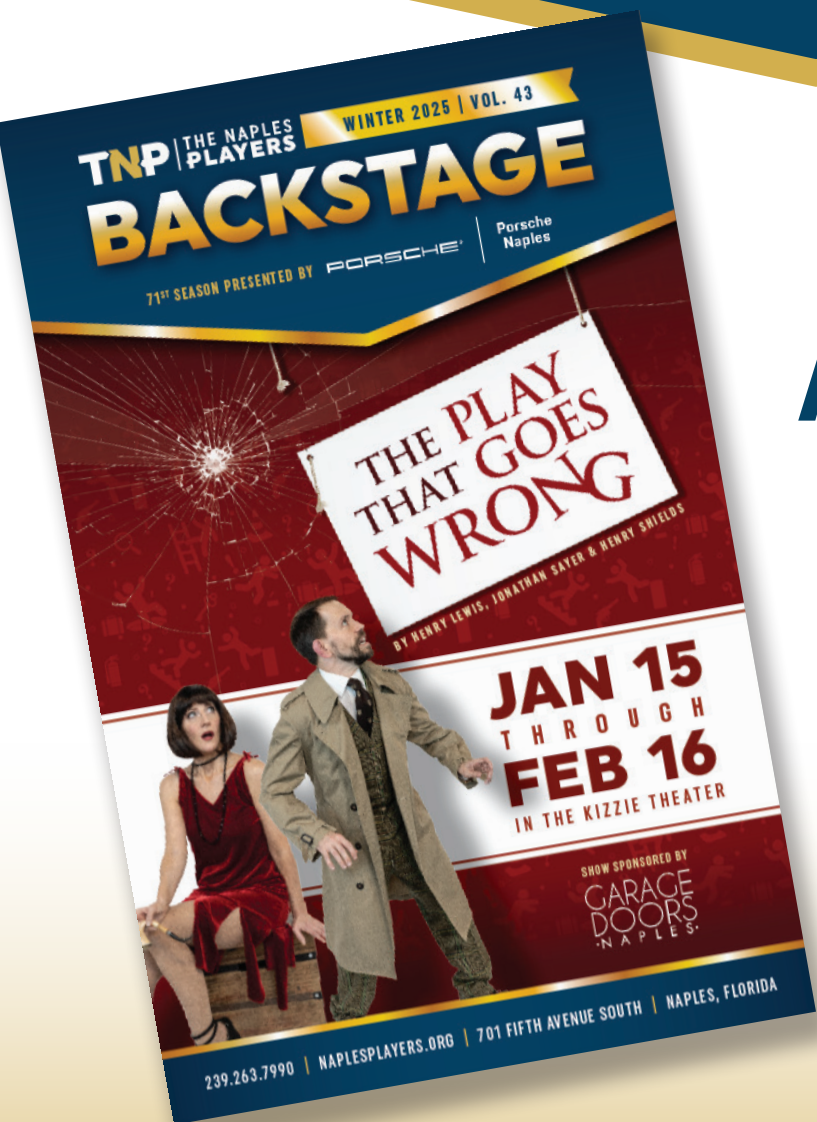


**TNP** | THE NAPLES  
**PLAYERS**

OUR 72<sup>ND</sup> SEASON OF LIVE THEATRE



2025 - 2026

# ADVERTISING & SPONSORSHIP GUIDE

72<sup>ND</sup> SEASON PRESENTED BY:

