



Ticketless Admission. Priceless experience.

Please mark your sponsorship level, fill out and return

☐ ☐ ☐ ☐ ☐ ☐ ☐

SPONSORSHIP OPPORTUNITIES

	Fatstaff's Cronies	Rosalind's Shepherds	Hamlet's Players	Lear's Fools	Titania's Fairies	Henry's Princes	Cleopatra's Monarchs
	\$500	\$1,000	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000
Headline Branding Print, Billboard and Transit Media							✓
Premiere Branding on all print materials						✓	✓
Featured Ad on Website Homepage with link					✓	✓	✓
Public Speaking Opportunity at Performance				✓	✓	✓	✓
Logo Placement on Venue Banner				✓	✓	✓	✓
Logo Placement on Event Signage			✓	✓	✓	✓	✓
Logo Placement on 25k Flyers			✓	✓	✓	✓	✓
Ad Placement in Digital Program with Link		✓	✓	✓	✓	✓	✓
Social Media Recognition		✓	✓	✓	✓	✓	✓
VIP Seating at Opening or Finale	✓	✓	✓	✓	✓	✓	✓
Reserved Seating at Any Performance	✓	✓	✓	✓	✓	✓	✓
Ad Placement in Printed Program	✓	✓	✓	✓	✓	✓	✓
Listing in Digital and Printed Program	✓	✓	✓	✓	✓	✓	✓

Business name

Contact

Address

City, State, Zip

Phone

Email

Please charge my ☐ visa ☐ mc ☐ amex ☐ disc credit card

Card #

Exp. Sec Code

Name as it appears on card

- ☐ My check is enclosed, payable to Shakespeare by the Sea
- ☐ I'd like to stay anonymous, no ad or listing please

Return completed form with payment

By Mail: Shakespeare by the Sea

514 N. Prospect Ave. Ste L-1
Redondo Beach, CA 90277

By Fax: 310-507-0269

Questions?

Contact: Suzanne, 310.217.7596
suzanne@shakespearebythesea.org

www.shakespearebythesea.org



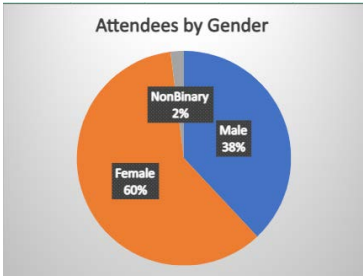
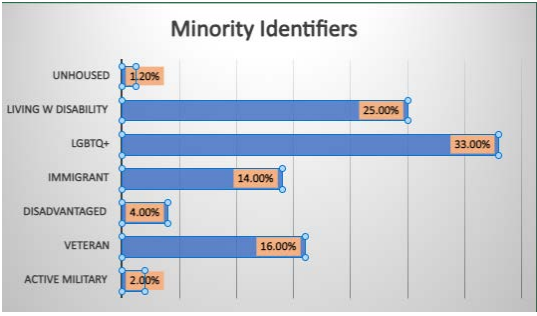
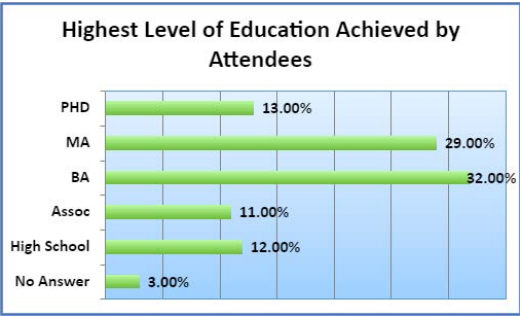
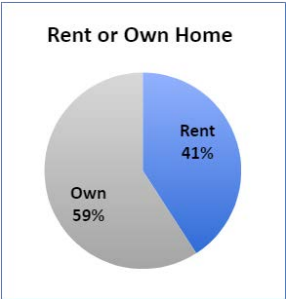
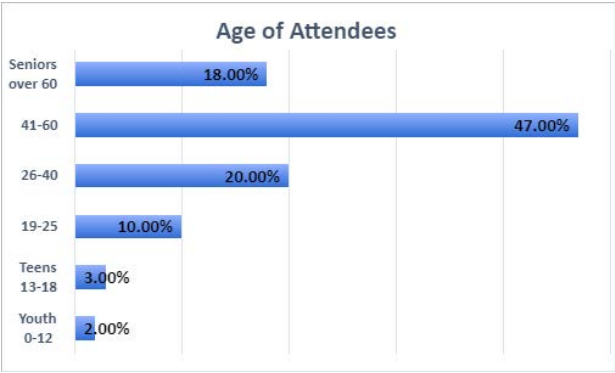
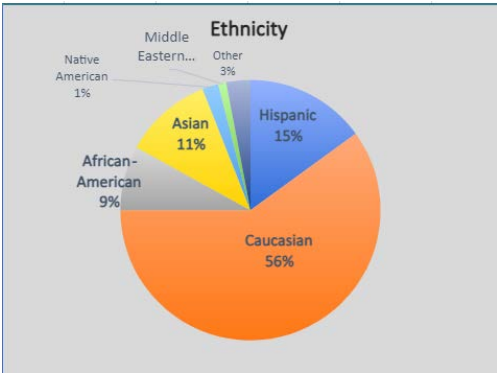
Ticketless Admission. Priceless experience.

AUDIENCE DEMOGRAPHICS

Statistics calculated from our 2023 Questionnaire responses.

In 2023, SBTS performed for over 13,000 people.

Our commitment to making the arts accessible to all has empowered our organization to reach over 575,000 diverse audience members and countless other professional and community participants since 1998.



