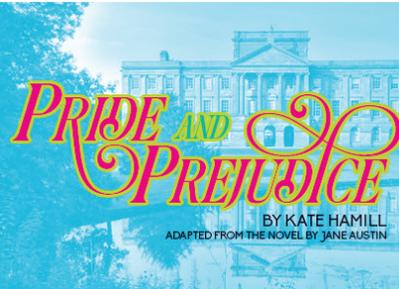


# GROSSE POINTE *Theatre ...*

78 SEASONS STRONG -  
*A bold new stage begins at the Schaap Center*



*Crazy for You, September 2024*

2025-26

*Sponsorship & Playbill*

ADVERTISING GUIDE



CONNECT. CREATE. INSPIRE COMMUNITIES THROUGH THEATRE



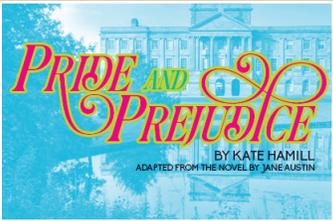
# 2025-26 SHOW & DATES



**Dec. 5-7, 11-14, 18-21, 2025**

Based on the beloved, timeless film, this heartwarming musical adaptation features 17 Irving Berlin songs and a book by David Ives and Paul Blake.

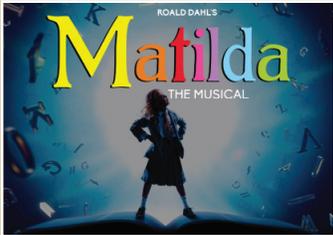
With a dazzling score featuring well-known standards including “Blue Skies,” “I Love A Piano,” “How Deep Is the Ocean” and the perennial title song, White Christmas is an uplifting, wholesome musical that will delight audiences of all ages.



**Feb. 19-22, 26-Mar. 1, 2026**

Based on the beloved Jane Austen novel set in England during the early 1800s, five daughters of the Bennet family must be married off! Was ever a mother as put upon as Mrs. Bennet?

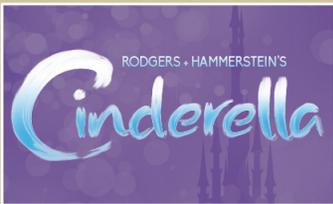
After much “drama” in the matchmaking the attraction between Elizabeth and Mr. Darcy eventually triumphs over the pride of one and the prejudice of the other.



**Apr. 10-12, 16-19, 23-26, 2026**

Inspired by the twisted genius of Roald Dahl, the show revels in the anarchy of childhood, the power of imagination and the inspiring story of a girl who dreams of a better life. With book by Dennis Kelly and original songs by Tim Minchin, Matilda has won 47 international awards and continues to thrill sold-out audiences of all ages around the world.

Matilda is a little girl with astonishing wit, intelligence and her psychokinetic powers save the students from the mean headmistress!



**Jun. 5-7, 11-14, 18-21, 2026**

*Rodgers + Hammerstein's Cinderella* is the new Broadway adaptation of the classic musical. This contemporary take on the classic tale features Rodgers & Hammerstein's most beloved songs, including “In My Own Little Corner,” “Impossible/It's Possible” and “Ten Minutes Ago,” alongside an up-to-date, hilarious, and romantic libretto by Tony Award nominee Douglas Carter Beane.

Grosse Pointe Theatre - your nonprofit regional theatre for 78 years - celebrates its inaugural season at the Schaap Center. Take advantage of the excitement surrounding the brand-new performing arts center, and sponsor a show. Numerous opportunities are available to support the performing arts!

*The A. Paul and Carol C. Schaap Center for the Performing Arts and the Richard and Jane Manoogian Art Gallery.*



### DID YOU KNOW YOU CAN SPONSOR:

- Average Royalties cost per musical - \$19,000
- Average Orchestra cost per show - \$16,000
- Average Show Costume budget - \$10,000
- Average Space Facility rental per show - \$9,500
- Average Set cost - \$7,000



# 78<sup>th</sup> Season at Schaap Center

## SHOW SPONSORSHIPS

	Season Sponsorship (all shows)	Platinum	Gold	Silver	Bronze
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Presenting sponsor credit on all advertising	•				
Pre-Glow Show Reception & Tickets	Up to 20 people* •	Up to 10 people* •			
Backstage Experience	2 shows •	•	•		
Pre-show curtain recognition and digital logo display	All shows •	•	•	Your show only	Your show only
Season subscription to all GPT 2025-2026 shows	6	4	2		
Tickets to your sponsored show				12	8
Full-page ad in every playbill during the season (14,000)	•	•	•	Ad in your show only	Ad in your show only
Sponsor-specific promotional E-Blast to 6,000+ email list	•	•	•		
Acknowledgement on all show-related print and digital advertising and materials	•	•	•		
Social media acknowledgement & tags in relation to your sponsored show	•	•	•	•	•
Acknowledgement in GPT email blast 6,000+ subscriber list	•	•	•	•	•
Acknowledgement in annual report	•	•	•	•	•

**Buy the House**  
**Opportunities for Corporate Events, Client Appreciation or Fundraisers**

**Custom Sponsorships:**  
**Interested in creating a custom sponsorship?**  
 There are many opportunities for crafting a creative and unique partnership.

