



2024 Advertising & Sponsor Packages



Show your support of the Barn Theatre School to more than 25,000 people

Now in our 78th year, the Barn Theatre brings the highest level of professional theatre to both Kalamazoo and Calhoun Counties. The Barn has produced nearly 650 productions, all under the same family management. Guests see Broadway and Television actors on the board, and our outstanding productions make it possible to be in front of thousands of consumers every season.

Season Programs

Our 2024 Season will consist of 8 shows made up of the latest releases from Broadway, as well as classic family favorites. As an advertiser or show sponsor, you will be represented for each of these shows. Our total distribution exceeds 25,000 patrons. And, our Seasonal Program is a wonderful keepsake for our patrons.

Show Sponsorships

Reward employees or connect with your customers with an experience they will remember for years to come. Show sponsorships include ticket vouchers that can be used throughout the summer season. Whether you want to sponsor a mainstage show, our Christmas Cabaret, or other special events, we're sure to highlight your commitment to our community treasure on our marquee, our website, our media promotions, and social media.

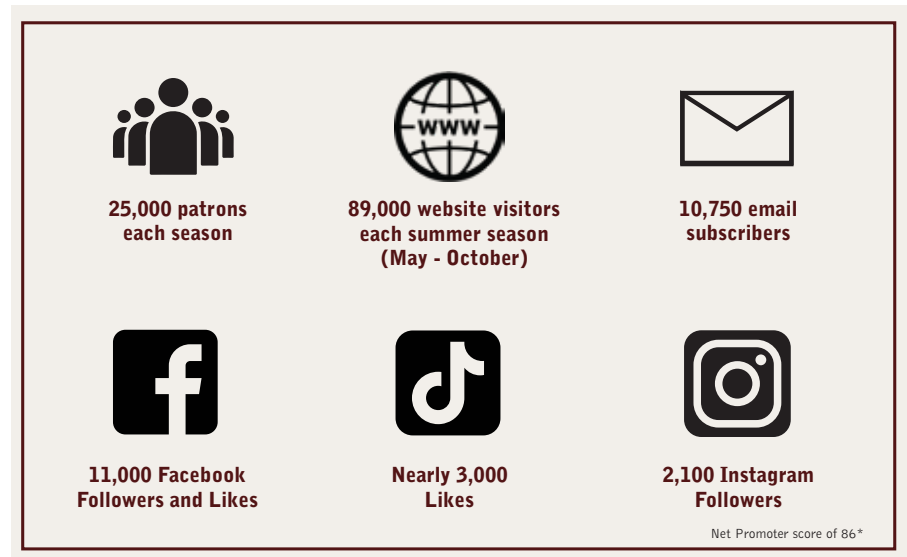
“ Gallagher Uniform has been a proud supporter of the Barn Theatre School for years. The quality of the performances and unique charm that only the Barn can provide gives our community a spectacular summer entertainment option. It's a benefit to all in our community and those who have visited the Barn for decades. ”

