



THE NAPLES PLAYERS

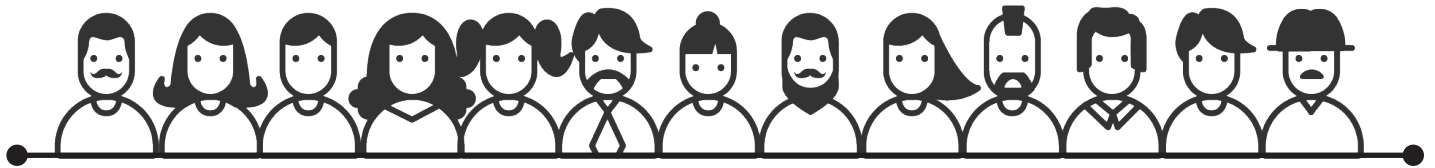
2019-2020

ADVERTISING & SPONSORSHIP GUIDE

REACH 65,000+ PATRONS ALL YEAR LONG!



WHY ADVERTISE IN TNP BACKSTAGE?



Your ad reaches
over 65,000
annual theatre patrons at The Naples Players.

LOCAL AUDIENCE



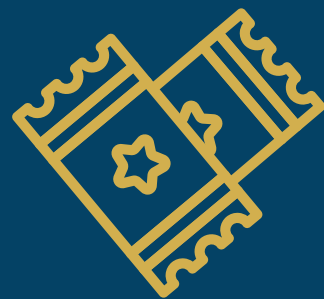
46% Annual Residents

40% Seasonal Residents

14% Tourists

LOYAL PATRONS

82%
of patrons are
return visitors!



34% MALE



66% FEMALE



TNP has been voted
NAPLES' BEST THEATRE
for **16** consecutive years.



Bonus online
e-edition means
increased exposure!
**We average over 40,000
website visits per month!**

OPPORTUNITIES FOR EXPOSURE

FULL SEASON RATES

Full Page	\$3,500
Half Page.....	\$2,300

PREMIUM POSITION RATES

Back Cover.....	\$5,500
Inside Front Cover.....	\$4,800
Center Spread.....	\$8,000
Inside Back Cover.....	\$4,800
Left Center Fold.....	\$4,500
Right Center Fold.....	\$4,500
Opposite Table of Contents.....	\$4,000

All ads include 60 minutes of complimentary design time. Content and design must be approved by The Naples Players. Ads may be changed between editions for a change fee of \$75 per show. All changes or new ads must be submitted no than later six week prior to the show opening date.



Extend your value with
VIDEO SCREEN ADS!

Large Lobby Screen

Available only to Sponsors/Playbill Advertisers during run of one show
\$1,000 / per show



**THE NAPLES
PLAYERS**

SPONSOR A SHOW!

BLACKBURN HALL MAJOR PLAY SPONSORSHIP \$10,000

- Prominent sponsorship credit in TNP playbill, website and eblasts to over 16,000 email subscribers
- 10 tickets (5 pairs) to be used for friends & clients during a Thursday-Saturday night performance the first week of the show you sponsor
- Full-page, full-color advertisement in TNP's Playbill (\$3,500 value)
- Logo and credit on all print advertising for your sponsored show
- Inclusion in long-form pre-curtain video spot before each performance of your sponsored show
- 2 tickets for each regular play and 4 tickets for major musical productions during season

BLACKBURN HALL MAJOR MUSICAL SPONSORSHIP \$12,000

- Prominent sponsorship credit in TNP playbill, website and eblasts to over 16,000 email subscribers
- 10 tickets (5 pairs) to be used for friends & clients during a Thursday-Saturday night performance the first week of the show you sponsor
- Full-page, full-color advertisement in TNP's Playbill (\$3,500 value)
- Logo and credit on all print advertising for your sponsored show
- Inclusion in long-form pre-curtain video spot before each performance of your sponsored show
- 2 tickets for each regular play and 4 tickets for major musical productions during season

TOBYE STUDIO PLAY SPONSORSHIP \$6,000

- Prominent sponsorship credit in TNP playbill, website and eblasts to over 16,000 email subscribers
- 10 tickets (5 pairs) to be used for friends & clients during a Thursday-Saturday night performance the first week of the show you sponsor
- Full-page, full-color advertisement in TNP's Playbill (\$3,500 value)
- Logo and credit on all print advertising for your sponsored show
- Inclusion in long-form pre-curtain video spot before each performance of your sponsored show
- 2 tickets for each regular play and 4 tickets for major musical productions during season

