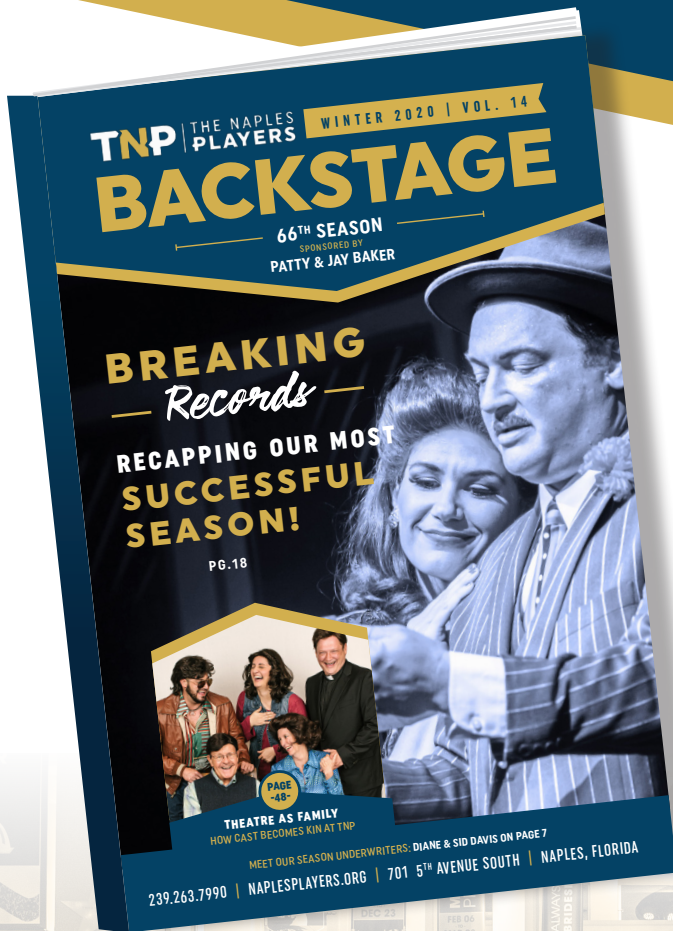


TNP

THE NAPLES PLAYERS



2020-2021

ADVERTISING & SPONSORSHIP GUIDE



WELCOME TO OUR 67TH SEASON

TNP

SHOWS & DATES

THE Wedding Singer

JUN 24 - JUL 26

2020

The Wedding Singer takes us back to a time when hair was big, greed was good, collars were up and a wedding singer might just be the coolest guy in the room. Based on the hit Adam Sandler movie, *The Wedding Singer's* sparkling new score does for the '80s what *Hairspray* did for the '60s. Just say yes to the most romantic musical in twenty years.



BOEING BOEINGA

SEP 30 - OCT 25

2020

In this 1960's farce, self-styled Parisian lothario Bernard, who has Italian, German, and American fiancées, each a beautiful airline hostess with frequent "layovers." He keeps "one up, one down, and one pending" until unexpected schedule changes bring all three to Paris, and Bernard's apartment, at the same time. This "don't miss" comedy will have you in stitches.



Yours, TRULY

OCT 21 - NOV 22

2020

From the jazz era of the 1940's comes a new cabaret-style musical. The musical is inspired by the true story of Lee and Annette Kelson. Lee, on the verge of stardom, sacrifices his career for the love of family – a sacrifice that was only truly discovered upon Lee's passing. Featuring Naples resident Gary Kelson, this musical is a regional premiere.



A Gentleman's Guide To Love & MuRder

NOV 25 - DEC 20

2020

This comedic romp is filled with unforgettable music and non-stop laughs. Nominated for 10 Tony Awards, the show follows Monty Navarro, the heir to a long-lost family fortune...if only he wasn't 8th in line. The scene-stealing role of Monty stars one-actor that also plays all eight roles of the doomed relatives who meet their ends in creative and comedic conditions.



SAVANNAH Sipping Society

JAN 13 - FEB 07

2021

It's never too late to make old new friends. In this delightful, laugh-a-minute comedy, four unique Southern women, all needing to escape the sameness of their day-to-day routines, are drawn together by fate—and an impromptu happy hour—and decide it's high time to reclaim the enthusiasm for life they've lost through the years.



The CaKe

FEB 03 - FEB 28

2021

All is going well for Della, the legendary baker. But then, her late-best-friend's daughter comes home to ask her to make a cake for her upcoming wedding...to another woman. This emotional and deliciously funny play was created by Bekah Brunstetter (*This is Us*), and challenges people of every belief to engage in dialogue - even those who oppose you.



SHOWS & DATES (cont.)



