

SHAKESPEARE & COMPANY

“Be not afraid of greatness: some are born great, some achieve greatness and some have greatness thrust upon them.” – Twelfth Night, Act II, sc. v

BUSINESS SPONSORSHIP OPPORTUNITIES

Celebrate Shakespeare & Company’s 49th Season

Dear Friends,

We are filled with gratitude and joy following another stellar season at Shakespeare & Company! Between June and October, we welcomed more than 45,000 patrons to our indoor and outdoor productions of insightful and timely work centered on the human experience, including outrageously funny Shakespeare comedies, World and Regional Premieres, and contemporary play readings penned by award-winning playwrights. With record attendance, we met all of our box-office targets, performing to full houses and wide critical-acclaim.

As we transition into the glorious fall and winter seasons in the Berkshires, we celebrate you, our valued friends and supporters! Thank you for joining us as a Business Sponsor this past season – we couldn’t do what we do without you.

We hope you will choose to be a part of the Shakespeare & Company Business Sponsorship family again in 2026. As always, you will enjoy fantastic perks at every level of sponsorship, as we promote your business near and far. To take advantage of early-bird discounts and complimentary ticket offerings, reserve your Business Sponsorship today!

In the coming months, we look forward to telling you more about the diverse, dynamic, and engaging theater that can be expected across of all our stages next year. In the meantime, thank you, again. We hope Shakespeare & Company leaves you inspired, as your support inspires us.

BACK BY POPULAR DEMAND

All ads run in **BOTH** the digital and print Season Playbill or Brochure!

2026 BUSINESS SPONSOR OPPORTUNITIES & BENEFITS

- **10% New Business discount**
- Prominent ad placement
- Exclusive digital ticket ads
- Exclusive branding on season water bottles or souvenir cups
- Complimentary tickets and behind-the-scenes tours
- Acknowledgment in the annual Playbill
- Free website listings
- Invitations to annual Business Sponsorship party, open rehearsals, and more!

For a complete list of opportunities and benefits, visit shakespeare.org/business-sponsors

For more information on becoming a Business Sponsor, please don’t hesitate to call me at 413.637.1199 ext. 110 or write to aspenlieder@shakespeare.org.

Warmly,



Elizabeth Aspenlieder
Community Relations Manager
413.637.1199 ext. 110
aspenlieder@shakespeare.org



Left to Right: Ashley McCauley Moore, Rory Hammond, Juan Luis Acevedo, and J. Austyn Williamson, *Romeo and Juliet*, 2025. Photo by Nile Scott Studios.

ARTWORK AND PAYMENT DUE TUESDAY, APRIL 28, 2026

SHAKESPEARE & COMPANY

2026 PRINT & DIGITAL BUSINESS SPONSORSHIPS

Packages, Benefits, and Pricing

SPONSORSHIPS		
SIZE	DIMENSIONS (W X H)	RATES
SEASON MATERIALS – SEASON BROCHURE (DIRECT MAILER & DIGITAL)		
Full Page	4" x 9" [†]	\$5,950
Half Page: Horizontal	4" x 4.5" [†]	\$3,950
Half Page: Vertical	2" x 9" [†]	\$3,950
Quarter Page: Horizontal	4" x 2.25" [†]	\$2,950
Quarter Page: Vertical	2" x 4.25" [†]	\$2,950
SEASON MATERIALS – SEASON PLAYBILL (PRINT & DIGITAL)		
Back Cover	8.25" x 10.5" [†]	\$5,500
Inside Back Cover	8.25" x 10.5" [†]	\$4,950
Inside Front Cover	8.25" x 10.5" [†]	\$4,550
Full Page	8.25" x 10.5" [†]	\$3,750
Half Page: Horizontal	7.25" x 4.6875"	\$1,850
Half Page: Vertical	3.5625" x 9.5"	\$1,850
Third Page	7.25" x 3.0833"	\$1,350
Quarter Page	3.5625" x 4.6875"	\$895
Sixth Page	3.5625" x 3.0833"	\$575
Eighth Page	3.5625" x 2.2813"	\$475
SEASON TICKETING (PRINT & DIGITAL)		
Season Tickets with Email Confirmation Package	3.5" x 1.75" (print) & 200px wide (digital)	\$6,950
Season Ticket Envelopes with E-confirmation Package	5.5" x 4.125"	\$4,250
À LA CARTE DIGITAL ADVERTISING		
Flat-screen Lobby Monitors	1920 x 1080px	\$1,500 per slide
Website Listing		\$425
CONCESSIONS		
16oz Souvenir Season Cups		\$5,200
10oz Souvenir Season Cups		\$4,950
16.9oz Season Water Bottles		\$4,575

