



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)

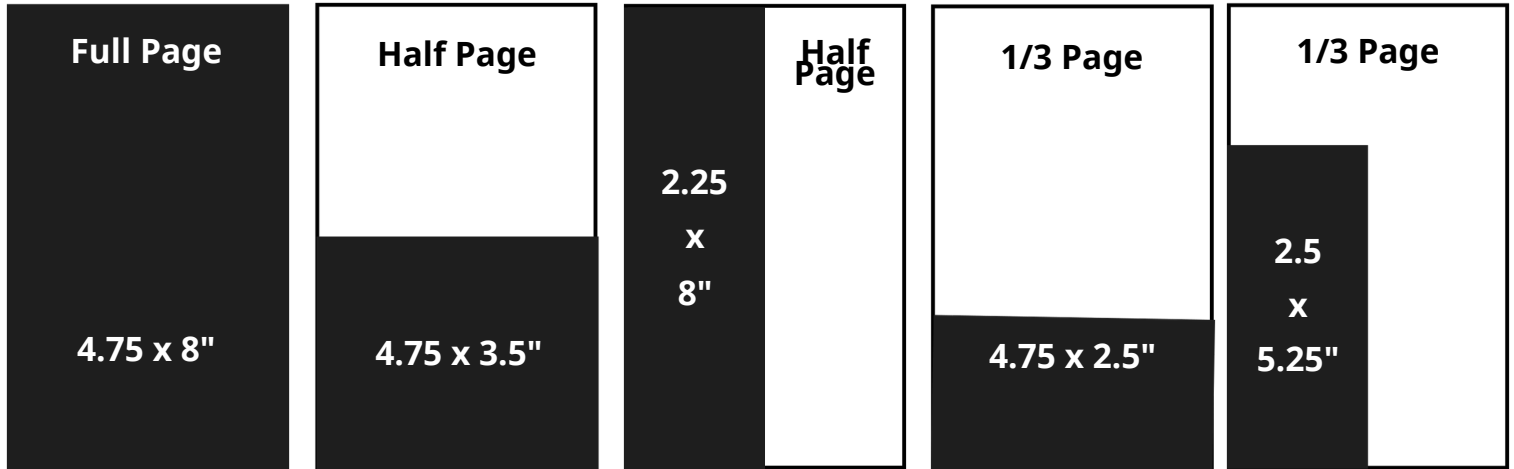
Credit Card # _____ Exp. _____ / _____ CVC# _____ Zip _____

Authorized Signature: _____

Email lisa.a@thirdavenueplayworks.org 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 May 20, 2026*

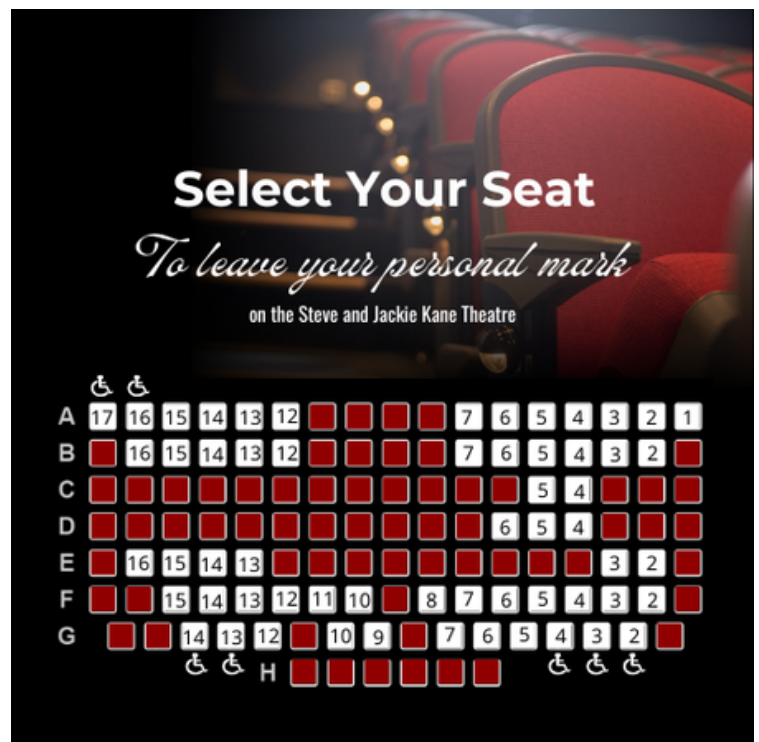
Celebrate your passion for live theatre by leaving a legacy and naming a seat in the beautifully renovated Steve and Jackie Kane Theatre at TAP. Select your seat today and become a visible part of our story.

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



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

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Third Avenue PlayWorks

P.O. Box 843

Sturgeon Bay, WI 54235

OR EMAIL

lisa.a@thirdavenueplayworks.org