KidzAct PLAY SPONSORSHIP \$2,500

- Prominent sponsorship credit in TNP playbill, website and eblasts to over 16,000 email subscribers
- 10 tickets (5 pairs) to be used for friends & clients during the show run
- Full-page, full-color advertisement in TNP's Playbill (\$3,500 value)
- Logo and credit on all print advertising for your sponsored show
- Inclusion in long-form pre-curtain video spot before each performance of your sponsored show

STAGE II IMPROV SHOW SPONSORSHIP \$500

- (multi-show discounts available)

Sponsor a major play or musical and pick up a KidzAct Sponsorship for \$1,500

SHOW SPONSOR RATES



MAMMA MIA!

JUNE 26 - JULY 28, 2019

\$12,000

5 weeks/23 Performances in 320 seat Blackburn Hall (SUMMER BLOCKBUSTER MUSICAL)

THE GREAT GATSBY

OCTOBER 2-27, 2019

\$10,000

4 weeks/20 Performances in 320 seat Blackburn Hall (AWARD WINNING PLAY)

ECSCANABA IN DA MOONLIGHT

OCT. 23 - NOV. 17, 2019

\$6,000

4 weeks/20 Performances in 100 seat Tobye Studio (COMEDY)

SHE LOVES ME

NOV. 27 - DEC. 22, 2019

\$12,000

4 weeks/22 Performances in 320 seat Blackburn Hall (HOLIDAY MUSICAL)

MAKING GOD LAUGH

JAN. 15 - FEB. 9, 2020

\$10,000

4 weeks/20 Performances in 320 seat Blackburn Hall (COMEDY)

SILENT SKY

FEB. 5 - MAR. 1, 2020

\$6,000

4-weeks/20 Performances in 100 seat Tobye Studio (AWARD WINNING PLAY)

BYE BYE BIRDIE

MAR. 4 - APR. 5, 2020

\$12,000

5 weeks/25 Performances in 320 seat Blackburn Hall (SPRING SPECTACULAR MUSICAL)

BECKY'S NEW CAR

APRIL 1-26, 2020

\$6,000

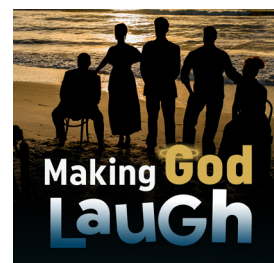
4 weeks/19 Performances in 100 seat Tobye Studio (COMEDY)

CALENDAR GIRLS

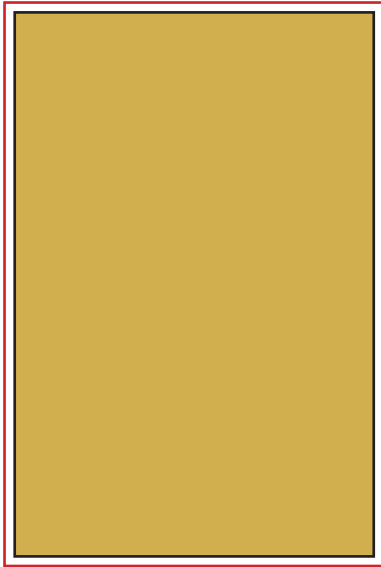
APR. 29 - MAY 24, 2020

\$10,000

4 weeks/20 Performances in 320 seat Blackburn Hall (COMEDY)



AD SPECS & GUIDELINES

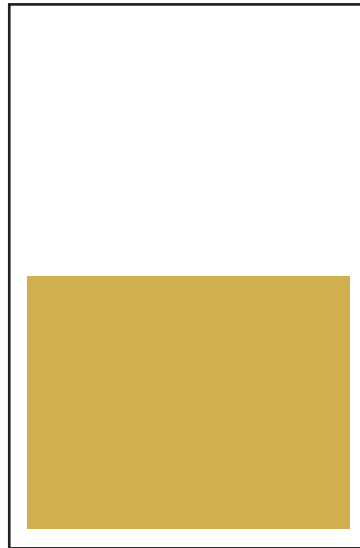


FULL-PAGE AD
\$3,500

AD SIZE:
5.625" x 8.625"

(this includes an 1/8" bleed)
All full page ads must include a bleed.