[†]Full page and cover art and all brochure advertisements should include a 0.125" bleed on all sides. Please no crop / printer marks.

Artwork: Image files must be 300dpi, CMYK or grayscale. PDF, InDesign, Illustrator, or Photoshop files accepted.

Artwork | Submissions | Questions: playbill@shakespeare.org

Reservations: aspenlieder@shakespeare.org

ARTWORK DEADLINES

Playbill: Tuesday, April 28

Brochure: Friday, March 13

Flat Screen Slider: Friday, May 15

For more details about specific sponsorships, please contact:

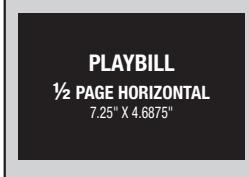
Elizabeth Aspenlieder

Phone: 413.637.1199 ext. 110

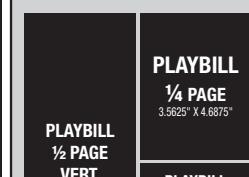
Email: aspenlieder@shakespeare.org

Complimentary tickets are valid for all 2026 Season performances except special fundraising events including the annual Gala. To redeem your complimentary tickets, please call the Box Office at 413.637.3353.

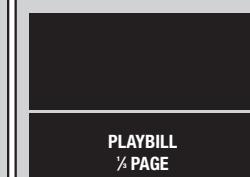
Shakespeare & Company is a 501(c)(3) not-for-profit organization, and your sponsorship is tax-deductible in the amount exceeding the fair market value of goods or services received. Please consult your financial advisor for more information.



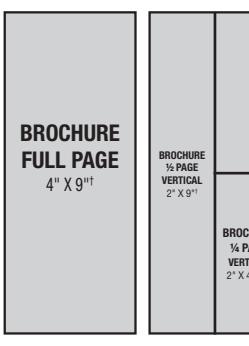
PLAYBILL
1/2 PAGE HORIZONTAL
7.25" X 4.6875"



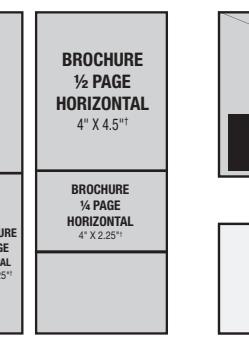
PLAYBILL
1/2 PAGE
VERT.
3.5625" X 9.5"



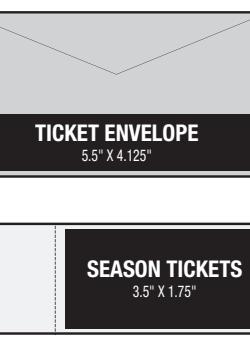
PLAYBILL
1/4 PAGE
3.5625" X 4.6875"



PLAYBILL
FULL PAGE
8.25" X 10.5"



BROCHURE
1/2 PAGE
VERTICAL
2" X 9"



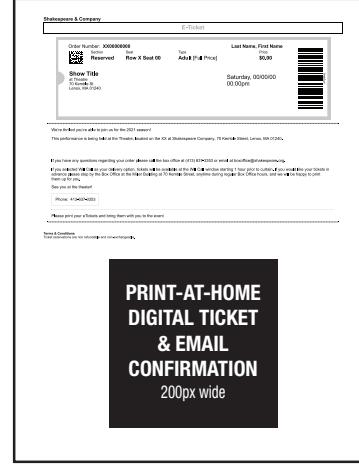
BROCHURE
1/4 PAGE
HORIZONTAL
4" X 4.5"



