



OGUNQUIT PLAYHOUSE
SPONSORSHIP & AD KIT
2027

A 501(C)(3) Not–For–Profit Charitable Organization









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“An UNFORGETTABLE one-of-a-kind experience that reaches into your soul!”

–broadwayworld-maine

AIN’T TOO PROUD, 2026 | PHOTO NILE SCOTT STUDIOS

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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.







OGUNQUIT PLAYHOUSE IS...

A DESTINATION WITHIN A DESTINATION

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.

OGT $

ECONOMIC IMPACT ON YORK COUNTY

Contributing more than $17.1 MILLION annually to our regional economy







OGUNQUIT PLAYHOUSE

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
3.2M page views
650K Unique Visitors

E–NEWS SUBSCRIBERS
114K
individuals to date

FACEBOOK
57K
fans to date

INSTAGRAM
30K
followers to date



America's foremost summer theatre



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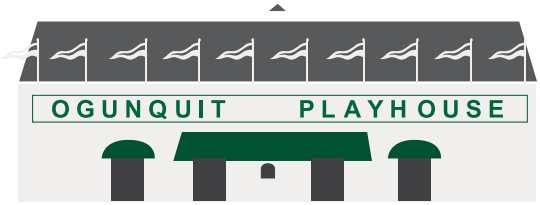
THANK YOU TO THE MANY
SPONSORS WHO HAVE
SUPPORTED OGUNQUIT PLAYHOUSE.

OGUNQUIT PLAYHOUSE IS...

BROADWAY CALIBER MEETS A HISTORIC STAGE

***HELLO, DOLLY!*, 2026**
PHOTO NILE SCOTT STUDIOS

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

SPONSORSHIP at a GLANCE

LEVEL	PLATINUM SEASON	MARQUEE SHOW	GOLD SHOW	SILVER SHOW
Price Point	$25K	$12.5K	$10.5K	$6K
Ad in Playbill	Full Page	Half Page	Half Page	Quarter Page
“Your Name in Lights” GOBO	Full Season	N/A	Sponsored Show	
Logo Exclusive		Playbill Cover, Show Poster and Route 1 Marquee		

Anthony's Food Shop
Avery Insurance
Bernacle Billy's
Cambridge Trust
A Division of Eastern Bank
Clay Hill Farm Restaurant
Cliff House Maine

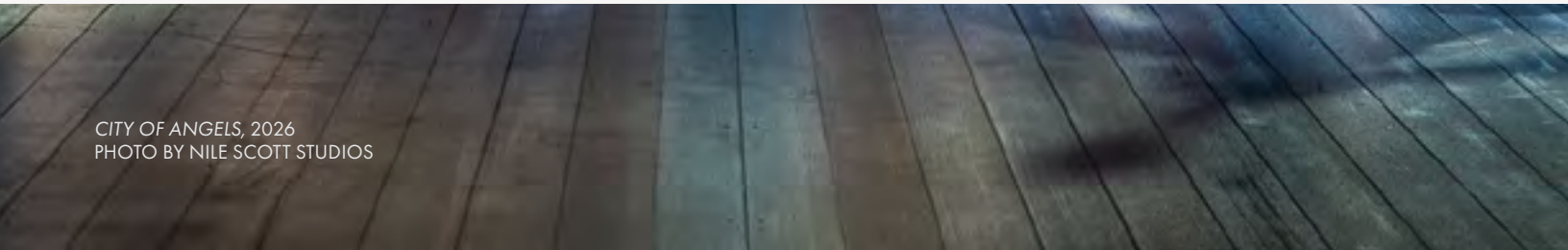
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OGUNQUIT PLAYHOUSE IS...



