



PHOTO: NILE SCOTT STUDIOS

OGUNQUIT PLAYHOUSE IS...

“FABULOUS!  
NOT TO BE MISSED!”  
—THE WEEKLY SENTINEL

Jenna

# WAITRESS

DESI OAKLEY (JENNA) | PHOTO MAINE SHOT PHOTOS  
GIZEL JIMÉNEZ (DAWN) ENSEMBLE | PHOTO NILE SCOTT STUDIOS

**2025** SEASON **SPONSORSHIP & ADVERTISING KIT**

**OGUNQUIT  
PLAYHOUSE**

A 501(c)(3) not-for-profit charitable organization

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*America's*  
**foremost  
summer  
theatre**

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Our 501(c)(3) not-for-profit foundation relies on private, corporate sponsorship and individual giving to support the production of each show, as well as its education and outreach programs.





## OUR MISSION

As America’s foremost summer theatre, Ogunquit Playhouse produces world-class entertainment that creates unforgettable experiences for our audiences. We are dedicated stewards of an iconic and historic theatre, collaborating with extraordinary artists and creatives to shape the future of American theatre. Our commitment extends to being a driving force of economic impact for our region and serving as a premier cultural destination.



**WEBSITE TRAFFIC**  
1.4M  
annual page views



**E-NEWS SUBSCRIBERS**  
103K  
individuals to date



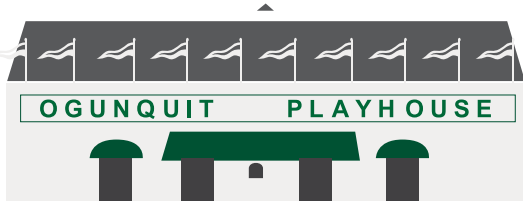
**FACEBOOK**  
50K  
fans to date



**INSTAGRAM**  
17K  
followers to date



# CORPORATE SPONSORSHIP



Ogunquit Playhouse Corporate Sponsorship Program provides businesses with an extraordinary opportunity to contribute to the arts in our community by supporting one of the most prominent regional theaters in America.

## CORPORATE SPONSOR BENEFITS

- Brand Visibility
- Regional Recognition as a Supporter of the Arts
- Complimentary Tickets to Outstanding Shows for Entertaining Your Clients and Employees
- Creative Promotional Opportunities
- Access to Event Space
- Social Media Features

## PARTNERING YOUR BUSINESS WITH

**OGUNQUIT PLAYHOUSE** means you will elevate your brand with leaders in the performing arts industry, audience members throughout New England as well as visitors from around the country and the world, and a continually increasing number of social media subscribers and followers.



## ECONOMIC IMPACT ON YORK COUNTY

**Contributing more than \$17.1 MILLION annually to our regional economy**

## SPONSORSHIP at a GLANCE

LEVEL	PLATINUM SEASON	MARQUEE SHOW	GOLD SHOW	SILVER SHOW
Price Point	\$25K	\$12.5K	\$10K	\$5.5K
Ad in Playbill	Full Page	Half Page	Half Page	Quarter Page
“Your Name in Lights” GOBO	Full Season		Sponsored Show	
Logo Exclusive		Playbill Cover, Show Poster and Route 1 Marquee		



# EXCLUSIVE MARQUEE SEASON SPONSOR

## EXCLUSIVE MARQUEE BENEFITS

- Featured article in playbill
- Logo on the historic marquee in front of Ogunquit Playhouse
- Logo featured on show specific posters
- Logo on end slate of the promotional web video of each show of the season
- Logo featured on all playbill covers (min. 100K impressions)
- Future right of first refusal



## CURTAIN SPEECH

- Sponsor identification in curtain speeches – entire season (min. 100K impressions)

## YOUR LOGO ON

- House boards – each show in lobby

## PLAYBILL ADVERTISING

- Full–page ad in playbill – entire season (min. 100K+ playbills)
- Free coupon in playbill – entire season (min. 100K+ playbills)

