



OPPORTUNITIES FOR SPONSORSHIP

Please mark your level of sponsorship, fill out and return.

	<input type="radio"/> SUN FISH	<input type="radio"/> SWORD FISH	<input type="radio"/> ANGEL FISH	<input type="radio"/> TRIGGER FISH	<input type="radio"/> 1-NIGHT SPONSOR	<input type="radio"/> MERMAID	<input type="radio"/> DOLPHIN	<input type="radio"/> MARLIN
	\$250	\$500	\$1000	\$2500	\$3000	\$5000	\$10,000	\$25,000
Branding Benefits								
Headline Branding on all Print Marketing Materials								■
Public Speaking Opportunity at Performance					■	■	■	■
Featured Ad on Website Homepage with Link							■	■
Rotating Ad on Website Sidebar					■	■	■	■
Logo Placement on 60K+ Flyers				■	■	■	■	■
Logo Placement on Event Signage				■	■	■	■	■
Logo Placement on Event Banners						■	■	■
Ad Placement in Digital Program with Link			■	■	■	■	■	■
VIP Reserved Seating & Picnics		■	■	■	■	■	■	■
Ad Placement in Printed Program	■	■	■	■	■	■	■	■
Social Media Recognition	■	■	■	■	■	■	■	■
Reserved Seating at Any Performance	■	■	■	■	■	■	■	■

Sponsor & Payment Information

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
777 Centre St
San Pedro, CA 90731

By Fax: 310-507-0269

Questions?
Contact: Lisa Coffi, 310.619.0599
lisa@shakespearebythesea.org

310.217.7596
www.shakespearebythesea.org



AUDIENCE DEMOGRAPHICS

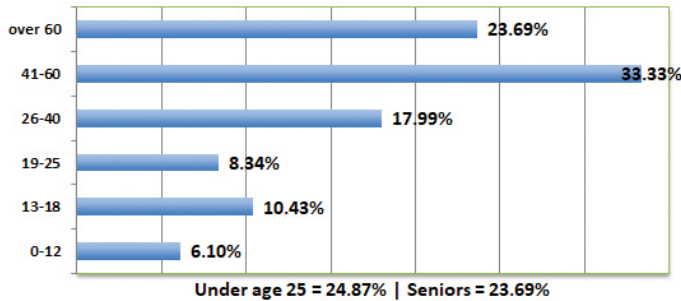
SHAKESPEARE BY THE SEA
Timeless Tales. Ticketless Admission. Priceless Experience.

Statistics calculated from our 2018 Questionnaire responses.

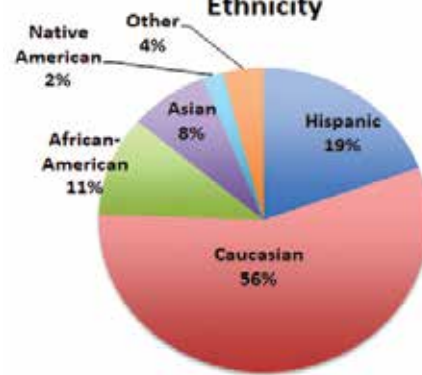
In 2018, we performed for over 20,000 people.

Our commitment to making arts accessible to all has empowered us to reach over 502,000 diverse audience members and countless other professional and community participants since 1998.

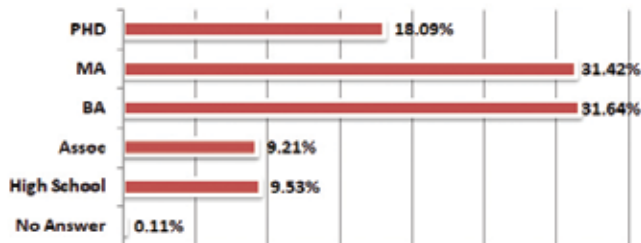
Age of Attendees



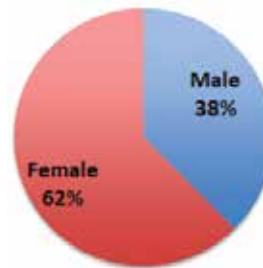
Ethnicity



Highest Level of Education Achieved by Attendees



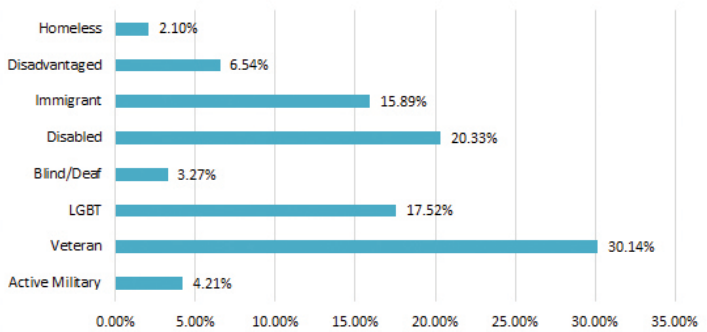
Attendees by Gender



Rent or Own Home



Minority Identifiers



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.