**Youth on Stage or Purdon Studio Theatre Sponsorships available.**  
 Contact Linda Zublick at 313.320.4325 or email [executivedirector@gpt.org](mailto:executivedirector@gpt.org).

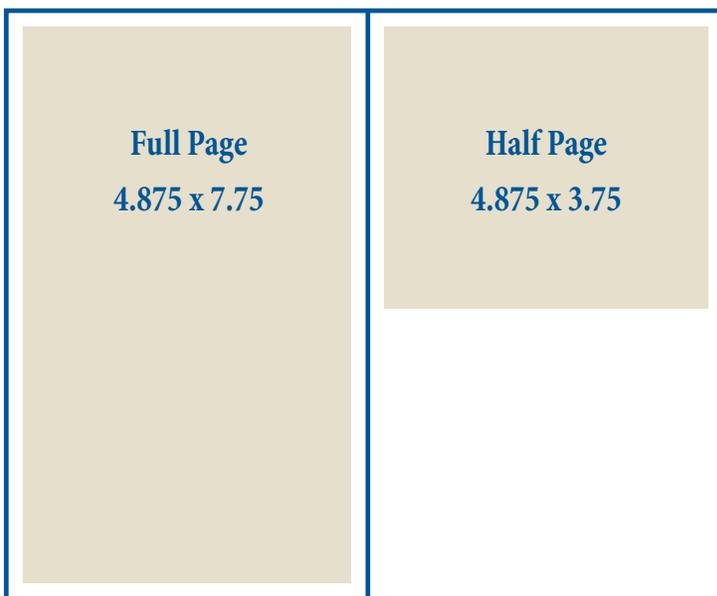
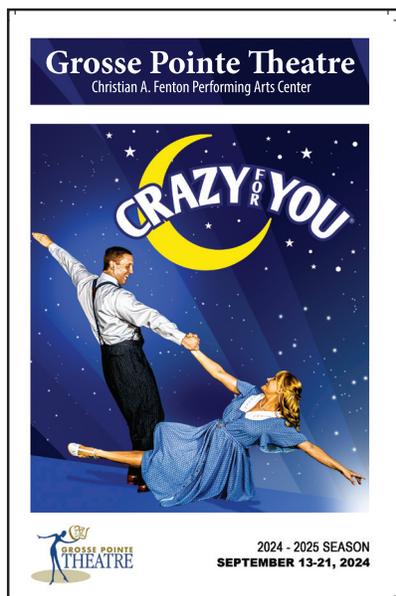
\*One performance of your choice. Additional paid guests available.

# Advertise with Grosse Pointe Theatre – Be Part of Our Next Act

Grosse Pointe Theatre is entering an exciting new chapter — the inaugural season at our region’s new performing arts theatre, the Schaap Center. Now is a great opportunity to align your business with the energy, excitement, and visibility of a major milestone in the region’s arts community.

GPT’s 78th season will feature four Mainstage shows and distributes professionally designed playbills to more than 14,000 ticket holders. Our audiences are highly engaged, loyal, and community-minded — and they read and keep their playbills before, during, and after the performance. Advertising with GPT puts your message directly into the hands of potential customers you may not reach through traditional media. As a trusted and established nonprofit, we offer both advertising and sponsorship packages that provide **meaningful community outreach and visibility**.

Now more than ever, your support matters — and so does your message. Join us for this remarkable season and let your business shine on our stage.



## AD SIZE

## PRICE PER SHOW

1/2 Page Black & White .....	\$100
1/2 Page Color - if available.....	\$150
Full Page Black & White .....	\$175
Full Page Color .....	\$275
Full Page Color (Back Page) .....	\$350

PLAYBILL	RESERVATION DEADLINE	ART DEADLINE
White Christmas	October 24, 2025	November 7, 2025
Pride and Prejudice	January 9, 2026	January 16, 2026
Matilda	March 6, 2026	March 13, 2026
Cinderella	April 24, 2026	May 1, 2026

All ads must be in camera-ready art (hi-resolution JPG or PDF) and must be submitted no later than deadlines listed above. If camera-ready art is not available, there is a \$50 set up fee. Ads are in grayscale in the playbill if not in color.

Grosse Pointe Theatre is a 501(c)(3) nonprofit organization. Your advertising dollars may be tax deductible.

Please email your contact information and camera ready art to: [executivedirector@gpt.org](mailto:executivedirector@gpt.org)

For advertising questions – Call 313.320.4325