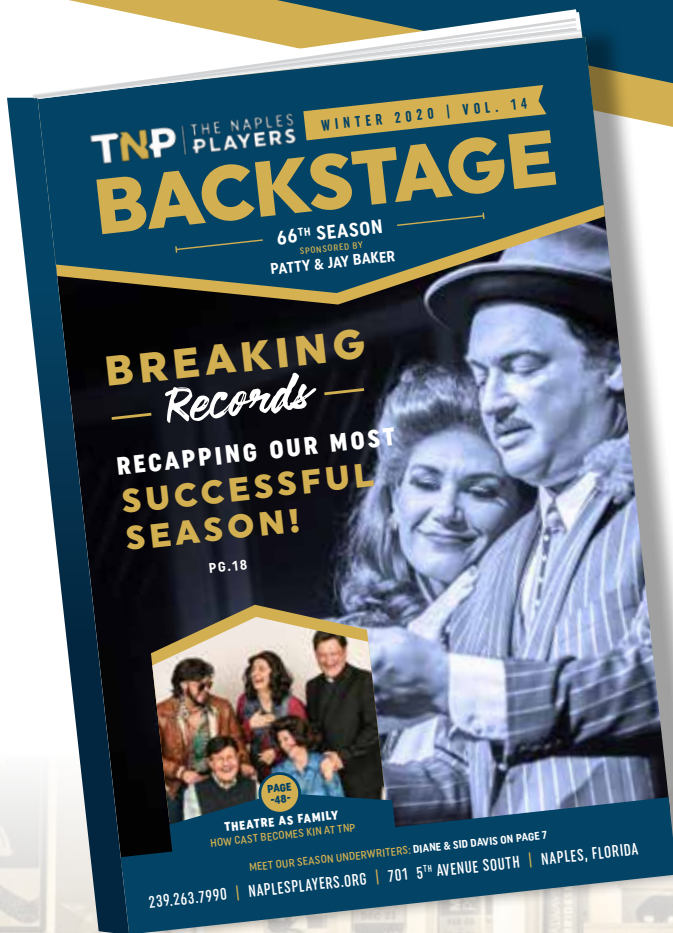


TNP

THE NAPLES PLAYERS



2021-2022

ADVERTISING & SPONSORSHIP GUIDE

WELCOME TO OUR 68TH SEASON

TNP

SHOWS & DATES

Calendar girls

APR 28 - MAY 23

2021

Based on the true story about a group of extraordinary girlfriends in York, England who decide to publish a calendar of themselves. The town becomes a sensation, money, eyebrows, and press interest into an international sensation beyond their wildest dreams!



AN IDEAL Husband

MAY 19 - JUN 13

2021

Oscar Wilde's wickedly witty and touching comedy remains one of the most famous comedies of our century. A story of love and private honor in Victorian-century England, where "an ideal husband" must be above reproach in both spheres.

FULLY SPONSORED



THE Wedding Singer

JUN 23 - JUL 25

2021

The Wedding Singer takes us back to a time when hair was big, 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 20 years.



BOEING BOEING

SEP 29 - OCT 24

2021

In this 1960's farce, Parisian lothario Bernard, juggles three fiancées, each a beautiful airline hostess with frequent "layovers" in Italy, Germany and America. 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. The mayhem will have you in stitches.



A Gentleman's Guide To Love & Murder

NOV 24 - DEC 19

2021

This comedic romp is filled with unforgettable music and non-stop laughs. Nominated for Best Musical, the show is a long-running hit. Why he wasn't 8th Wonder of the world is 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.

FULLY SPONSORED



SAVANNAH Sipping Society

JAN 12 - FEB 06

2022

It's never too late to make old new friends. In this delightful, low-key minute comedy, four friends who have been friends for years, are drawn together to a happy hour—and an impromptu happy hour—and decide it's high time to reclaim the enthusiasm for life they've lost through the years.

FULLY SPONSORED



SHOWS & DATES (cont.)



FEB 02 - FEB 27

2022

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.



MAR 02 - APR 03

2022

Mary Poppins flies before your eyes in this classic musical. The show is a love letter to the original Poppins and the same name as the 2019 Disney movie. The show's 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 30 - APR 24

2022

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.