MARKETING STATISTICS

 **SHAKESPEARE BY THE SEA**
Timeless Tales. Ticketless Admission. Priceless Experience.



Shakespeare by the Sea has been providing Admission-Free performances since 1998.

Point Fermin Park in San Pedro is our home base location, where we perform for 4 of the 10 weeks of the annual program. Each season, 14 shows are provided at Point Fermin Park, while the remainder of our season takes place in +20 venues in other cities, where we perform either one or two nights at a location.

Our tour encompasses a +195 square mile radius throughout LA and Orange Counties. Attendance at the San Pedro performances alone is 61% local (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% out of country/state.

Our website is active all year round, but most interaction occurs May - September as the season opens, progresses and closes. For 2018, there were 1,352,041 total page views, and 255,481 unique visits.

We print and distribute over 65,000 Brochures, mailing 15-20,000 homes directly, then utilize over 200 volunteer audience members who've signed on as a street team to distribute the rest throughout the tour communities.

Our e-newsletter reaches over 9,000 audience members.

We are active on Facebook - reaching an average of +7,000. Our highest post last year spread to over 20,000 views. We are currently up to 5,447 page likes and see roughly 8% engagements per views.

Our Twitter account (since May 2015) and has nearly 1500 followers and sees stronger engagement from June through August, usually 4-8 posts from users per show.



www.facebook.com/ShakespearebytheSeaCA
www.twitter.com/ShakesbytheSea

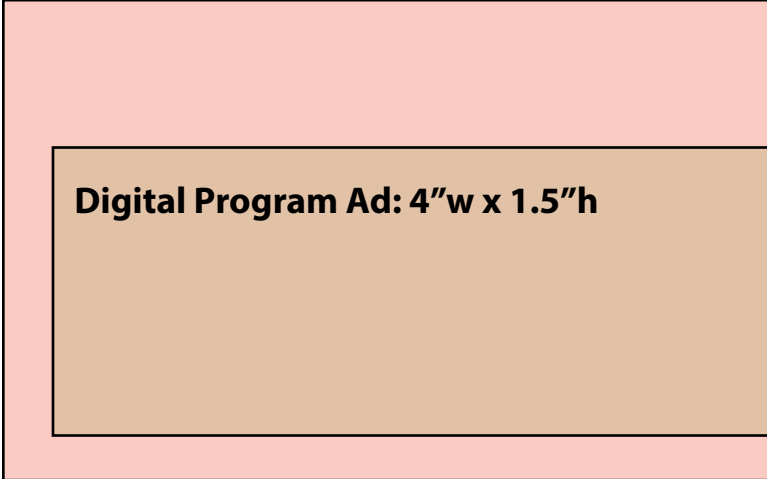
Website Featured Ad: 4" w x 1.5" h



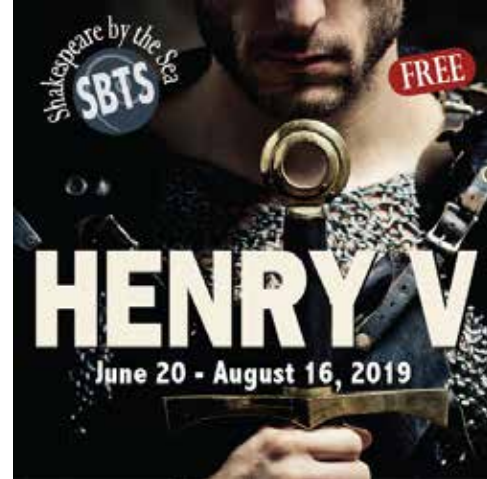
Ads should be submitted via email as 300dpi JPG's or high resolution PDF's. submit to:

ads@shakespearebythesea.org

Digital Program Ad: 4" w x 2.5" h



Website Display Ad: 2.5" w x 2.5" h



Printed Program Ad:

Full Page Ad: 8.5" w x 11" h

1/2 Page Ad: 7.75" w x 4.75" h

1/4 Page Ad: 4" w x 4.75" h

Biz Card Ad: 3.5" w x 2" h

1/4 Page

Biz Card

1/2 Page

