISTIC DEVELOPMENT SPONSOR (\$1,000+)

- Work with the team to bring art to life at TAP
- Name listed in the season playbill
- Invitation to artistic development events, including play readings, rehearsals, of new works, etc.
- Name/logo in printed materials related to artistic development events
- Dedicated social media post



## 2026 EVENT SPONSORSHIPS

### OPENING NIGHT SPONSOR \$500

- Exclusive sponsor
- 2 tickets to your Opening Night
- Recognition in the playbill for your show
- 10% discount for your employees or additional guests to purchase tickets for opening night

### PAY-WHAT-YOU-WILL SPONSOR

- Matching gift of the dollar amount raised
- Exclusive sponsor
- 2 reserved seats for your sponsored preview
- Recognition in the playbill for your sponsored show
- Logo/listing on the website landing page for your sponsored show

## 2026 GALA SPONSORSHIP

### GALA PRODUCER SPONSOR \$2,500

- 1/3 page ad in season playbill, if purchased by 12/30/25
- 4 tickets to use throughout the season
- 6 gala tickets
- Logo/listing on gala printed signage and event program
- Dedicated social media post
- Inclusion on all gala email marketing
- Thank you from the stage at the gala
- 10% Discount code as a perk for your employees or for additional tickets throughout the season

### GALA DIRECTOR SPONSOR \$1,000

- Name listed in the season playbill, if purchased by 12/30/25
- 2 tickets to use throughout the season
- 4 gala tickets
- Logo/listing on gala printed signage and event program
- Thank you from the stage at the gala

### GALA BAR or AUCTION SPONSOR \$750

- 4 gala tickets
- Logo/listing on gala printed signage related to your sponsorship and event program
- Thank you from the stage at the gala

### GALA FRIEND SPONSOR \$500

- 2 gala tickets
- Logo/listing on event program
- Thank you from the stage at the gala

Please complete form, sign, make a copy for your records, and submit with payment to:

**Third Avenue PlayWorks**

**P.O. Box 843**

**Sturgeon Bay, WI 54235**

**OR EMAIL**

**[lisa.a@thirdavenueplayworks.org](mailto:lisa.a@thirdavenueplayworks.org)**