THIRD AVENUE PLAYWORKS

2027 SPONSORSHIP OPPORTUNITIES

CONTRACT & PAYMENT DUE JANUARY 29, 2027 FOR SEASON BROCHURE INCLUSION
FEBRUARY 26, 2027 FOR PLAYBILL INCLUSION | MARCH 24, 2027 ARTWORK DUE

Individual or 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 2026 **OR** ☐ Submit new artwork

☐ **SEAT DEDICATION $2,000 EACH** See next page for specs and availability.

Preferred Row _____ Seat _____ Engraved Message: _____

Alternate Row _____ Seat _____ _____

PAYMENT METHOD

Payment: $_____ Date:_____ ☐ Check Enclosed (Payable to TAP)

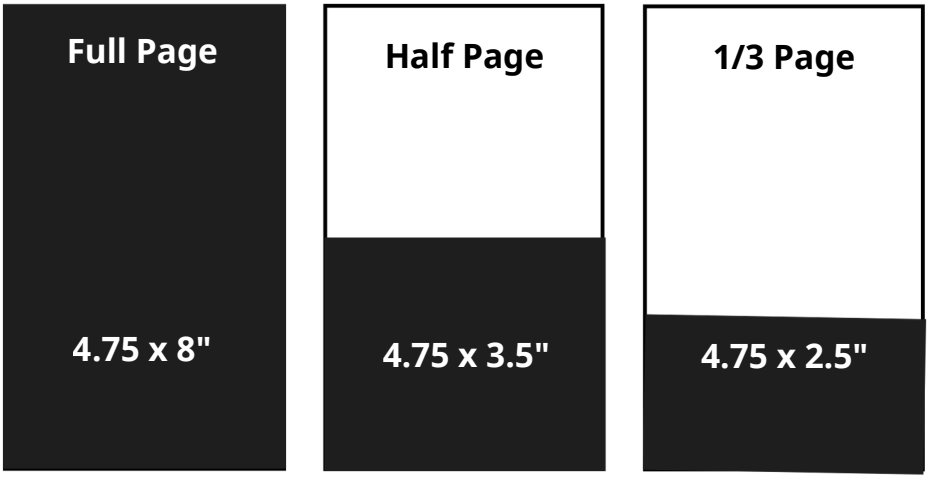
Credit Card #_____ Exp._____/_____ CVC#_____ Zip _____

Authorized Signature:_____

Email lisa.a@thirdavenueplayworks.org with questions.

THIRD AVENUE PLAYWORKS

AD SPECS & SEAT SELECTION



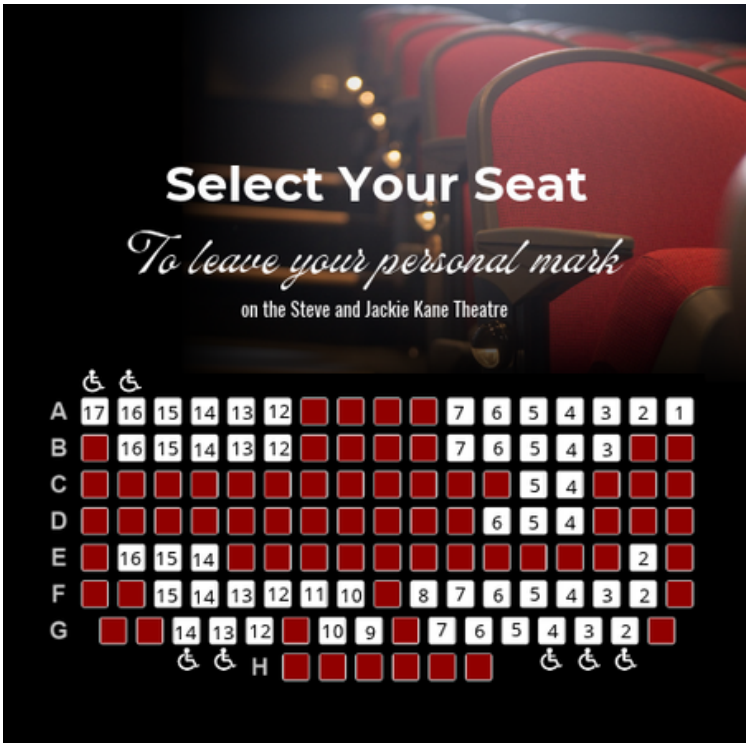
REQUIRED FORMATS: Minimum 300 dpi, Max quality JPEG. CMYK/four color process.

SEAT DEDICATION AVAILABILITY

As of November 6, 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.

18 characters and spaces per line, up to three lines per tag.



TERMS OF CONTRACT

- Final payment and advertisement must be received no later than January 29, 2027 for inclusion in the season brochure.
- TAP will distribute playbills at all in-season performances April 28-December 31, 2027.
- 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" / ⅓ PAGE 4.75" X 2.5"**
- 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**

2027 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 2027 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
- 16 tickets to use throughout the season
- 2 gala tickets

SEASON SPONSOR $7,500

- Full page ad in the season playbill
- 8 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
- Live mention in curtain speech of all performances
- 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
- 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

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

2027 EVENT SPONSORSHIPS

2027 SEASON EVENT SPONSORSHIP

OPENING NIGHT SPONSOR $500

- 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

2027 GALA SPONSORSHIP

GALA PRODUCER SPONSOR $2,500

- ⅓ page ad in season playbill, if purchased by 12/30/26
- 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 12/30/26
- 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