MODERN CLASSICS & BELOVED FAVORITES

Central Maine Power
CLOVE HITCH ADVISORS OF STEWARD PARTNERS
DELTA DENTAL
Northeast Delta Dental
The DUNES ON THE WATERFRONT
ELDREDGE LUMBER & HARDWARE
ESTES OIL & PROPANE
FOSTER'S CATERING & EVENTS



CITY OF ANGELS, 2026
PHOTO BY NILE SCOTT STUDIOS

EXCLUSIVE MARQUEE SEASON SPONSOR

EXCLUSIVE MARQUEE BENEFITS

$50K

- 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)
- Option for 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 (114K+ subscribers)

TICKETS

- Option to host catered pre-show event for up to 50 guests plus 40 vouchers for tickets to main stage performance
- If sponsor does not host a pre-show event, Playhouse will provide 60 vouchers for tickets to main stage performance
- 4 tickets to each opening night, with invitation for 4 to attend the pre–show reception
- 4 tickets to each Children's Theatre mainstage production

VOUCHERS

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

OTHER PERKS

- 2 VIP parking passes (valid for entire season)
- Additional sponsorship opportunities available for discussion

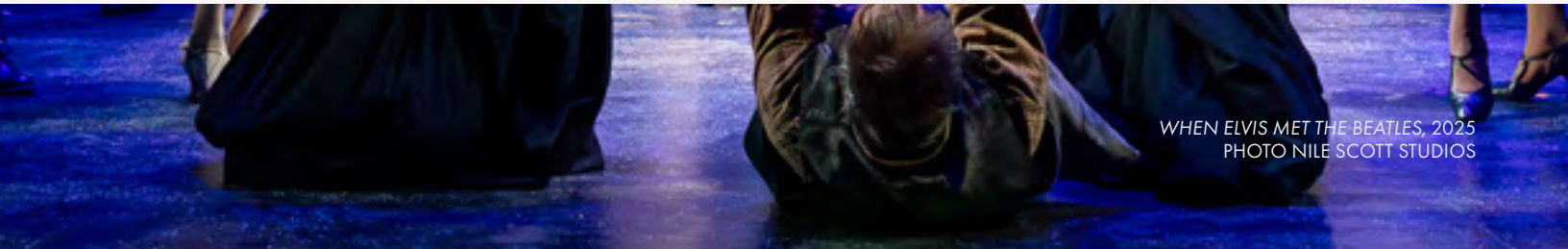
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OGUNQUIT PLAYHOUSE IS...

ALWAYS LIVELY ENGAGING, AND INVITING



Harvard Pilgrim Health Care
IDEXX
Kennebunk Savings
KeyBank
KIKI'S perkins cove
Mike's Clam Shack
THE NEVADA



WHEN ELVIS MET THE BEATLES, 2025
PHOTO NILE SCOTT STUDIOS

PLATINUM CORPORATE SEASON SPONSOR

$25K

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

- Option to host catered pre-show event for up to 50 guests plus 40 vouchers for tickets to main stage performance
- If sponsor does not host a pre-show event, Playhouse will provide 60 vouchers for tickets to mainstage performances
- 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, Saturday matinees, 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)
- Social media opportunities

New England Home · New England Cancer Specialists · Norseman On The Beach · OGT Inns · PartnersBank The Bank That Listens

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“One of the Most Unforgettable Nights of Theatre!”

—BROADWAYWORLD-MAINE

SMALLTOWN: THE JOHN MELLENCAMP MUSICAL, 2026 | PHOTO BY NILE SCOTT STUDIOS

EXCLUSIVE MARQUEE

$12.5K
6–WEEK SHOW

EXCLUSIVE BENEFITS

- Logo on the historic marquee in front of Ogunquit Playhouse for sponsored show
- Logo featured on all sponsored show posters
- 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. 25K impressions)

CURTAIN SPEECH

- Sponsor identification in curtain speeches – sponsored show (min. 25K impressions)

YOUR LOGO ON

- House boards – each show in lobby

PLAYBILL ADVERTISING

- Full–page ad in playbill – sponsored show (min. 25K playbills)
- Half–page ad in playbill – all remaining playbills for season (min. 75K+ playbills)
- Option for 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 (114K+ subscribers)

TICKETS

- 40 vouchers for tickets to mainstage shows
- 2 tickets to every opening night, with invitation for 2 to Pre-Show Reception

VOUCHERS

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

OTHER PERKS

- 1 VIP parking pass (valid for entire season)
- Custom social media post detailing your unique relationship to Ogunquit Playhouse