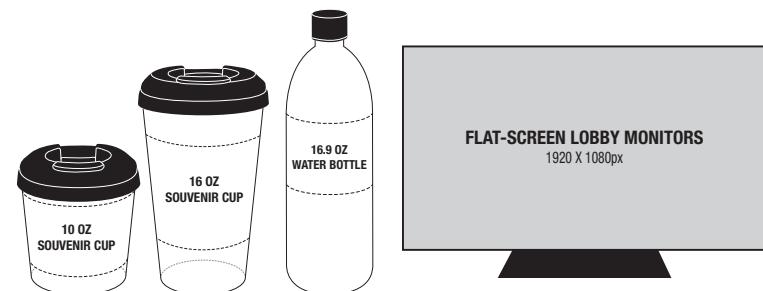
TICKET ENVELOPE
5.5" X 4.125"



SEASON TICKETS
3.5" X 1.75"



PRINT-AT-HOME
DIGITAL TICKET
& EMAIL
CONFIRMATION
200px wide



SHAKESPEARE & COMPANY

2026 DIGITAL & PRINT BUSINESS SPONSORSHIPS

Business Sponsorship Reservation Form

TYPE OF BUSINESS SPONSOR ADVERTISEMENT

NEW CAMERA-READY ART SUBMITTED BY APRIL 28, 2026

REPEAT 2025 ARTWORK

SPONSOR

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

EMAIL

ARTWORK CONTACT

SAME AS CONTACT NAME

ARTWORK EMAIL

PHONE

WEBSITE

PAYMENT

\$

10% NEW BUSINESS SPONSOR DISCOUNT

PAY BY CHECK:

SHAKESPEARE & COMPANY
70 KEMBLE STREET, LENOX, MA 01240
ATTN: BUSINESS SPONSORSHIPS

\$

TOTAL SPONSORSHIP AMOUNT

Email Reservation Form to: aspenlieder@shakespeare.org

Fax Reservation Form to: 413.637.4274

ARTWORK DEADLINES

Playbill: Tuesday, April 28

Brochure: Friday, March 13

Flat Screen Slider: Friday, May 15

CREDIT CARD #

EXP. DATE

SECURITY CODE

NAME ON CARD

SIGNATURE

DATE

*Shakespeare & Company strictly adheres to all infectious disease, Massachusetts State, and Actors' Equity safety guidelines. Some restrictions may apply.

**EARLY-BIRD BONUS TICKETS ARE AVAILABLE THROUGH FRIDAY, JAN. 9, 2026!
FINAL ARTWORK AND PAYMENT IS DUE FRIDAY, APRIL 28, 2026.**

BACK BY POPULAR DEMAND
All ads run in BOTH the digital and printed
Season Playbill or Brochure!

SHAKESPEARE & COMPANY
2026 BUSINESS SPONSORSHIP BENEFITS

SEASON PLAYBILL SPONSORSHIP OPTIONS

A full-color, magazine-style program is offered to all patrons in print and digitally. With information about the season's productions and artists, as well as updates from our Education Program and The Center for Actor Training, the Season Playbill serves as both a keepsake and a reference for Shakespeare & Company and the Berkshires. Both the Season Playbill and Brochure are featured year-round at shakespeare.org/playbill.

