



BENEFITS OF SPONSORSHIP

Nearly 60,000 people in the Triangle attend PlayMakers productions. As a group, this audience stands out. They are affluent, influential, highly educated and well-traveled. In addition, they have broad-ranging interests in business, arts and culture.

If this sounds like a desirable target audience for your business, corporation or professional group – or your agency’s clients – then PlayMakers just may be your most effective media buy. Each time your support is acknowledged on stage, in print, or online, you are, in effect, brought into a circle of shared commitment with thousands of individual supporters. No other medium gives you the equivalent high-end market exposure along with the recognition that comes from supporting a respected professional arts organization like PlayMakers.

PlayMakers is flexible in creating a compelling package that will benefit your company’s specific needs. Please let us know your interests, and we will design a creative sponsorship package that is appropriate for you. Our 10-month season runs from September to June.

- ◆ Complimentary ad in Playbill throughout season
- ◆ Spotlight Article in Playbill for your chosen production
- ◆ Complimentary Opening Night tickets, including our post-performance celebration
- ◆ Complimentary tickets throughout the season - wonderful to give to clients or employees
- ◆ Personalized opening night pre-show cocktail reception - great for client relations
- ◆ Listing and web link on PlayMakers web site all season
- ◆ Recognition on display in the theatre lobby all season
- ◆ Framed Poster of your chosen production
- ◆ Invitations to Backstage Tour and Sneak Peek reception
- ◆ Listing as corporate partner in Playbill for the entire season