TNP | KIDZACT AT THE NAPLES PLAYERS

2021 SHOWS & DATES



JUL 01 - JUL 03

2021

Based on Hans Christian Andersen's beloved story and inspired by the 1989 Film, Disney's The Little Mermaid Jr.



JUL 30 - AUG 01

2021

Inspired by L. Frank Baum's 1900 novel, The Wizard of Oz Young Performers' Edition follows Dorothy's life-changing adventure down the yellow brick road.



AUG 08 - AUG 08

2021

Based on the famous Adam Sandler movie, the young artists of KidzAct take this hilarious musical to the big stage in Blackburn Hall.

YOUR SPONSORSHIP REACH & IMPACT

Printed TNP Backstage Playbills reach
over 65,000
annual theatre patrons
on-site at TNP.



Our New Digital Playbills
average over **10,000 impressions**
for each show!

With **9 shows** this season,
that's 90,000 additional views!

OUR PLAYBILLS (AND YOUR ADS) ARE SHARED WITH...

**SOCIAL MEDIA
FOLLOWERS**

25K+

**EMAIL
SUBSCRIBERS**

400K+

**ANNUAL WEB
PAGE VIEWS**

LOCAL PATRON AUDIENCE



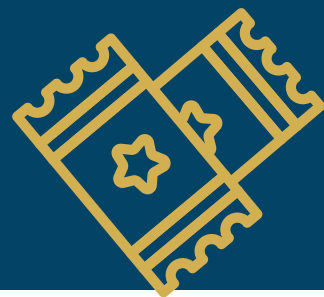
46% Annual Residents

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 85%**
OF ALL SHOWS SOLD OUT



**2021-2022
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 and link in our virtual 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 or event	✓	✓	✓	✓
Vendor table at all Red Carpet Opening Events	✓	✓	✓	✓
Acknowledgment with link in email blasts (2+) for sponsored Show - 20K plus email list!	+5x per week during show run	✓	✓	Red Carpet E-mails
Logo on all show posters and print material	✓	✓	✓	
Rotating ad on outdoor TV screens 24/7 before and during run of sponsored show	✓	Logo Only	Logo Only	
Tickets to your sponsored show	12	8	6	
Tickets to all additional 2020-2021 TNP shows	4	2		
Logo on building and lobby banners before and during sponsored show run	✓	✓		
Logo on custom step and repeat banner for photos in lobby during show run	✓			
30-second pre-show video commercial shown before all shows	✓			
Opportunity to provide giveaway bags / items after sponsored show premier	✓			

FOR QUESTIONS OR TO SECURE YOUR SPONSORSHIP CONTACT:

Lauren Speirs
PR & MARKETING SPECIALIST
 239.434.7340, Ext. 130
lspeirs@naplesplayers.org

PLAYBILL AD OPPORTUNITIES

FULL SEASON PLAYBILL ADS

Advertise in **all print and digital** editions of our Backstage Playbill.

	BEFORE APR 01	APR 01 - SEP 01*
Full Page Ad	\$3,500	\$4,000
Half Page Ad	\$2,500	\$3,000

* After September 1, 2021 you may only purchase individual edition playbill ads (see below)

INDIVIDUAL EDITION PLAYBILL ADS

Prices below are for ads in each individual playbill version.