John Gallagher,
President, Gallagher Uniform

*What do people enjoy most about the Barn?**

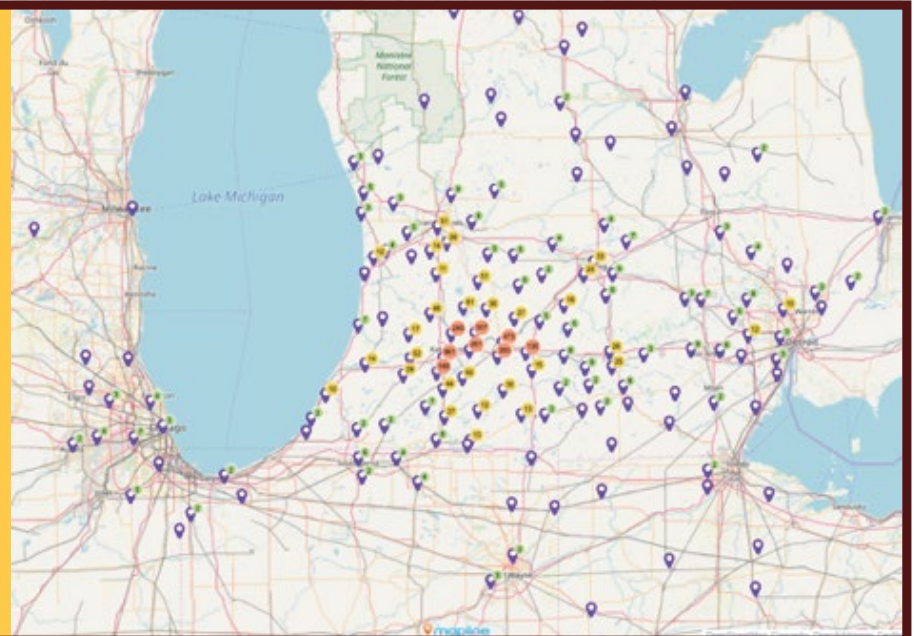
- ★ **Professional Actors & Theatre**
- ★ **Charm of the Barn**
- ★ **Memorable Experiences**
- ★ **Famous Barnies that Come Back**

*based on 2019 season survey results



Who attends our shows?

People come from across Michigan, and from as far away as Chicago, Milwaukee, Toledo and more – for the unique experience and charm that only the Barn Theatre can provide.



Sponsorship Opportunities

Mainstage Show Sponsorship \$6,000

- 75 tickets for use in 2024 summer season (valued at up to \$3,825)
- Logo prominently featured in season brochure, distributed to approximately 11,500 homes and 8,000 to businesses in Kalamazoo & Calhoun counties
- Featured on website with a direct link back to your website
- Logo in all print ads associated with the production
- Mentioned in all radio spots associated with the production (approximately 20 spots)
- Logo featured on title page of program distributed for the production (approximately 4,000)
- Recognized during curtain speech for each performance of the production
- Logo featured on TikTok videos, Facebook and Instagram posts - 4,000 views approx.

Rehearsal Shed Show Sponsorship \$6,000

- 75 tickets for use in 2024 summer season (valued at up to \$3,825)
- Logo prominently featured in season brochure, distributed to approximately 11,500 homes and 8,000 to businesses in Kalamazoo & Calhoun counties
- Featured on website Rehearsal Shed page with a direct link back to your website
- Logo featured in playbill in ad with Rehearsal Shed show
- Logo featured in Rehearsal Shed before, during intermission & after mainstage shows
- Recognized weekly during curtain speech before performances
- Featured in a song several times during each Rehearsal Shed Show performance

Christmas Show Sponsorship \$3,500

- 30 tickets for use in 2024 summer season (valued at up to \$1,530)
- Logo prominently featured in season brochure, distributed to approximately 11,500 homes and 8,000 to businesses in Kalamazoo & Calhoun counties
- Featured on Christmas Show webpage with a direct link back to your website
- Logo in all print ads associated with show (approx. 6 ads)
- Mentioned in all radio spots associated with the show (approx. 20 spots)
- Logo prominently featured in program distributed for the show (approx. 2000)
- Recognized during the curtain speech for each performance of the Christmas Show

