

Encore!

POP ROCKS!

SATURDAY, APRIL 26, 2025

BRISTOL EVENT CENTER

Julianne Roth & Rebecca Selig, Co-Chairs

Tracy Flater, Executive Director

Darlene Zoller & Sean Harris, Co-Artistic Directors

SPONSORSHIP AND ADVERTISING OPPORTUNITIES NOW AVAILABLE!

We proudly invite you to be part of one of this spring's hottest events being held at one of the newest Connecticut event venues by becoming a sponsor or advertiser. When you become a sponsor or advertiser of Encore! 2025, your company's message will reach not only the hundreds of people attending the event, but also thousands more before and after April 26th through our social media channels, online auction, website, print materials, and media releases.

All proceeds from this unforgettable evening will help keep professional live theatre on the Playhouse on Park stage and bring excellent theatre arts programs to children, youth, and schools through Playhouse Theatre Academy for years to come.

This year, we are going rock n' roll with the theme POP Rocks! which will be fully realized through all aspects of the event. We hope you will join us as a Sponsor or Advertiser for this unforgettable evening of fine dining, dancing, live and silent auctions, and the world class entertainment that only Playhouse on Park can produce.

We will also raise a toast to our 16th Anniversary and rock on by celebrating the past sixteen seasons here at the Playhouse.

Information about Sponsorship levels and benefits, and advertising rates is enclosed. You may also sign up and pay over the phone or online. For more information or to discuss a custom sponsorship package tailored to your needs, please don't hesitate to contact us or Emma Cook, Development Manager, 860-523-5900 Ext. 15, ECook@playhousetheatregroup.org.

Thank you for your support and we hope to see you on April 26th!

Sincerely,

TRACY FLATER
Co-Founder & Executive
Director of Playhouse
Theatre Group, Inc.

JULIANNE ROTH
Encore! Co-Chair

REBECCA SELIG
Encore! Co-Chair

Tracy Flater
Executive Director
Co-Founder

**Sean Harris &
Darlene Zoller**
Co-Artistic Directors
Co-Founders

ENCORE COMMITTEE

**Julianne Roth &
Rebecca Selig**
Encore Co-Chairs
Gene Evans
Kathy Frederick
Lucy Harris
Roberta Hutcher
Barbara Laurain
Brittany Stephenson

SUPPORTING STAFF

Jasmine Calhoun
Emma Cook

BOARD OF DIRECTORS

Peter Evans
President
Rebecca Selig
Vice President
**Andrew Lattimer
& Susan Miller**
Co-Treasurers
Gail Mangs
Secretary
Matthew Bragg
Douglas Cohen
Joanna Engel
William Fish
Victor Gonzales
Sarah Jakubowski
Ryan McBride
Richard Rubenstein
Annie Scott
Noreen Shugrue
Vinod Sukhraj
Paige Tong
Betsy Udal

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ENCORE 2025 SPONSORSHIP, UNDERWRITER & ADVERTISING OPPORTUNITIES

PRoducER

\$15,000

EXCLUSIVE OPPORTUNITY!

- Premium seating for 10 guests at Encore 2025.
- Prominent recognition with logo in premier positions on the Encore 2025 website, online auction site, social media channels, E-newsletter, media releases, print materials, event signage.
- Full-page ad in the Encore 2025 program book.
- Opportunity to make brief remarks from the stage at Encore 2025.
- Mention from the podium during Encore 2025.

SoNGWriTers

\$10,000

- Premium seating for 8 guests at Encore 2025.
- Prominent recognition with logo on the Encore 2025 website, online auction site, E-newsletter, social mediachannels, media releases, print materials, and event signage.
- Full-page ad in the Encore 2025 program book.
- Mention from the podium during Encore 2025.

RECORDING aRTISTS

\$5,000

- Seating for 6 guests at Encore 2025.
- Recognition with logo on the Encore 2025 website, online auction site, social media channels, E-newsletter, media releases, print materials, event signage.
- Half-page ad in the Encore 2025 program book.

STudio BAND

\$2,500

- Seating for 4 guests at Encore 2025.
- Recognition listing on the Encore 2025 website, social media channels, E-newsletter, media releases, print materials, and event signage.
- Quarter page ad in Encore 2025 program book.

BackGrounD vOcaLs

\$1,000

- Seating for 2 guests at Encore 2025.
- Recognition listing on the Encore 2025 website, online auction site, social media channels, E-newsletter, media releases, print materials, and event signage.
- Listing in Encore 2025 program book.



For questions or custom packages, contact Emma Cook, Development Manager, ECook@playhousetheatre.org.



Help supplement specific costs of the event! The benefits include:

- Seating for 2 guests at Encore 2025.
- Recognition listed on the Encore 2025 website, online auction, social media channels, press releases, print material & event signage.
- Listing in Program Book.

ENTERTAINMENT

\$5,000

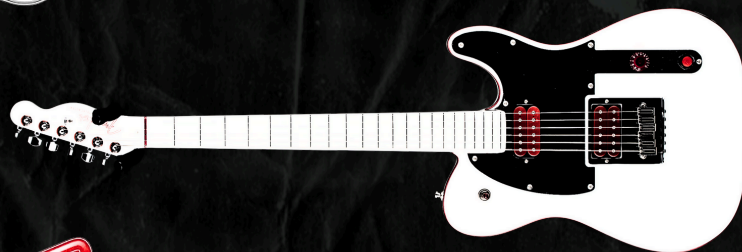


DINNER

\$2,500

DESSERTS

\$1,500



DECOR

\$1,500



STAFF/PERFORMER MEALS

\$1,500



PHOTO BOOTH

\$1,500

Exclusive company logo on all photos!

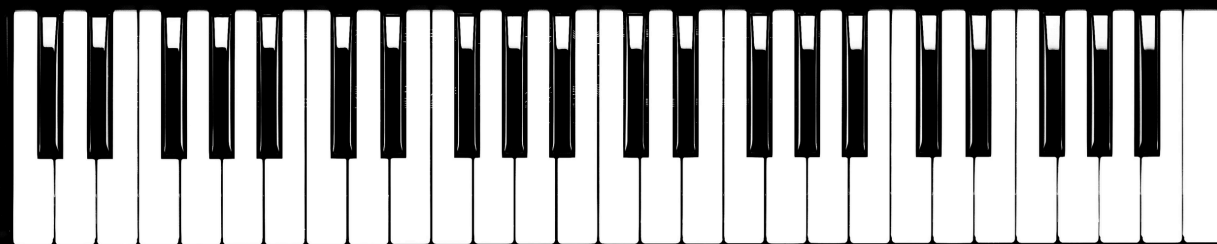


**YOUNG PROFESSIONALS
TICKETS**

\$1,250



ADVERTISING DIMENSIONS



FULL PAGE AD ... \$500

1260px Width by 1,920px Height

HALF PAGE AD ... \$250

1260px Width by 960px Height

QUARTER PAGE AD ... \$125

1260px Width by 480px Height

- All color ads should be RGB color mode.
- All text and logos should fit within the dimensions listed per page option.
- Ads should be submitted no less than 72dpi, JPG, PNG or GIF format.
- We cannot accept Microsoft Word, Excel, PowerPoint or Publisher documents as finished ads.
- For ideal presentation, ad should contain an "eye catching" image or color along with a logo and limited text (for example: headline; call to action; special offer).
- Font size should be 12pt or higher for maximum legibility.
- Ads can be made interactive. Please indicate which link should be used in order to re-direct viewers once clicked on (for example: homepage; social media; email/phone). This text does not need to be a part of the ad design.
- Ads may be sent as motion graphic GIFs. Overall size of GIF ad should not exceed 2 megabytes and should follow all guidelines listed above.
- GIF ads may be adjusted at the ONSTAGE designer's discretion in order to accommodate recommended file size.

SIGN ON AS A SPONSOR OR ADVERTISER FOR ENCORE 2025!

Name of Business/Organization: _____
(As you want it listed on the website and in promotional materials)

Contact (Name and Title): _____

Email: _____

Phone Number: _____

Address: _____

Town: _____ State: _____ Zipcode: _____

Please check the box(es) that you would like to sign up for:

Sponsorship

- Producers (\$15,000)
- Songwriters (\$10,000)
- Recording Artists (\$5,000)
- Studio Band (\$2,500)
- Background Vocals (\$1,000)
- Custom: _____

Underwriter

- Entertainment (\$5,000)
- Dinner (\$5,000)
- Cocktail (\$2,500)
- Dessert (\$1,500)
- Decor (\$1,500)
- Staff/Performer Meal (\$1,500)
- Photo Booth (\$1,500)
- Young Professional Tickets (\$1,250)

Advertisement

- Full Page Ad (\$500)
- Half Page Ad (\$250)
- Quarter Page Ad (\$125)

Total Amt. Due: _____

Installment Plan:

- Pay In Full
- Two Installments (50% due ___/___/___ & ___/___/___.)
- Four Installments (25% due ___/___/___, ___/___/___, ___/___/___ & ___/___/___.)

Payment Type:

- Check Enclosed (make payable to Playhouse Theatre Group, Inc.)
 - Credit Card:
 - Visa MasterCard Discover American Express
- Card Number: _____ Exp. Date: ___/___/___ CVV: _____

Signature: _____ Date: _____

Please contact us if you are in need of graphic design services. Requests for graphic assistance must be made no later than four (4) weeks before the first date of each production. We can assist you for a fee of \$100 for a full page ad, \$75 for a half page ad, or \$50 for a quarter page ad.

For more information or to make other payment arrangements contact:
Emma Cook, Development Manager, ECook@playhousetheatre.org.

THANK YOU FOR YOUR SUPPORT!