Shakespeare by the Sea’s MISSION:

To create theatrical experiences for audiences in culturally diverse communities to make theatre accessible to all. To provide theatre presentations that incorporate community values and ideas into a timeless and dynamic theatrical experience. To ignite imagination, promote literacy, and encourage artistic expression, while offering a venue for technical and performing artists to exercise their passion.

VISION:

Through our performances, we seek to explore to truth of the human spirit through Shakespeare’s texts, affording each individual an unparalleled intellectual and emotional encounter. By offering FREE productions in public venues we can reach the broadest demographics of English and non-English speaking audiences, allowing unlimited access without prejudice.



Ticketless Admission. Priceless experience.

OUR AUDIENCES



Shakespeare by the Sea has been providing professional Admission-Free performances of Shakespeare's plays to audiences since 1998. Two plays are produced each summer and run in repertory from June to August.

We are at a new anchor location this year- the Bandshell at Recreation Park in Long Beach, where the shows are rehearsed and perform 2 of the 7 weeks of the annual program. The remainder of our season takes place on tour in 13+ other cities, where we perform either one or two nights.

The tour encompasses a +195 square mile radius throughout LA and Orange Counties. From a historic bandshell stage in the South Bay, beachy enclaves along the coast, foothill communities in the San Gabriel Mountains, and multiple regions of Orange County, the SBTS productions cover a breadth of neighborhoods each summer bringing Shakespeare's stories to residents and visitors who enjoy storytelling under the stars.

Attendance is 61% in the Harbor Area (residents from the 90731, 90732 zip codes). 24% South Bay (residents from 90274, 90275, Torrance, Lomita and the Beach Cities including Long Beach), 12% outer LA & OC (Los Angeles, Pasadena, Glendale, Anaheim, Downey, Newport Beach, etc.), and 3% other cities/states.

The SBTS website is active all year round, but most interaction occurs May - September as the season opens, progresses and closes. As of March 2024, there were 1,352,041 total page views, and 255,481 unique visits.

We print and distribute over 25,000 Brochures, mailing to 15,000 homes directly, then utilize volunteer audience members who've signed on as a street team to distribute the rest throughout the tour communities.

Our e-Newsletter reaches over 8,300 audience members.

SBTS is active on Social Media. Our highest Facebook post saw over 20,000 views. We are currently at 6,000 followers and see roughly 10% engagement in page likes and views. We have 2,200 Followers on Instagram.

Our Twitter account has nearly 1,400 followers and sees stronger engagement from June through August, usually 4-8 posts from users per show.

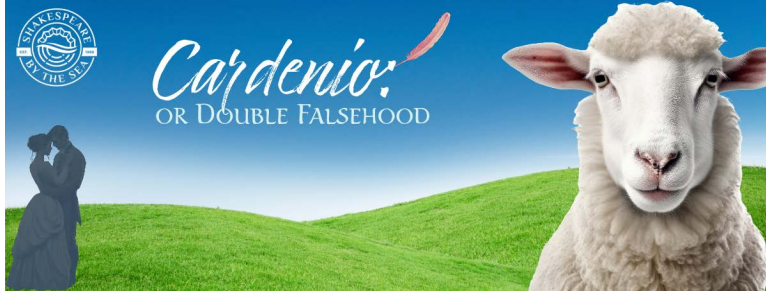
www.facebook.com/ShakesbytheSea | [instagram.com/ShakespeareByTheSea](https://www.instagram.com/ShakespeareByTheSea) | www.twitter.com/ShakesbytheSea



Ticketless Admission. Priceless Experience.

DIGITAL & PRINT AD SPECIFICATIONS

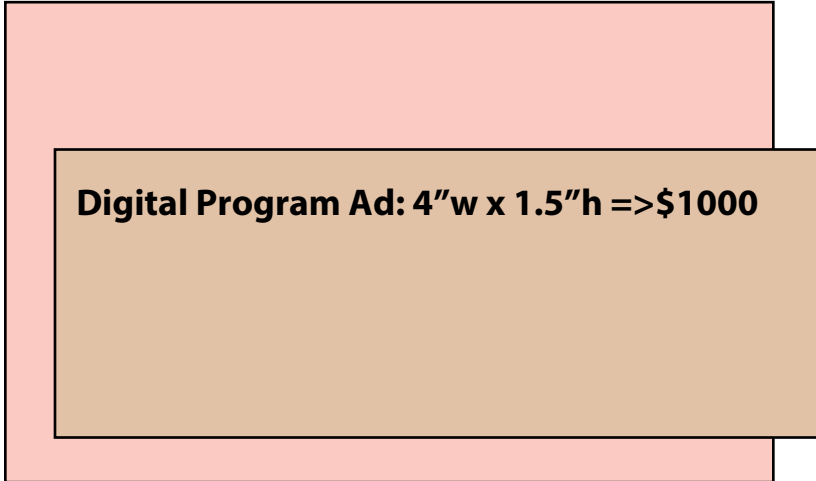
Website Featured Ad: 4"w x 1.5"h



Ads should be submitted via email
as 300dpi JPG's or high resolution PDF's.
submit to:

pad@shakespearebythesea.org

Digital Program Ad: 4"w x 2.5"h =>\$2500



Website Display Ad: 2.5"w x 2.5"h



Printed Program Ad:

Back Cover Full Page Ad =>\$25,000

Back Cover 1/2 Page Ad =>\$10,000

Inside Full Page Ad: 8.5"w x 11"h =>\$2500

1/2 Page Ad =>\$1000: 7.75"w x 4.75"h

1/4 Page Ad =>\$750: 4" w x 4.75" h

Biz Card Ad =>\$500: 3.5"w x 2" h

1/4 Page =>\$750

Biz Card =>\$500

1/2 Page =>\$1000