PLAYBILL OFFERINGS & BENEFITS	SEASON PLAYBILL AD SIZES								
	1/8 Page \$475	1/6 Page \$575	1/4 Page \$895	1/3 Page \$1,350	1/2 Page \$1,850	Full Page \$3,750	Inside Back \$4,550	Covers	
	Inside Front \$4,950							Back \$5,500	
Flat-screen slides: Your ads featured on TV monitors in both of our indoor theater lobbies all season long.						✓	✓	✓	✓
Open rehearsal invitation* : Meet the artists and get insights about their show at an exclusive open rehearsal.						✓	✓	✓	✓
Dress rehearsal invitation* : A sneak preview of any show during the season.						✓	✓	✓	✓
Free website logo and link : Your business logo and link are promoted on the Plan Your Visit page at shakespeare.org .	✓	✓	✓	✓	✓	✓	✓	✓	✓
Loyalty tickets : Additional free tickets released the day before a performance to sponsors of five years or more and to businesses that increase their sponsorship.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary playbill listing : See your business featured in both digital and printed versions of the Season Playbill.	✓	✓	✓	✓	✓	✓	✓	✓	✓
New business 10% sponsorship discount : A sign-on discount available to New Business Sponsors only.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Early-bird bonus tickets : Enjoy two bonus performances of your choice during Season 2026 (reservation form and payment must be received by December 19, 2025).	2	2	2	2	2	4	4	4	4
Complimentary tickets : Enjoy tickets to performances in the Tina Packer Playhouse, the Elayne P. Bernstein Theatre, the Roman Garden Theatre, and the Arthur S. Waldstein Amphitheatre (not valid for the annual Gala).	2	2	4	4	4	6	6	8	8
Annual business friends party and performance* : A great way to network, have fun, kick off the summer season, and enjoy up to six tickets to a performance on us!	2	2	4	4	4	4	4	4	6

** Shakespeare & Company strictly adheres to all infectious disease, Massachusetts State, and Actors' Equity safety guidelines. Some restrictions may apply.*

Shakespeare & Company, 70 Kemble Street, Lenox, MA 01240

Please contact Elizabeth Aspenlieder, Director Sponsorships, Donor Relations & Events, for scheduling and details at
413.637.1199 ext. 110, or aspenlieder@shakespeare.org.

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SHAKESPEARE & COMPANY
2026 PREMIUM SPONSORSHIPS & BENEFITS

PREMIUM SPONSORSHIP OPTIONS

Season spring water bottles: Your ad, logo, or promotion on **5,000** bullet-style, 16.9 oz. bottles of spring water (BPA free/recycled plastic). Distributed year-round at concessions during productions and events.

Season souvenir cups: Flip-top cups – 10 oz. or 16 oz. – to enjoy your favorite beverages with your company logo and/or promotion on **5,000** cups (BPA free/recycled plastic). Distributed year-round at concessions during productions and events.

Season brochure ads: Your ad in a full-color 4" x 9" brochure that includes a full-season line-up and calendar of events. This direct mailer is sent to more than **40,000** patrons and is distributed in racks year-round across the region at visitor kiosks, hotels, restaurants, galleries, shops, and businesses. Limited ad space from 1/2 page to full page sizes is available.

Season e-tickets and paper tickets: Targeted brand exposure with your ad on the back of every ticket printed during our 2026 season (**20,000 impressions**). The tickets are distributed at productions, readings, and special events. This includes e-ticketing and post-show patron thank you emails.

Season ticket envelopes: Targeted brand exposure with your ad on the back of every envelope we print during our 2026 season (**20,000 impressions**). The ticket envelopes and tickets are distributed at productions, readings, and special events.

**PREMIUM
SPONSORSHIP BENEFITS**

Full-page Playbill ad: Includes a complimentary ad in both the digital and print versions of the Season Playbill.

Half-page Playbill ad: Includes a complimentary ad in both the digital and print versions of the Season Playbill.

Free website logo and link: Your business logo and link are promoted on the **Plan Your Visit** page at shakespeare.org.

Flat-screen slides: Your ad featured on TV monitors in both of our indoor theater lobbies all season long.

Open rehearsal invitation*: Meet the artists and get insights about their show at an exclusive open rehearsal.

Dress rehearsal invitation*: A sneak preview of any show during the season.

Complimentary Playbill listing: See your business featured in both digital and printed versions of the Season Playbill.

New business 10% sponsorship discount: A sign-on discount available to New Business Sponsors only.

Loyalty tickets: Additional free tickets, released the day before a performance to sponsors of five years or more and to businesses that increase their sponsorship this year.

Early-bird bonus tickets: Enjoy **two** bonus performances of your choice during Season 2026 (reservation form and payment must be received by **December 19, 2025**).

Complimentary tickets: Enjoy tickets to performances in the Tina Packer Playhouse, the Elayne P. Bernstein Theatre, the Roman Garden Theatre, and the Arthur S. Waldstein Amphitheatre (not valid for the annual Gala).

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