**PORSCHE**<sup>®</sup>

**Porsche  
Naples**



### SWEENEY TODD

THE DEMON BARBER  
OF FLEET STREET

VENGEANCE SERVED WITH SHARP  
WIT, SONG, & DANCE

**JUN 25 - JUL 27**

2025

IN THE KIZZIE THEATER

### LITTLE WOMEN

THE MUSICAL

A CHERISHED CLASSIC WITH  
A MUSICAL TWIST

**NOV 19 - DEC 21**

2025

IN THE KIZZIE THEATER

SPONSORED BY LAKE MICHIGAN CREDIT UNION



CLOCK IN FOR A  
MUSICAL REVOLUTION

**MAR 11 - APR 12**

2026

IN THE KIZZIE THEATER

SPONSORED BY STOCK DEVELOPMENT

### AND THEN THERE WERE NONE

TEN STRANGERS, ONE DEADLY  
ISLAND MYSTERY

**OCT 01 - OCT 19**

2025

IN THE KIZZIE THEATER



FAKE BOYFRIENDS + FAMILY  
DINNERS = REAL CHAOS

**JAN 14 - FEB 15**

2026

IN THE KIZZIE THEATER

### A PIECE OF MY HEART

UNTOLD VOICES OF  
WARTIME WOMEN

**APR 01 - APR 26**

2026

IN THE PRICE THEATER

SPONSORED BY BUILD

### Ada & THE ENGINE

GENIUS MEETS PASSION IN  
VICTORIAN TIMES

**OCT 15 - NOV 09**

2025

IN THE PRICE THEATER

### THE CURIOUS INCIDENT -OF- THE DOG -IN- THE NIGHT-TIME

BRILLIANCE AND BRAVERY MEET  
IN MYSTERY

**FEB 04 - MAR 01**

2026

IN THE PRICE THEATER



A WITTY TIMELESS TALE  
OF LOVE

**MAY 06 - MAY 24**

2026

IN THE KIZZIE THEATER

2025-2026

# 72<sup>ND</sup> SEASON SHOW SPONSORSHIPS



	Kizzie Theater SHOW SPONSOR	Price Theater SHOW SPONSOR	Education SHOW SPONSOR
	\$15,000 (4 remaining)	\$10,000 (2 remaining)	\$5,000 (4)
Shows available for sponsorship	Sweeney Todd And Then There Were None Beau Jest Much Ado About Nothing	Ada and The Engine The Curious Incident of the Dog in the Night-Time	Beetlejuice JR. Sweeney Todd Teen High School Musical JR. CATS Rent (School Edition) Footloose JR.
Logo and link on sponsored show page and website footer	•	•	•
Acknowledgment on all show-related print and digital advertising and materials	•	•	•
Social media acknowledgment and tags in relation to your sponsored show	•	•	•
Acknowledgment in email blasts (45,000+ subscriber list!)	•	•	•
Acknowledgment in annual report	•	•	•
Full-page ad in all 2025-2026 playbills	•	•	Education Show Playbills Only
Six (6) tickets to your sponsored show	•	•	•
Logo and one rotating ad on lobby tv screens during your sponsored show	•	•	•
Vendor table at all Red Carpet Opening Nights	•	•	•
Two (2) tickets to all other TNP 2025-2026 season shows	•	•	
30-60 second pre-show advertorial video ad	•		
Logo on banner in front of theater	•		

## CUSTOM SPONSORSHIPS:

Interested in creating a custom sponsorship? There are many opportunities for crafting a creative and unique partnership. Contact a member of our team for more information.

## FOR MORE INFO:

**CARI JONES**

(239) 449-6107

[cjones@naplesplayers.org](mailto:cjones@naplesplayers.org)



**Be part of our 72nd Season and reach one of the most loyal audiences in Southwest Florida!**

Each year, **60,000+ patrons** walk through our doors to attend a show at what Broadway World voted as “Southwest Florida’s Favorite Local Theatre”. That does not include the tens of thousands of parents, students, program partners, event attendees, volunteers, and more.

*We’re offering you a chance to speak directly to this captive audience by becoming a playbill partner or show sponsor this season.*



**9 FULLY-CUSTOM EDITIONS**  
CHANGE YOUR AD UP TO 5 TIMES EACH SEASON!

## REACH & IMPACT



### PRINTED REACH

**40,000+** printed playbills handed directly to ticket holders

**2,000+** season ticket holders attend multiple shows annually

Audience is 70% local residents, 30% visitors



### DIGITAL REACH

Digital playbills sent to all ticket holders 24-hours before every performance with an **83% open rate** and over **80,000 views** annually

Playbills are permanently hosted on our website (1.2M page views in 2024)

### EXTRA EXPOSURE OPPORTUNITIES

Playbill advertisers may set up a vendor table at **9 Red Carpet Opening Night Events** to engage directly with our most loyal patrons.

**Restaurant & Hotel** advertisers are added to our Pre-Show Dining and Lodging pages on our website.



Scan QR code to view online Playbill Library

### FOR MORE INFO:

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cjones@naplesplayers.org

## Full Season Ads

Advertise all season long in every print and digital edition of our Backstage Playbill. Over 40,000 playbills distributed, plus annual digital reach of 80,000 annual views.

	BEFORE MAY 1	AFTER MAY 1
Full Page Ad .....	\$5,000	\$5,500
Back Cover .....	\$6,500	\$7,000
Inside Front / Inside Back Cover.....	\$6,000	\$6,500
Double Page Spread.....	\$8,000	\$8,500

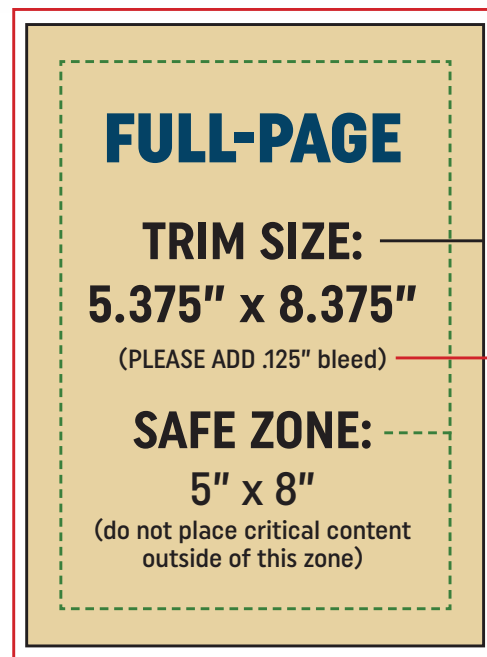
## File Submission

Submit a 300dpi PDF with bleeds to [media@naplesplayers.org](mailto:media@naplesplayers.org)  
We will notify you if your ad does not meet these specifications and you will have until the deadline(s) below to resubmit your ad.