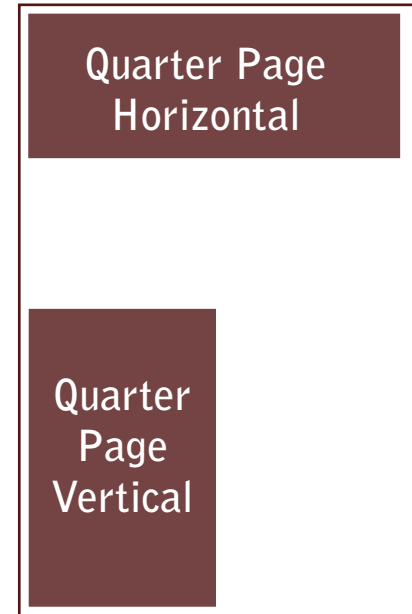
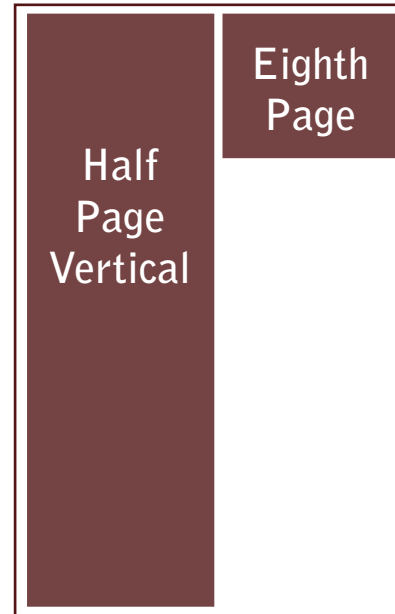
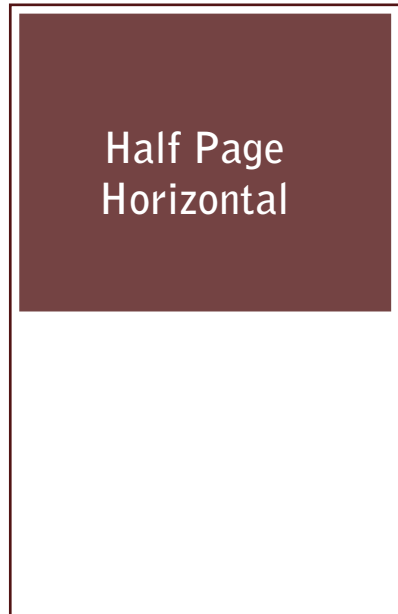
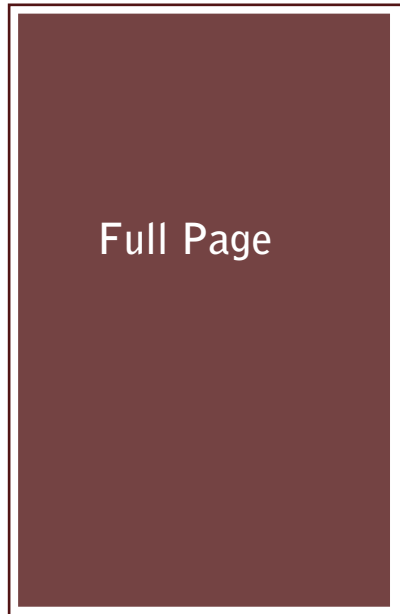


Lance Barber of CBS's *Young Sheldon* and Charlie King in our smash-hit production of *CLUE* in 2023

Box Office Sponsor \$2,500

- 25 tickets for use in 2024 summer season (valued at up to \$1,275)
- Your business prominently featured on each ticket purchased by 25,000 patrons
- Featured on website Box Office page with a direct link back to your website
- Logo featured in playbill
- Recognized weekly during curtain speech before performances

Playbill Ad Information



Ad Size	Dimensions	Rate
Back Cover	5 ⁷ / ₁₆ " x 8 ¹ / ₂ "	\$1800
Inside, Back Cover (full page, full color)	4 ³ / ₄ " x 7 ¹ / ₂ "	\$1400
Inside, Front Cover (full page, full color)	4 ³ / ₄ " x 7 ¹ / ₂ "	\$1400
Inside, Full Page	4 ³ / ₄ " x 7 ¹ / ₂ "	\$975
Inside ¹ / ₂ page, vertical	2 ³ / ₈ " x 7 ¹ / ₂ "	\$650
Inside ¹ / ₂ page, horizontal	4 ³ / ₄ " x 3 ³ / ₄ "	\$650
Inside ¹ / ₄ page vertical	2 ³ / ₈ " x 3 ³ / ₄ "	\$400
Inside ¹ / ₄ page horizontal	4 ³ / ₄ " x 1 ³ / ₄ "	\$400
Inside ¹ / ₈ page	2 ³ / ₈ " x 1 ³ / ₄ "	\$325
Centerfold ¹ / ₄ page (space limited)	2 ³ / ₈ " x 3 ³ / ₄ "	\$550

Deadline for Space: May 17, 2024

Deadline for Artwork: May 24, 2024

Supplied artwork must match dimensions listed and be in grayscale with the exception of back and inside cover ads which are in color.