MAR 03 - APR 03

2021

Mary Poppins flies before your eyes in this classic musical based on the much-loved children's books by P. L. Travers and the 1964 Disney film of the same name. Julian Fellowes' book blends the original stories with the acclaimed film to create a new and iconic stage adventure. Even grown-ups can learn a lesson or two from this magical yet practical nanny.



MAR 31 - APR 25

2021

This powerful play takes us inside the story of a quiet bed and breakfast turned into a secret women's shelter in the early 1970s, before Roe v. Wade, before the Violence Against Women Act, and before women had places to turn in times of distress. Smart and exciting, it will leave you on the edge of your seat and with a renewed appreciation of a woman's rights.



APR 28 - MAY 23

2021

Oscar Wilde's wickedly witty and touching comedy remains one of the most famous and popular in history. The story revolves around blackmail, political corruption and public and private honor in late 19th-century England, where "an ideal husband" must be above reproach in both spheres.



KIDZACT SHOWS & DATES



JUN 02 - JUL 07

2020



JUL 31 - AUG 02

2020



AUG 09 - AUG 11

2020



DEC 12 - DEC 14

2020



APR 17 - APR 18

2021



YOUR SPONSORSHIP REACH & IMPACT

Your TNP Backstage Playbill ad reaches
over 65,000
annual theatre patrons at TNP.



Your company logo on show ads in
Naples Daily News & Florida Weekly reach
60,000+ readers per week
for the 4 weeks we promote your
sponsored show in print!

12,500+ SOCIAL MEDIA
FOLLOWERS

25K+ EMAIL
SUBSCRIBERS

400K+ ANNUAL WEB
PAGE VIEWS

LOCAL PATRON AUDIENCE



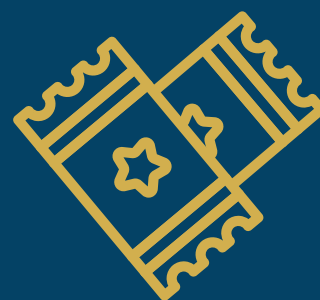
46% Annual Residents

40% Seasonal Residents

14% Tourists

LOYAL SUPPORTERS

82%
of patrons are
return visitors!



34% MALE



66% FEMALE



TNP has been voted
NAPLES' BEST THEATRE
for **17** consecutive years.

In 2019, **OVER 80%**
OF ALL SHOWS SOLD OUT



2020-2021 SHOW SPONSORSHIP LEVELS

	GOLD SPONSOR	NAVY SPONSOR	TOBYE EXCLUSIVE SPONSOR	RED CARPET PARTNER
	\$15,000	\$10,000	\$5,000	\$3,000
Exclusive show sponsor	Blackburn Hall show	Blackburn Hall show	Toby Studio Theatre show	N/A
Season ad in every TNP Backstage playbill	Full-Page*	Full-Page*	Full-Page	Half-Page
Thank you in Official Performance Guide for sponsored show	•	•	•	•
Logo & link on show & home page of website all season	•	•	•	Sponsor Page
Social media acknowledgment / tags in relation to sponsored show	•	•	•	•
Vendor table at all Red Carpet Opening Events	•	•	•	•
Acknowledgment with link in email blasts (2+) for sponsored Show - 20K plus email list!	•	•	•	Red Carpet E-mails
Logo on all show posters & print material	•	•	•	
Logo on ads in Naples Daily News up to 3x week for 3-4 weeks	•	•	•	
Logo on Ads in Naples Florida Weekly for 3-4 weeks before and during show	•	•	•	
Rotating ad on outdoor TV screens 24/7 before and during run of sponsored show	•	Logo Only	Logo Only	
Tickets to your sponsored show	10	6	6	
Tickets to all additional 2020-2021 TNP shows	4	2	2	
Logo on building & lobby banners before and during sponsored show run	•	•		
Logo on custom step & repeat used at every Red Carpet Opening Event	•			
Custom video spot before each performance of sponsored show	•			
Opportunity to provide giveaway bags / items after sponsored show premier	•			

*PREMIUM AD PLACEMENT

Choose to upgrade to a premium ad placement for an additional one-time fee.

BACK COVER..... +\$1,000
INSIDE FRONT COVER..... +\$1,500
INSIDE BACK COVER +\$500

JUST PICTURE YOUR LOGO HERE!