## WEBSITE

- Your logo, a direct link, and a 25 word (max) description on our Sponsorship Page – entire season

## DIGITAL MARKETING

- Minimum 2 free ads (logo only) in a weekly email per season (98K+ subscribers)

## TICKETS

- 50 tickets to one show with a private reception OR 50 tickets to be used at your discretion
- 40 tickets to mainstage shows
- 4 tickets to each opening night, with invitation for 4 to attend the post–show cast parties
- 4 tickets to each Children’s Theatre mainstage production

## VOUCHERS

- Good for any performance: excluding Saturday evenings, Sunday matinees and Music Hall productions
- Must be used for the performance indicated on voucher

## OTHER PERKS

- 2 VIP parking passes (valid for entire season)
- Sponsor brochure or rack card in lobby for entire season (supplied by sponsor)
- Additional sponsorship opportunities available for discussion



# PLATINUM CORPORATE SEASON SPONSOR

## CURTAIN SPEECH & GOBO

- Sponsor identification in curtain speeches – entire season (min. 100K impressions)
- Your logo projected on the theater wall before each performance, during intermission, and upon exit from the theater – entire season (min. 100K impressions)



## YOUR LOGO ON

- Playbill covers – entire season
- House boards – each show in lobby

## PLAYBILL ADVERTISING

- Full–page ad in playbill – entire season (min. 100K+ playbills)
- Free coupon in playbill – entire season (min. 100K+ playbills)

## WEBSITE

- Your logo, a direct link, and a 25 word (max.) description on our Sponsorship page – entire season
- Featured tile on homepage for two weeks

## DIGITAL MARKETING

- Minimum 2 free ads (logo only) per season in a weekly email (98K+ subscribers)

## TICKETS

- 50 tickets to one show with a private reception after the show OR 50 tickets to be used at your discretion
- 40 tickets to mainstage shows
- 4 tickets to each opening night, with invitation for 4 to attend the post–show cast parties
- 4 tickets to each Children’s Theatre mainstage production

## VOUCHERS

- Good for any performance: excluding Saturday evenings, Sunday matinees, and Music Hall productions
- Must be used for the performance indicated on voucher

## OTHER PERKS

- 2 VIP Parking passes (valid for entire season)
- Sponsor brochure or rack card in lobby for entire season (supplied by sponsor)
- Social media opportunities
- Additional sponsorship opportunities available for discussion



# EXCLUSIVE MARQUEE

## EXCLUSIVE BENEFITS

- Logo on the historic marquee in front of Ogunquit Playhouse for sponsored show
- Logo featured on sponsored show poster
- Logo on the end slate of the promotional web video of each show of the season
- Logo featured on all playbill covers for sponsored show (min. 20K impressions)

**\$12.5K**  
5-WEEK  
SHOW

## CURTAIN SPEECH

- Sponsor identification in curtain speeches – sponsored show (min. 20K impressions)

## YOUR LOGO ON

- House boards – each show in lobby

## PLAYBILL ADVERTISING

- Full-page ad in playbill – sponsored show (min. 20K playbills)
- Half-page ad in playbill – entire season (min. 100K+ playbills)
- Free coupon in playbill – entire season (min. 100K+ playbills)

## WEBSITE

- Your logo, a direct link, and a 25 word description on our Sponsorship page – *entire season*

## DIGITAL MARKETING

- Free ad (logo only) in a regularly scheduled email per season (98K+ subscribers)

## TICKETS

- 40 tickets to mainstage shows
- 2 tickets to every opening night, with invitation for 2 to attend the post-show cast parties

## VOUCHERS

- Good for any performance: excluding Saturday evenings, Sunday matinees, and Music Hall productions
- Must be used for the performance indicated on voucher

## OTHER PERKS

- 1 VIP parking pass (valid for entire season)
- Sponsor brochure or rack card in lobby for sponsored show (supplied by sponsor)
- Custom social media post detailing your unique relationship to Ogunquit Playhouse



