

WESTHAMPTON BEACH PERFORMING ARTS CENTER

# PLAYBILL

2024

**MEDIA KIT**

[whbpac.org](http://whbpac.org)



## OUR 26<sup>TH</sup> SEASON!

Since the theatre opened in 1998, we have consistently brought the finest in

- **MainStage Performances**
- **Arts Academy**
- **Family Friendly Productions**
- **School Day Programming**
- **Finest in World Cinema**

to our Community.

The playbill is produced in **FULL COLOR** and provides you with an outstanding opportunity to reach new audiences while supporting live performing arts.

2024 promises to be a landmark year in attendance – and thus the greatest exposure for your business.

## ADVERTISING REACH

Westhampton Beach Performing Arts Center is the East End's premier venue for live performing arts, as well as a cultural gathering place for the entire region.

### Did you know...

- In 26 seasons, nearly 750,000 patrons have attended performances and 200,000 individuals visited the theatre for Arts Academy offerings.
- More than 1,250 performers have graced the stage.
- Each year, more than 75 unique advertisers participate in our playbill.
- This advertising supports more than 75 performances yearly, over 50 movie screenings, as well as a full time staff of ten.

The 2024 Westhampton Beach Performing Arts Center playbill is distributed at every performance from May 2024 – May 2025, guaranteeing impressive exposure for your company's advertisement throughout the year. With your support comes the prestige of supporting the cultural and performing arts.

We look forward to welcoming you to the WHBPAC advertising family!



# 2024 PLAYBILL ADVERTISING SPECIFICATIONS

## FP - BACK COVER \$10,500

Trim Size: 8"(w) X 10.5"(h), Safe Area: 7.5"(w) X 10"(h)

Bleed Size: 8.25"(w) X 10.75"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Color ad posted on our website with link
- Invitation to all Donor events
- Four (4) VIP tickets to a 2024 show of your choice (where available)
- Signage acknowledging your support in the Gallery/Lounge
- Banner Ad in one of our E-mail Marketing Campaigns reaching over 20,000 individuals with each "blast"
- Article about you and your business in our electronic newsletter

## INSIDE BACK COVER \$7,000

Trim Size: 8"(w) X 10.5"(h), Safe Area: 7.5"(w) X 10"(h)

Bleed Size: 8.25"(w) X 10.75"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Color ad posted on our website with link
- Article about you and your business in our electronic newsletter
- Invitation to all Donor events
- Four (4) VIP tickets to a 2024 show of your choice (where available)
- Signage acknowledging your support in the Gallery Lounge
- Banner Ad in one of our E-mail Marketing Campaigns reaching over 20,000 individuals with each "blast"

## INSIDE FRONT & 1<sup>ST</sup> RIGHT PAGE \$7,000

Trim Size: 8"(w) X 10.5"(h), Safe Area: 7.5"(w) X 10"(h)

Bleed Size: 8.25"(w) X 10.75"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Color ad posted on our website with link
- Invitation to all Donor events
- Four (4) VIP tickets to a 2024 show of your choice (where available)
- Signage acknowledging your support in the Gallery/Lounge
- Banner Ad in one of our E-mail Marketing Campaigns reaching over 20,000 individuals with each "blast"

## CENTERFOLD \$15,000

Trim Size: 16"(w) X 10.5"(h)

Safe Area: 15.5"(w) X 10(h) - NO CROSSOVER TEXT in 1/2" GUTTER

Bleed Size: 16.25"(w) X 10.75"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Stone on our "Walk of Fame" - 12"x12" engraved granite square on sidewalk in front of theatre
- Your business promoted on our website with link
- Color ad posted on WHBPAC website with link
- Article about you and your business on our website
- Invitation to all Donor events
- Four (4) VIP tickets to a 2024 show of your choice (where available)
- Signage acknowledging your support in the Gallery/Lounge
- Acknowledged as a "Show Sponsor" for the show of your choice
- Banner Ad in one of our E-mail Marketing Campaigns reaching over 20,000 individuals with each "blast"

## FULL PAGE - INSIDE AD \$6,000

Trim Size: 8"(w) X 10.5"(h), Safe Area: 7.5"(w) X 10"(h)

Bleed Size: 8.25"(w) X 10.75"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Color ad posted on our website with link
- Invitation to all Donor events
- Four (4) VIP tickets to a 2024 show of your choice (where available)
- Signage acknowledging your support in the Gallery/Lounge
- Banner Ad in one of our E-mail Marketing Campaigns reaching over 20,000 individuals with each "blast"

## 1/2 PAGE AD \$3,500

Print Area 7.5"(w) X 4.875"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Signage acknowledging your support in the Gallery/Lounge

## 1/4 PAGE AD \$1,750

Print Area 3.625"(w) X 4.875"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Signage acknowledging your support in the Gallery/Lounge

## 1/6 PAGE AD \$875

Print Area 3.625"(w) X 3.125"(h)

- Ad runs for 52 weeks May 2024 to May 2025
- 25,000 playbills distributed
- Your business promoted on our website with link
- Signage acknowledging your support in the Gallery/Lounge

# 2024 STRATEGIC PARTNERSHIP OPPORTUNITIES

Packages can be customized to meet your specific goals, and benefits can include:

- Naming opportunities including “Presenting Sponsor” level
- Logo inclusion in print, digital marketing and advertising campaigns
- On-air mentions in radio advertising campaigns
- Feature articles, including company messaging, included in press releases, e-newsletters & program brochures
- Signage in theatre lobby recognizing company’s support
- Acknowledgment in stage announcements
- Special VIP seating
- Meet and Greet opportunities at artist’s discretion

## ADDITIONAL WAYS TO SUPPORT US

### Sponsor a MainStage or Arts Academy Program

**Sponsorship includes:**

- Name on all Performance Marketing & Advertising
- VIP Tickets to your Sponsored Performance
- Private Cocktail Reception
- Meet and Greet with Performer (at artist’s discretion)
- ..... Amount based on Performing Artist

**“Walk of Fame” Stone in front of the Center:**

- 12” x 12” Stone ..... \$1,500

**“Name a Seat” in our Auditorium:**

- Orchestra First Five Rows..... \$5,000
- Rows Five through Ten ..... \$2,500
- Balcony First Two Rows ..... \$2,500
- All Others Orchestra/Balcony ..... \$1,000

**Annual Golf Outing Sponsorships:**

- Title Sponsor ..... \$25,000
- Cocktail Party Sponsor ..... \$10,000
- Golf Cart Sponsor ..... \$10,000
- Breakfast Sponsor ..... \$10,000
- Pro Shop Sponsor.....\$5,000



**SCAN TO UPLOAD  
YOUR ADVERTISEMENT**

**For more details, contact Christine Alford, Director of Development**

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