DO NOT PLACE any
vital content within
1/4 inch of all edges



HALF-PAGE AD
\$2,300

AD SIZE:
4.875" x 3.75"



All ads include 60 minutes of complimentary design time. Content and design must be approved by The Naples Players. Ads may be changed between editions for a change fee of \$75 per show. All changes or new ads must be submitted no than later six week prior to the show opening date.

PLAYBILL INSERT PARTNERSHIPS

BLACKBURN HALL PLAYBILL INSERT PARTNER

Playbill Inserts are unique to each show and offer information about the production, including cast biographies and creative team biographies. They are inserted into our TNP "Backstage" Playbill and include only four, full color, full page partner advertisements. This creates a high profile, clutter free advertising environment. Reader engagement is extremely high as theatre patrons tend to have interest in the who and what that goes into the performance they are attending.

Playbill Insert Partner Package includes:

- Full Page (5.5"x8.5") Full Color Ad During Entire Show Run
5,000 – 6,000 Inserts Per Show
- Logo inclusion in all emails for each show purchased
- (1) Month Web Ad on NaplesPlayers.org (1) Per show ad purchased
- All art is due 30 days prior to show opening date

Musicals = \$1,500 per show

___ Mamma Mia - Summer Musical 6/26 - 7/28/19
___ She Loves Me - Holiday Musical 11/27 - 12/22/19
___ Bye Bye Birdie - Spring Musical 3/4 - 4/5/20

Comedy / Drama Performances = \$1,000 per show

___ The Great Gatsby 10/2 - 10/27/19
___ Making God Laugh 1/15 - 2/9/20
___ Calendar Girls 4/29 - 5/24/20

Check Desired Shows

Client Approval: _____ Date: _____

PLAYBILL INSERT PARTNERSHIPS

•—— TOBYE STUDIO THEATER ———• PLAYBILL INSERT PARTNER

Playbill Inserts are unique to each show and offer information about the production, including cast biographies and creative team biographies. They are inserted into our TNP "Backstage" Playbill and include only four, full color, full page partner advertisements. This creates a high profile, clutter free advertising environment. Reader engagement is extremely high as theatre patrons tend to have interest in the who and what that goes into the performance they are attending.

Playbill Insert Partner Package includes:

- Full Color Ad During Entire Show Run 1,500 Inserts Per Show (seen by up to 2,000 patrons)
- Logo inclusion in all emails for each show purchased
- (1) Month Web Ad on NaplesPlayers.org (1) Per show ad purchased
- All art is due 30 days prior to show opening date

Comedy / Drama Performances = \$400 per show

___ Escanaba In Da Moonlight 10/23 - 11/17/19

___ Silent Sky 2/5 - 3/1/20

___ Becky's New Car 4/1 - 4/26/20

Check Desired Shows

Client Approval: _____ Date: _____

NEW OPPORTUNITIES FOR GREATER EXPOSURE

— LEAD RED CARPET PARTNER —

Lead Red Carpet Partner Package includes:

- Promote your business to 300 – 400 patrons at Red Carpet Premiere events on the Baker Stage:
 - **Mamma Mia! – Summer Musical** June 26, 2019
 - **The Great Gatsby** October 2, 2019
 - **Escanaba In Da Moonlight** October 23, 2019
 - **She Loves Me – Holiday Musical** November 27, 2019
 - **Making God Laugh** January 15, 2020
 - **Silent Sky** February 5, 2020
 - **Bye Bye Birdie – Spring Musical** March 4, 2020
 - **Becky's New Car** April 1, 2020
 - **Calendar Girls** April 29, 2020
- 6' skirted table on Baker Stage during one-hour Red Carpet Premiere Event for each of (9) shows.
- **Inclusion In:**
 - Red Carpet schedule on naplesplayers.org
 - Red Carpet schedule in Backstage season playbill
 - Promotional E-mails, to up 16,000+ subscribers
 - Promotional Facebook posts to 7,500+ followers
 - Logo & Link on Corporate Partner Page on naplesplayers.org

Sponsorship Value: \$4,275
Actual Investment: \$3,000

Client Approval: _____ Date: _____

NEW OPPORTUNITIES FOR GREATER EXPOSURE

BACKSTAGE PARTNER

Backstage Partner Package Includes:

- Quarter page, full color ad on Backstage Partner page on outside back cover of each of 14 Playbill inserts for (9) major performances and (5) KidzAct performances
- Logo & Link on Corporate Partner section of NaplesPlayers.org to run for 52 weeks
- Logo or Link Inclusion on:
 - E-mail promotions to up to 16,000+ subscribers
 - Facebook posts to over 7,500+ followers

Partner Value: \$4,750
Actual Partner Investment: \$3,350

Client Approval: _____ Date: _____

NEW OPPORTUNITIES FOR GREATER EXPOSURE

BOX OFFICE PARTNER

Box Office Partner Package Includes:

- 2.75" x 2" color ad on the back of 50,000+ tickets
- 6' skirted partner table during (9) Red Carpet Events
- Full page, full color ad in full season Backstage playbill
- Logo or Link Inclusion on:
 - Red Carpet schedule on website and Backstage playbill
 - Email promotions for (9) Red Carpet Events, up to 16,000+ subscribers
 - Facebook posts for (9) Red Carpet Events, 7,500+ followers
 - Logo & Link on Corporate Partner Page on naplesplayers.org

Partnership Value: \$12,950
Actual Investment: \$8,500

Client Approval: _____ Date: _____

NEW OPPORTUNITIES FOR GREATER EXPOSURE

— SUGDEN WINE BAR PARTNER —

The Sugden Wine Bar Partner is responsible for enabling The Players to begin the process of "Going Green" and operating with a more environmentally friendly model in our wine bar.

Sugden Wine Bar Partner Package includes:

- Digital Ad displayed, prominently, on 48" monitor in Sugden Wine Bar
- Logo on 5,000+ recyclable glasses
- Full color company logo and message on 7,000+ recycled water bottles
- Full page ad in Backstage Season Playbill
- 600p x 600p Ad on NaplesPlayers.org
- Logo & Link on Corporate Partner Page of naplesplayers.org

Total Value: \$15,000
Actual Investment: \$10,500

Client Approval: _____ Date: _____

**SECURED FOR
THE 2019-2020
SEASON BY**



RESERVE your spot now!

I would like to reserve the following opportunities with The Naples Players (please check all that apply)

PLAYBILL AD SPONSORS

- ☐ Full Page \$ 3,500
☐ Half Page \$ 2,300

PREMIUM POSITION?

- ☐ Position: _____ \$ _____

SEASON/SHOW SPONSORS

- ☐ Mamma Mia! The Summer Musical..... \$12,000
☐ The Great Gatsby..... \$10,000
☐ Escanaba In Da Moonlight..... \$ 6,000
☐ She Loves Me The Holiday Musical..... \$12,000
☐ Making God Laugh..... \$10,000
☐ Silent Sky \$ 6,000
☐ Bye Bye Birdie \$12,000
☐ Becky's New Car \$ 6,000
☐ Calendar Girls..... \$10,000

VIDEO SCREEN ADS

(add on to any other sponsorship)

- ☐ Main Lobby Screen (per show)..... \$ 1,000

KIDZACT / IMPROV SHOWS

- ☐ KidzAct Show Sponsorship Only..... \$ 2,500
☐ KidzAct with Additional Show..... \$ 1,500
☐ Improv Show Sponsor..... \$ 500

PLAYBILL INSERTS (per show)

- ☐ Blackburn Musicals..... \$ 1,500
☐ Blackburn Comedies / Dramas..... \$ 1,000
☐ Tobye Studio Performances..... \$ 400

ADDITIONAL OPPORTUNITIES

- ☐ Red Carpet Partner..... \$ 3,000
☐ Backstage Partner..... \$ 3,350
☐ Box Office Partner..... \$ 8,500
☒ Sudden Wine Bar Partner..... ~~\$10,500~~

NOTES / ADDENDUMS:

COMPANY NAME

CONTACT PERSON

STREET ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

PAYMENT METHOD

☐

CHECK

☐

CREDIT

Makes checks payable to The Naples Players

CREDIT CARD NUMBER

EXPIRATION DATE / 3 DIGIT CODE

BILLING ZIP CODE

SIGNATURE

RETURN WITH PAYMENT TO:

The Naples Players Attn: Jeff Walters | 701 5th Avenue South | Naples, FL 34102
jwalters@naplesplayers.org | 239-434-7340