# GOLD CORPORATE

## CURTAIN SPEECH & GOBO

- Sponsor identification in curtain speeches – sponsored show (min. 20K impressions)
- Your logo projected on the theater wall before, during intermission, and after sponsored show (min. 20K impressions)

## YOUR LOGO ON

- Playbill covers – sponsored show
- House boards – sponsored show in lobby

## PLAYBILL ADVERTISING

- Full–page ad in playbill – sponsored show (min. 20K playbills)
- Half page ad in playbill – entire season (min. 100K playbills)  
*(Credit to purchase larger ad in all remaining playbills – optimal locations do not apply)*
- Opportunity to purchase coupon in Playbill at 1/2 price

## WEBSITE

- Your logo, a direct link, and a 25 word description on our Sponsorship page – *entire season*

## DIGITAL MARKETING

- 1 free ad (logo only) per season in a weekly Email per (98K+ subscribers)
- 2 social media posts per season

## TICKETS

- 40 tickets to mainstage show(s)
- 2 tickets to every opening night, with invitation for 2 to attend the post–show cast parties

## VOUCHERS

- Good for any performance: excluding Saturday evenings, Sunday matinees, and Music Hall productions
- Must be used for the performance indicated on voucher

## OTHER PERKS

- 1 VIP parking pass (valid for entire season)
- Sponsor brochure or rack card in lobby during sponsored show (supplied by sponsor)





# SILVER CORPORATE

## CURTAIN SPEECH

- Sponsor identification in curtain speeches – sponsored show (min. 20K impressions)

## YOUR LOGO ON

- Playbill covers – sponsored show
- House Boards – sponsored show in lobby

## PLAYBILL ADVERTISING

- Full–page ad in playbill – sponsored show (min. 20K playbills)
- Quarter–page ad in playbill – entire season (min. 100K playbills)  
(Credit to purchase larger ad in all remaining playbills – optimal locations do not apply)
- Opportunity to purchase coupon in Playbill at 1/2 price

## WEBSITE

- Your logo, a direct link, and a 25 word description on our Sponsorship page – *entire season*

## DIGITAL MARKETING

- 1 free ad (logo only) in a weekly email per season (98K+ subscribers)

## TICKETS

- 20 tickets to mainstage shows
- 2 tickets to every opening night, with invitation for two to attend the post–show cast parties

## VOUCHERS

- Good for any performance: excluding Saturday evenings, Sunday matinees, and Music Hall productions
- Must be used for the performance indicated on voucher

## OTHER PERKS

- 1 VIP parking pass (valid for entire season)
- Sponsor brochure or rack card in lobby during sponsored show (supplied by sponsor)



# ARTS ACADEMY

Ogunquit Playhouse is committed to educating youth in all aspects of theatre production while nurturing creative expression, self-confidence, teamwork, and an appreciation for the arts.

## MAKE A DIFFERENCE IN CHILDREN'S LIVES TODAY!

As an Arts Academy Sponsor, you are investing in the future of our students, the artistic leaders of tomorrow. Your support can change the lives of students by enabling Ogunquit Playhouse to invest in programming specifically for our youth community.

Youth programming, which includes Arts Academy camps and productions, at Ogunquit Playhouse serves all surrounding communities as well as the underprivileged and those students who have limited exposure to the performing arts.

*"Learning through the arts can actually 'level the playing field' for youngsters from disadvantaged circumstances."*

— *Champions of Change: The Impact of Arts on Learning.*

**\$2.5K**

**\$2K**

**WITH MAIN STAGE  
SPONSORSHIP**

### PLAYBILL ADVERTISING

#### ARTS ACADEMY SPONSORSHIP

\$2,500 – (or \$2,000 with Main Stage Sponsorship)

- Full page ad in Children's Theatre playbill (minimum 5K impressions)
- Recognition in mainstage playbill
- Sponsor logo and web-link from [ogunquitplayhouse.org](http://ogunquitplayhouse.org) for entire season
- 4 tickets to each Children's Theatre Mainstage production
- Sponsor announced from stage before all Children's Theatre performances
- Space is limited to 3 sponsors