## AD SUBMISSION DEADLINES

Playbill Edition	Art Deadline
Sweeney Todd	May 14, 2025
And Then There Were None	August 20, 2025
Ada and The Engine	August 20, 2025
Little Women: The Musical	October 8, 2025
Beau Jest	December 3, 2025
The Curious Incident of the Dog in the Night-Time	December 3, 2025
9 to 5: The Musical	January 4, 2026
A Piece of My Heart	February 24, 2026
Much Ado About Nothing	February 24, 2026

## SIZE SPECS



## RED CARPET OPENINGS

If you plan on attending a Red Carpet event as a partner or vendor, please **RSVP to: [media@naplesplayers.org](mailto:media@naplesplayers.org)** by the Monday prior to the Red Carpet Date.

**Arrival and Set Up - 6 p.m.**

**Red Carpet Event - 6:30-7:30 p.m.**

### 2025 DATES

WED., JUN 25	Sweeney Todd
WED., OCT 1	And Then There Were None
WED., OCT 15	Ada and The Engine
WED., NOV 19	Little Women: The Musical

### 2026 DATES

WED., JAN 14	Beau Jest
WED., FEB 4	The Curious Incident of the Dog in the Night-Time
WED., MAR 11	9 to 5: The Musical
WED., APR 1	A Piece of My Heart
WED., MAY 6	Much Ado About Nothing



## Education Program

SEASON SPONSORSHIP:  
**\$25,000**

The TNP Academy of Dramatic Arts serves children, adolescents, and adults. Students learn and focus on the fundamentals of acting, singing, improv, working in an ensemble, and other core skills that build confidence and an appreciation for the arts.



## Arts Access Programs

SEASON SPONSORSHIP:  
**\$25,000**

Our unparalleled Arts Access programs are leading the charge in our mission to build community through exceptional access to the power of theatre. From high school transition programs to senior citizens with Parkinson's - we reach hundreds of students a week through more than 40 nonprofit partners all while providing state-of-the-art accommodations to our patrons, including hearing assistance, braille programs, ASL interpreters, wheelchair accessibility, a sensory-friendly booth, relaxed atmosphere performances, and more.



## Readers Theatre

SEASON SPONSORSHIP:  
**\$15,000**

A beloved tradition at The Naples Players Theatre invites first timers and experienced actors to perform for a lower-stress environment. Readers Theatre performances of one-act plays, dramatic monologues, and short scenes are performed with scripts in hand. No props or costumes in our intimate Price Theatre. Readings are chosen, directed, and cast by the volunteer Readers Theatre committee.

**SOLD  
FOR 2025-2026**



## Internship Program

SEASON SPONSORSHIP:  
**\$10,000**

TNP hosts a highly regarded seasonal intern program that draws participants from across the country. Interns work closely with professional full-time staff members in mounting productions, and are also able to lead design efforts in their area of focus. Unlike most programs around the country, housing is located within walking distance to the theater, and a weekly stipend is provided. This highly competitive program prepares participants for the many practical aspects of work in a professional theatre.





2025-2026

# CORE PROGRAMS SPONSORSHIPS



	Education Program SEASON SPONSOR	Arts Access Programs SEASON SPONSOR	Readers' Choice SEASON SPONSOR	Internship Program SEASON SPONSOR
	\$25,000	\$25,000	\$15,000	\$10,000
Logo and link in TNP Website footer on all pages	•	•	•	•
Acknowledgment in all program press releases and advertisements (print & digital)	•	•	•	•
Social media acknowledgment and tags in relation to your sponsored program	•	•	•	•
Acknowledgment in email blasts with sponsored program (45,000+ subscriber list!)	•	•	•	•
One rotating video on a lobby TV screen	•	•	•	•
Acknowledgment in annual report	Logo	Logo	Listing	Listing
Complimentary tickets to 2025-2026 shows	6 to all shows	6 to all shows	4 to all shows	2 to all shows
Full-page ad in every playbill during the 2025-2026 Season	Story + Ad	Story + Ad	•	•
Tickets to the annual TNP Front & Center Gala in February 2026	2	2		

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