



Playbill and Banner Sponsorship 2017-18

ANTONY & CLEOPATRA and THE WINTER'S TALE, Shakespeare in the Park 2017: August 10–September 17 In Centennial Park and September 28–October 1 in Franklin's Academy Park. Expected Impressions: 20,000

HAMLET, 11th Annual Winter Shakespeare at Belmont's Troutt Theater, January 2018 and MTSU's Tucker Theater in February 2018. Expected Impressions: 8,500

2017-18 PLAYBILL RATES (includes both Summer and Winter shows)

Black & White:

Full Page: \$1000

Half Page: \$750

Quarter Page: \$500

Color:

Inside Back Cover \$1250

Inside Front Cover \$1350

Back Cover: \$1500

Specifications:



FULL PAGE
Trim 5.5"x 8.5"
Safety 5"x 8"
Full Bleed 5.75"x 8.75"
(includes 1/8" bleed)



HALF PAGE HORIZONTAL
Trim 5"x 3.9375"



QUARTER PAGE
Trim 2.4375"x3.9375"

- Artwork must be 300 dpi JPG, TIF, or PDF with fonts either embedded or converted to art.
- All black and white artwork must be converted to GRAYSCALE (except playbill cover positions)
- Color artwork must be in CMYK.
- Payment is due by July 15, 2017.
- Artwork due by July 15, 2017. Send to robert@nashvilleshakes.org

See REVERSE for information about becoming a Banner Sponsor as well as payment terms and contact information.

2017 SUMMER BANNER SPONSORSHIP RATES

Renewing Banner: \$2,000

Renewing Banner plus Full-Page Color Ad: \$2,750

New Banner: \$2,250

New Banner plus Full-Page Color Ad: \$3,000

Banners remain hanging throughout the duration of the run in the Park which is no less than six weeks in Centennial Park and one week in Academy Park. Each banner is a 3' x 8' durable waterproof vinyl. Space is limited and banners will be sold on a first-come-first-served basis with priority given to renewing businesses.

Banner Examples:



Special Occasion Banners \$500

Celebrate a special occasion with a banner at Shakespeare in the Park: birthdays, anniversaries, retirements, or any occasion. Your Special Occasion Banner will hang for a full weekend and are yours to keep as a memento. An excellent way to mark the special events in your life as you celebrate at Shakespeare in the Park.

Production:

- **Banners are now available in any color print or substrate.** Artwork must be either a scalable vector graphic OR 150dpi at finished size of 3ftx8ft.
- Artwork is due by July 15, 2017

Payment Terms:

- Placement is on a first-come-first-served basis. Be sure contact us today
- Payment is required by July 15, 2017

Rickey Chick Marquardt
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