WHERE WE PROMOTE YOUR SHOW SPONSORSHIP

Naples Daily News

PART OF THE USA TODAY NETWORK

- Print ads 2-3x per week for up to 4 weeks
- Mention and link in all media alerts for your sponsored show

FLORIDA WEEKLY

- Print ads weekly for up to 4 weeks in Florida Weekly - Naples
- Mention and link in all media alerts for your sponsored show

Life in
Naples
MAGAZINE

NAPLES
ILLUSTRATED

 **GREATER
NAPLES
CHAMBER**

 **FIFTH
AVENUE
SOUTH**
EST. 1923

 **NEAPOLITAN
family**

- Mention in submissions to event listings posted on these local media websites and event calendars

TNP | THE NAPLES PLAYERS

- Logo on 10 foot building banners, print posters, rack cards, TV screen ads, and more on-site at TNP before and during your show run

facebook

- Mentions and tag on paid ads and posts on Facebook
- Logo and tag on event listings and cover photos

Instagram

- Mentions and tag on paid ads, posts and stories on Instagram
- Logo and tag on Highlight stories that run all season

twitter

- Mentions and tags on Twitter posts

YouTube

- Promotional videos for your sponsored show



FOR QUESTIONS OR TO SECURE YOUR SPONSORSHIP CONTACT:

Bryce Alexander
EXECUTIVE ARTISTIC DIRECTOR
239.434.7340, Ext. 124
balexander@naplesplayers.org

TNP

ADDITIONAL OPPORTUNITIES

FULL SEASON PLAYBILL ADS

Advertise in **all five** seasonal editions of our Backstage Playbill.

Commit before May 1st to be included in our additional Summer Musical edition.

	BEFORE MAY 1	MAY 2 - AUG 15*
Full Page Ad	\$3,500	\$4,000
Half Page Ad	\$2,500	\$3,000

* After August 15, 2020 you may only purchase individual edition playbill ads (see below)

INDIVIDUAL EDITION PLAYBILL ADS

Prices below are for ads in each individual playbill version.

Please refer to the commitment and art deadlines on the next page.

Full Page Ad	\$750 / edition
Half Page Ad	\$550 / edition

EVENT SPONSORS

Season Comedy Night Sponsor.....	\$5,000
KidzAct Show Sponsor.....	\$3,000 / per show
Readers Theatre Season Sponsor.....	\$2,500
Dinner on the Stage Sponsor.....	\$2,000 / per show

Please call 239.434.7340, ext 124 for specific opportunities associated with these event sponsorships.



AD SPECS & DEADLINES

FULL-PAGE

AD SIZE:
5.625" x 8.625

(this includes an 1/8" bleed)

All full page ads must include a bleed.

HALF-PAGE

AD SIZE:
4.875" x 3.75"



DO NOT PLACE any vital content within 1/2 inch of all edges

FILE TYPES

Please submit a press-ready PDF of at least 300 dpi. We will notify you if your ad does not meet these specifications and you will have until the deadline below to resubmit your ad.

AD CREATION

Please inquire if you need assistance with ad creation.

DEADLINES

Playbill Edition	Shows in Playbill	Commitment Deadline	Art Deadline
Summer 2020	<i>The Wedding Singer</i>	June 1, 2020	June 15, 2020
Fall 2020	<i>Boeing, Boeing and Yours, Truly</i>	August 1, 2020	August 15, 2020
Holiday 2020	<i>A Gentleman's Guide to Love and Murder</i>	October 1, 2020	October 15, 2020
Winter 2021	<i>Savannah Sipping Society and The Cake</i>	November 15, 2020	December 1, 2020
Early Spring 2021	<i>Mary Poppins and When We Were Young & Unfarid</i>	January 5, 2021	January 20, 2021
Late Spring 2021	<i>An Ideal Husband</i>	March 1, 2021	March 15, 2021

RESERVE your spot now!

SEASON/SHOW SPONSORS

☐ **Gold Sponsor** \$15,000

SHOW: _____

☐ **Navy Sponsor** \$10,000

SHOW: _____

☐ **Toby Exclusive Sponsor**..... \$ 5,000

SHOW: _____

☐ **Red Carpet Partner** \$ 3,000

FULL SEASON PLAYBILL ADS

☐ **Full Page (before May 1)**..... \$ 3,500

☐ **Half Page (before May 1)**..... \$ 2,500

☐ **Full Page (May 2 - Aug 15)**..... \$ 4,000

☐ **Half Page (May 2 - Aug 15)**..... \$ 3,000

INDIVIDUAL EDITION PLAYBILL ADS

☐ **Full Page** \$ 750/edition

☐ **Half Page** \$ 550/edition

WHICH EDITION(S)?

☐ Summer 2020 ☐ Fall 2020

☐ Holiday 2020 ☐ Winter 2021

☐ Early Spring 2021 ☐ Late Spring 2021

EVENT SPONSORSHIPS

☐ **Season Comedy Night Sponsor**..... \$5,000

☐ **KidzAct Show Sponsor**..... \$3,000 /show

☐ **Readers Theatre Season Sponsor**..... \$2,500

☐ **Dinner on the Stage Sponsor**..... \$2,000/show

**TOTAL OF
SPONSORSHIP:**



SPONSOR CONTACT INFORMATION

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 TO:
The Naples Players
Attn: Bryce Alexander
701 5th Avenue South
Naples, FL 34102

QUESTIONS?
balexander@naplesplayers.org
39-434-7340, ext. 124