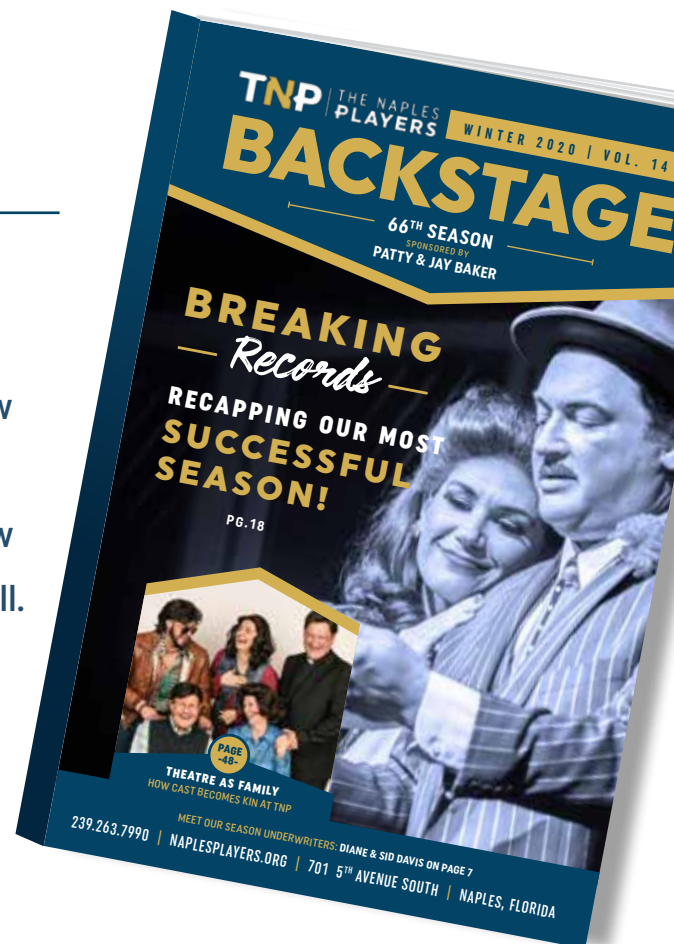
Please refer to the commitment and art deadlines on the next page.

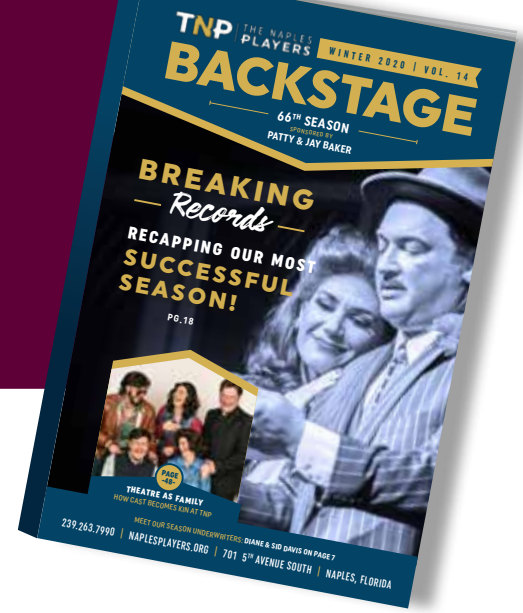
Full Page Ad	\$750 / edition
Half Page Ad	\$550 / edition

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
Front & Center Gala Sponsor (Feb 2022)..	Varied, please call.

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





FULL-PAGE

AD SIZE:

5.625" x 8.625"

(this includes an 1/8" bleed)

TRIM SIZE:

5.5" x 8.5"

All full page ads must include a bleed.

HALF-PAGE

AD SIZE:

4.875" x 3.75"



FILE TYPES

Submit a 300dpi PDF with bleeds to media@naplesplayers.org

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
Spring 2021	<i>Calendar Girls</i> <i>An Ideal Husband</i>	March 1, 2021	April 01, 2021
Summer 2021	<i>The Wedding Singer</i>	May 15, 2021	June 1, 2021
Fall 2021	<i>Boeing, Boeing</i>	August 15, 2021	Sep. 1, 2021
Holiday 2021	<i>A Gentleman's Guide to Love and Murder</i>	October 15, 2021	November, 1 2021
Winter 2022	<i>Savannah Sipping Society</i> and <i>The Cake</i>	November 15, 2021	December 1, 2021
Early Spring 2022	<i>Mary Poppins</i> and <i>When We Were Young & Unafraid</i>	January 15, 2022	February 1, 2022

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 Apr 1)..... \$ 3,500

Half Page (before Apr 1)..... \$ 2,500

Full Page (Apr 1 - Sept 1)..... \$ 4,000

Half Page (Apr 1- Sept 1)..... \$ 3,000

INDIVIDUAL EDITION PLAYBILL ADS

Full Page \$ 750/edition

Half Page \$ 550/edition

WHICH EDITION(S)?

Summer 2021 Fall 2021

Holiday 2021 Winter 2022

Early Spring 2022

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

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?
Ispeirs@naplesplayers.org
239-434-7340, ext. 130



TOTAL OF SPONSORSHIP: