



Saturday,
June 13, 2026

Tracy Flater
Co-Founder
Executive Director

Sean Harris
Co-Founder
Artistic Director

Darlene Zoller
Co-Founder
Artistic Director

Encore Committee:
Amelia Flater
& Ali Forman, Co-Chairs

Gene Evans
Jeff Forman
Kathy Frederick
Barb Laurain
Jhantee Lopez
Jill Scully
Rebecca Selig
Denise Tovlin

Board of Directors:

Peter Evans
Rebecca Selig
Andrew Lattimer
Susan Miller
Gail Mangs
Matthew Bragg
Douglas Cohen
Virginia de Lima
Matthew Dyer
William Fish
Victor Gonzales
Sarah Jakubowski
Ryan McBride
Richard Rubenstein
Annie Scott
Noreen Shugrue
Vinod Sukhraj

Dear friends,

Raise a pint! We are writing to invite you to consider partnering with Playhouse on Park and Playhouse Theatre Academy as a sponsor or advertiser of *Encore!* - our largest and most impactful fundraiser of the year.

Encore! brings together artists, patrons, and community leaders to celebrate the arts while supporting our mission to produce professional theatre and provide accessible arts education for students of all ages. Corporate sponsorship plays a vital role in making this work possible, and we believe this event offers a meaningful opportunity for your company to demonstrate its commitment to the community.

As an *Encore!* sponsor, your organization will receive valuable visibility among our audiences, recognition across event and marketing materials, and the opportunity to align your brand with a respected cultural institution.

We're beyond thrilled to bring *Encore!* home to West Hartford and to reestablish partnerships with two amazing businesses. This year we're headed to the award winning New Park Brewing with food by DORO Catering & Events and added support by Taylor Rental. We invite you to join us for the hottest fundraiser of the year- named one of the top three Best of Hartford Charity Events.

What's on tap? Join us in the (beer) garden as we celebrate all things Playhouse - including what's up next and what's in store for our future - all while raising money to support our mission of bringing professional theatre to the stage and transformative arts education to children, youth, and schools through Playhouse Theatre Academy.

Encore! ON TAP is more than a fundraiser — it's a toast to imagination, creativity, community, and everything that continues to bloom on our stage and in our classrooms.

Please review the enclosed information. We would be honored to discuss sponsorship opportunities that align with your goals and look forward to the possibility of working together. For more information, please don't hesitate to contact us or Mike Michaud, 860-523-5900 ext. 10, MMichaud@playhousetheatre.org.

Thank you for considering supporting the arts in our community and we hope to see you on June 13th!

Tracy Flater
Co-Founder/Executive Director

Amelia Flater Touros
Encore Co-Chair

Ali Forman
Encore Co-Chair

Raise a glass to theatre at Playhouse on Park's biggest fundraiser of the year!



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SPONSORSHIP & AD LEVELS – 2026

Brew Master (\$15,000)

- Premium seating for 10 guests at Encore 2026
- Prominent recognition with logo in premier positions on the Encore 2026 website, online auction site, social media channels, E-newsletter, media releases, print materials, event signage
- Full-page ad in the Encore 2026 digital and printed program book
- Opportunity to make brief remarks from the stage at Encore 2026
- Mention from the podium during Encore 2026

Cicerones (\$10,000)

- Premium seating for 8 guests at Encore 2026
- Prominent recognition with logo on the Encore 2026 website, online auction site, E-newsletter, social media channels, media releases, print materials, and event signage
- Full-page ad in the Encore 2026 digital and printed program book
- Mention from the podium during Encore 2026

The Golden Growlers (\$5,000)

- Seating for 6 guests at Encore 2026
- Recognition with logo on the Encore 2026 website, online auction site, social media channels, E-newsletter, media releases, print materials, event signage
- Half-page ad in the Encore 2026 digital and printed program book

The Pint Pourers (\$2,500)

- Seating for 4 guests at Encore 2026
- Recognition listing on the Encore 2026 website, social media channels, E-newsletter, media releases, print materials, and event signage
- Quarter page ad in Encore 2026 digital and printed program book

The Cheers Crew (\$1,000)

- Seating for 2 guests at Encore 2026
- Recognition listing on the Encore 2026 website, online auction site, social media channels, E-newsletter, media releases, print materials, and event signage
- Listing in Encore 2026 digital and printed program book

Ad Tiers

- Full TV Screen/Full Page Digital & Print Program: \$500
- Half TV Screen/Half Page Digital & Print Program: \$250

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

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ADVERTISING DIMENSIONS

TV SCREEN ADS

Full Screen Ad
\$500

1920px Width by
1080px Height

Half Screen Ad
\$250

1920px Width by
520px Height

DIGITAL & PRINT PROGRAM ADS

Full Page Ad
\$500

720px Width by
1280px Height

Half Page Ad
\$250

720px Width by
640px 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 to re-direct viewers once clicked on (ex: 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. GIFs may be adjusted at designer's discretion to accommodate size.



Raise a glass to theatre at Playhouse on Park's biggest fundraiser of the year!



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

- Brew Masters (\$15,000)
- Cicerones (\$10,000)
- The Golden Growlers (\$5,000)
- The Pint Pourers (\$2,500)
- The Cheers Crew (\$1,000)
- Custom: _____

Advertisement

- Full Page & Screen Ad (\$500)
- Half Page & Screen Ad (\$250)

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.

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

Thank you for your support!