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HELLO, DOLLY!, 2026
PHOTO NILE SCOTT STUDIOS

GOLD CORPORATE

$10.5K
6–WEEK
SHOW

CURTAIN SPEECH & GOBO

- Sponsor identification in curtain speeches – sponsored show (min. 25K impressions)
- Your logo projected on the theater wall before, during intermission, and after sponsored show (min. 25K impressions)

YOUR LOGO ON

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

PLAYBILL ADVERTISING

- Full–page ad in playbill – sponsored show (min. 25K playbills)
- Half page ad in playbill for all remaining shows 75K impressions
  (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)

TICKETS

- 40 vouchers for tickets to mainstage show(s)
- 2 tickets to every opening night, with invitation for 2 to attend the Pre-Show Receptions

VOUCHERS

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

OTHER PERKS

- 1 VIP parking pass (valid for entire season)
- Social media opportunities

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“CALL IT LOVE...CALL IT STELLAR THEATRE!”

–BOOKEDANDSCENE.COM

THE PRODUCERS, 2026
PHOTO BY NILE SCOTT STUDIOS

SILVER CORPORATE

$6K
6–WEEK SHOW

CURTAIN SPEECH

- Sponsor identification in curtain speeches – sponsored show (min. 25K impressions)

YOUR LOGO ON

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

PLAYBILL ADVERTISING

- Full–page ad in playbill – sponsored show (min. 25K playbills)
- Quarter–page ad in playbill for all remaining shows 75K impressions
  (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 vouchers for tickets to mainstage shows
- 2 tickets to every opening night, with invitation for two to attend the pre-show reception

VOUCHERS

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

OTHER PERKS

- 1 VIP parking pass (valid for entire season)
- Social media opportunities

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"AN IMPORTANT CULTURAL RESOURCE WITH A POSITIVE IMPACT ON THE YOUTH IN OUR REGION."

— THE WEEKLY SENTINEL

OGUNQUIT PLAYHOUSE ARTS ACADEMY



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.

$2.5K

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.

$2K WITH MAIN STAGE SPONSORSHIP

"Learning through the arts can actually 'level the playing field' for youngsters from disadvantaged circumstances."
— Champions of Change: The Impact of Arts on Learning.

PLAYBILL ADVERTISING

OGUNQUIT PLAYHOUSE ARTS ACADEMY

ARTS ACADEMY SPONSORSHIP

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

- Full page ad in Children's Theatre playbill (minimum 4K impressions)
- Recognition in mainstage playbill
- Sponsor logo and web–link from 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

OGUNQUIT PLAYHOUSE CHILDREN'S THEATRE ARTS ACADEMY

ARTS ACADEMY CHILDREN'S THEATER

$600 – (or $500 with Main Stage Playbill ad)

- Half-page ad in Children's Theatre playbill
- Minimum 4K impressions
- Space is limited

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“A PERFECT NIGHT...”

—THEATER MIRROR

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)

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
- **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

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"A FABULOUS NIGHT OF THEATRE... NOT TO BE MISSED!"

—WTSN

Most of our patrons **KEEP THEIR PLAYBILLS** as a keepsake.

ADVERTISING

PLAYBILL PRICING

** Playbill ads run for the entire season.*

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

Optimal Locations *Limited availability.*

	B/W	Color
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.)