High-Resolution PDFs are the suggested format.

Design services are available for an additional charge.

Please e-mail electronic files to: pragotzy@bartheatreschool.org.

Questions? Please call Penelope Ragotzy @ 269-731-4121

The 2024 Mainstage Season is comprised of 8 productions. As an advertiser, you will be represented in the program used for each production. Total distribution for the season is roughly 25,000.

2024 Advertising Commitment Form

This Contract is Non-Cancelable

Date _____, 2024 Contact Name _____ of Sponsor/Advertiser _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Authorized Signature _____

Renewing Advertisers: (please check one)

Please reprint my ad exactly as it appeared in the 2023 program.

I will supply a new ad in the exact size indicated or have indicated corrections on enclosed sheet.

First Time Advertisers: (please check one) DEADLINE FOR ARTWORK: MAY 24, 2024

I do not have an ad and need one created. Please contact me to discuss this.

I will supply my ad in the exact size dimensions specified in the following format: (please check one)

DEADLINE FOR SPACE: MAY 17, 2024

Size of Ad: (please check size of advertisement. If you would like us to design your ad, please add applicable charges for this service)

AD SIZE	DIMENSIONS	RATE	DESIGN FEE	TOTAL AD FEE
<input type="checkbox"/> Back Cover	5 7/16" x 8 1/2"	\$1900	\$75	\$ _____
<input type="checkbox"/> Inside, Back Cover (full page, full color)	4 3/4" x 7 1/2"	\$1400	\$75	\$ _____
<input type="checkbox"/> Inside, Front Cover (full page, full color)	4 3/4" x 7 1/2"	\$1400	\$75	\$ _____
<input type="checkbox"/> Inside, Full Page	4 3/4" x 7 1/2"	\$975	\$75	\$ _____
<input type="checkbox"/> Inside 1/2 page, vertical	2 3/8" x 7 1/2"	\$650	\$50	\$ _____
<input type="checkbox"/> Inside 1/2 page, horizontal	4 3/4" x 3 3/4"	\$650	\$50	\$ _____
<input type="checkbox"/> Inside 1/4 page vertical	2 3/8" x 3 3/4"	\$400	\$25	\$ _____
<input type="checkbox"/> Inside 1/4 page horizontal	4 3/4" x 1 3/4"	\$400	\$25	\$ _____
<input type="checkbox"/> Inside 1/8 page	2 3/8" x 1 3/4"	\$325	\$20	\$ _____
<input type="checkbox"/> Centerfold 1/4 page (space limited)	2 3/8" x 3 3/4"	\$550	\$25	\$ _____
		TOTAL		\$ _____

Choice of Location:

Please note that, due to availability, not all first choices can be accommodated. Indicate 1, 2 or 3 for your choice of location.

Front of program

Middle of program

Back of program

2024 Sponsorship Commitment Form

Please select your sponsorship:

Mainstage Show: \$6,000

Rehearsal Shed \$6,000

Christmas Show \$3,500

Box Office \$2,500

TOTAL \$ _____

CREDIT CARD

VISA MASTERCARD DISCOVER AMEX (PLEASE CHECK ONE)

CARD NUMBER - - -

EXP DATE / CV2 CODE

CHECK PAYABLE TO BARN THEATRE SCHOOL

Please mail the completed form to:

Barn Theatre School

P.O. Box 277, Augusta, MI 49012

Attn: Penelope Ragotzy

or email to: pragotzy@barntheatreschool.org