#### ARTS ACADEMY CHILDREN'S THEATER

\$700 – (or \$600 with Main Stage Playbill ad)

- Half-page ad in Children's Theatre playbill
- Minimum 5K impressions
- Space is limited

OGUNQUIT  
PLAYHOUSE **ARTS  
ACADEMY**

OGUNQUIT PLAYHOUSE  
**CHILDREN'S  
THEATRE** **ARTS  
ACADEMY**



# EVENTS

## SHOW TICKET PRICES

- \$115 – *Premium Seating*
- \$95 – *Select or Choice Seating*

## TENT

- 30' X 60' tent with 150 person capacity
- 10 high-top cocktail tables
- On-site parking and motor coach turnaround
- Tables and chairs for 50 guests (by request)
- Optional: PA rental — \$100

### TENT EVENTS (not included in Sponsorships)

- Allotted tickets may be used towards an event under the tent (min. 40 tickets)

## CATERING OPTIONS

### PREFERRED CATERERS

- **Village Food Market**  
villagefoodmarket.com | 207.646.2122
- **Fosters Clambakes and Catering**  
fostersclambake.com | 800.552.0242
- **Kitchen Chicks**  
kitchenchicks.com | 207.985.0252
- **Perkins Cove Kitchen**  
perkinscovekitchen.com | 207.466-2683
- **For the Love of Food and Drink at Saltwater Farm**  
fortheloveoffoodanddrink.com | 207.216.9927

### DELIVERY ONLY

- **Anthony's Catering**  
anthonysfoodshop.com | 207.363.2322

*Catered events will incur a \$100 cleaning fee. Prix fixe and custom menus available*

### BAR SERVICE

- Private bar available for pre-show and intermission only
- Bar set up includes 2 bartenders per 50 guests
- Limited Full Liquor Bar — \$300 per 50 guests
- Custom bar available by request
- Setup fees waived for sponsor events
- Private Bar must be on a single tab



# ADVERTISING

## PLAYBILL PRICING

\* Playbill ads run for the entire season.

	<b>B/W</b>	<b>Color</b>
<b>Full Page</b>	N/A	\$3,850
<b>Half Page</b>	N/A	\$2,500
<b>Quarter Page</b>	N/A	\$1,400
<b>Eighth Page</b>	\$700	\$ 925

**Optimal Locations** *Limited availability.*

	<b>B/W</b>	<b>Color</b>
Coupon Section with Ad	N/A	\$625
Coupon Section Only	N/A	\$900
Coupon with Silver/Gold	N/A	\$350
Back cover page	N/A	\$4,550
Inside front cover	N/A	\$4,550
Inside back cover	N/A	\$4,550
Facing back cover	N/A	\$4,350
Center spread pages	\$3,500	\$4,350

*Please Note: Optimal locations are not available for discounted Sponsor ads.*

## AD & LOGO SPECS

The Playbill offers readers and advertisers a staple-bound, digest size booklet of high print quality in black and white and color on bright white paper stock distributed over the entire season. Contact Kirk (see CONTACT) with any questions pertaining your ad and the ad specs.

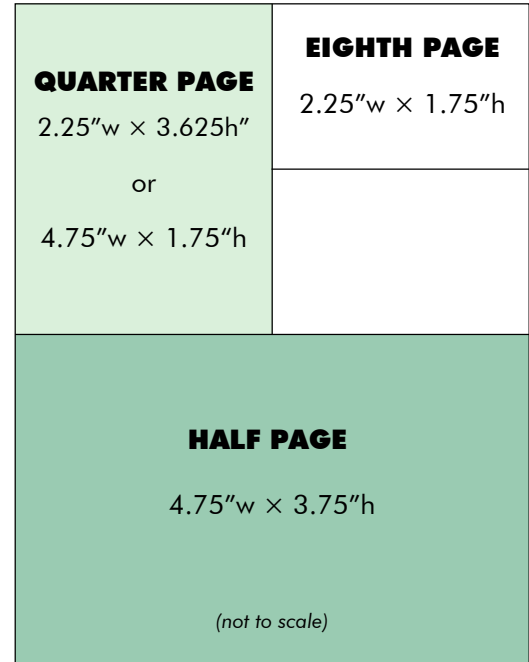
- 300 dpi
- CMYK or grayscale
- PDF (press quality), INDD (packaged), PSD (packaged), TIFF, or JPG
- LOGOS (full color for OPH collateral & website) in .eps, .pdf, .tif, and .jpg at 300 dpi
- FONTS – Please convert all fonts to outline before sending the file OR please supply the font with all ads, especially if an update is needed in future.
- GOBOS (theatre wall projections) – one color vector in .eps, .ai. or .pdf (with fonts converted to outline.)