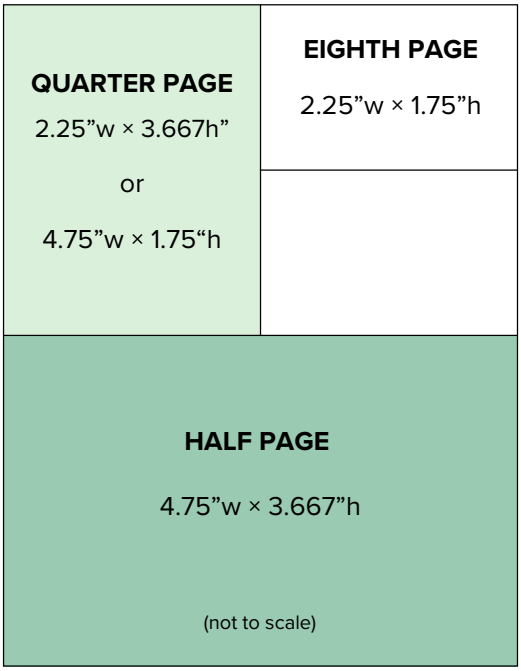


WEBSITE PRICING

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

- $250 with Playbill ad
- $600 without Playbill ad

PLAYBILL AD SIZES



FULL PAGE
4.75”w × 7.5”h

DEADLINE

Please submit your ad(s) ASAP.
Final deadline April 9, 2027.
Due to printing schedules, ads cannot be changed after final deadline.

CONTACT US

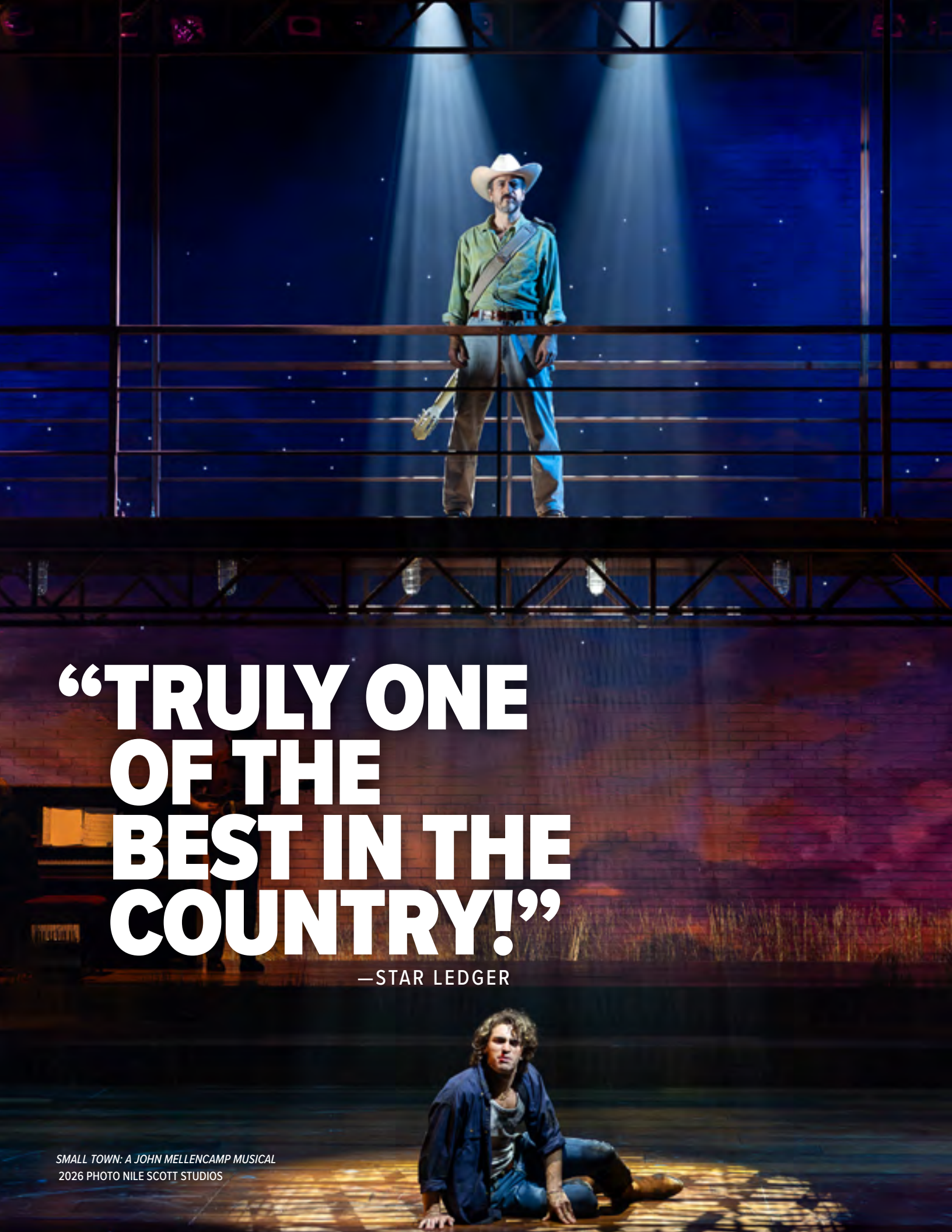
With your business name and ad size in the subject line, please email all camera–ready files to:

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

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"TRULY ONE OF THE BEST IN THE COUNTRY!"

—STAR LEDGER

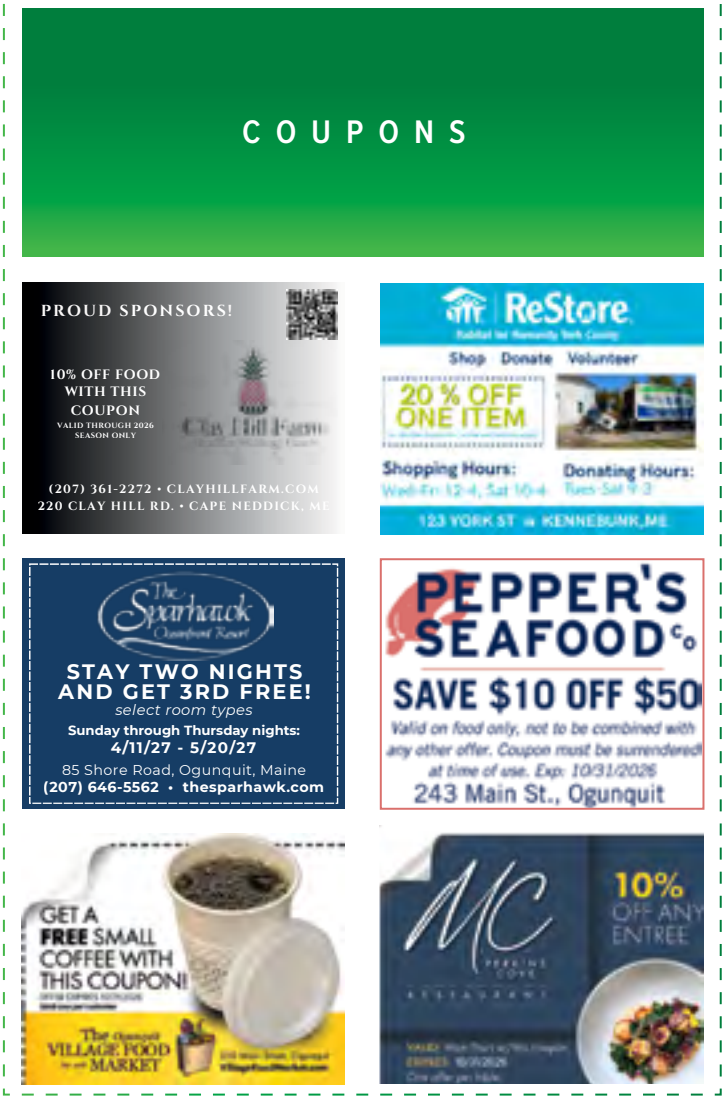
SMALL TOWN: A JOHN MELLENCAMP MUSICAL
2026 PHOTO NILE SCOTT STUDIOS

PLAYBILL COUPON

Your ad with company logo and coupon in the Playbill for entire season (min. 100,000 copies).

	Color
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.



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AIN'T TOO PROUD, 2026 | PHOTO NILE SCOTT STUDIOS



THE PRODUCERS, 2026 | PHOTO GARY NG



“AN ABSOLUTE FEAST”

—BROADWAYWORLDMAINE

HELLO, DOLLY!, 2026 PHOTO BY NILE SCOTT STUDIOS

“A TREASURE...



...an Absolute Gem!”

—THE WEEKLY SENTINEL

OGUNQUIT PLAYHOUSE

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

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