## WEBSITE PRICING

Logo with name/address/phone number and 25 word (Max.) description with link to your website.

- \$350 with Playbill ad
- \$700 without Playbill ad

## PLAYBILL AD SIZES



**HALF PAGE**  
4.75" w × 3.75" h

**FULL PAGE**  
4.75" w × 7.5" h

## DEADLINE

Please submit your ad(s) ASAP.  
Final deadline April 11, 2025.  
Due to printing schedules, ads cannot be changed after final deadline.

## CONTACT US

With your business name and ad size in the subject line, please email all camera-ready files to:

**Kirk Simpson**  
Creative Director  
ksimpson@ogunquitplayhouse.org

Please cc: your Playhouse representative with a copy of these ads as well.

**Brian Crawford**  
bcrawford@ogunquitplayhouse.org



# PLAYBILL COUPON

Your ad with company logo and coupon in the Playbill for entire season (min. 80,000 copies).

	<b>Color</b>
Coupon Section with Ad	\$625
Coupon Section Only	\$900
Coupon with Silver/Gold	\$350

*Please Note:* Ads in Playbill *Coupon Section* must include a coupon offer for Playhouse patrons.

COUPONS

COUPONS

**Clay Hill Farm**  
Reserve Your Reservations - Fresh

**PRESENT THIS COUPON TO RECEIVE**  
10% off your food total from our nightly menu\*

\*Please present when scanned. Offer not valid in conjunction with any other discount or promotional offer. Not valid with special menus or Holiday menus. Valid for the 2022 Season only.

Classic Coastal Cuisine - Plenty of Parking  
220 Clay Hill Road • Cape Noddick, ME 03902  
Just 2 miles from the Playhouse, on its private access  
(207) 361-2272 • WWW.CLAYHILLFARM.COM

*You're Invited* Join us at The Helm!

Present this coupon for 20% off your first round\*

Located at The Admiral's Inn, The Helm is an outdoor bar serving delicious cocktails, beer, wine, spirits & light bites.

**THE ADMIRAL'S**  
INN

95 Main Street, Ogunquit ME | 207-646-7093  
www.theadmiralsinn.com

\*Terms & conditions apply. Subject to availability. Cannot be combined with other offers. Max for 21+ residents. This coupon must be presented at time of purchase.

**Stay 2 Nights and Get 3rd Free!**  
Sunday through Thursday nights  
4/16/23 - 5/25/23

85 Shore Road, Ogunquit, Maine  
207-646-5562 | thesparhawk.com

**10% OFF**  
In-Store Maine Made Products!

The Ogunquit VILLAGE FOOD MARKET

OGUNQUIT PLAYHOUSE OFFER

**PRESENT THIS COUPON FOR**  
**10% OFF ANY ENTREE**

VALID MON-THU THRU 10/31/22.  
ONE OFFER PER TABLE.

207.641.8477  
27 BEACH ST.  
OGUNQUIT, ME

**10% OFF**  
OUR OGUNQUIT CANDLE

spoiledrottenogt.com



# “A TREASURE...



# ...an Absolute Gem!”

the weekly sentinel

**20**  
**25** SEASON **SPONSORSHIP**  
& **ADVERTISING KIT**

**OGUNQUIT**  
**PLAYHOUSE**

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