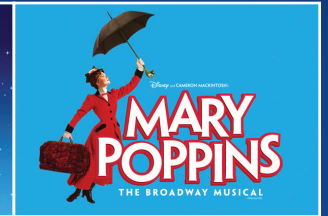
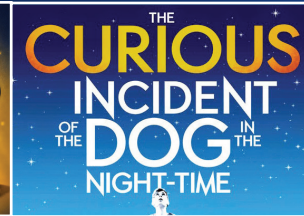
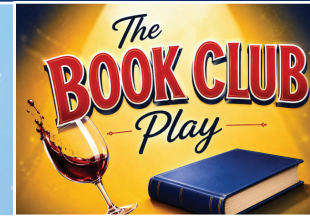


GROSSE POINTE *Theatre* ...

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



Cinderella, June 2026



2026-27
Sponsorship & Playbill
ADVERTISING GUIDE

CONNECT. CREATE. INSPIRE COMMUNITIES THROUGH THEATRE



2026-2027 MAINSTAGE SHOWS & DATES

Grosse Pointe Theatre- your nonprofit regional theatre for decades - celebrates its inaugural season at the Schaap Center. The arts enrich our communities, inspire creativity, preserve culture and bring people together. Your support helps provide opportunities for artists to create, educate and engage audiences of all ages. By investing in the arts, you are investing in a more vibrant future. Take advantage of the excitement surrounding this brand-new performing arts center and sponsor a show. We ask for your support to ensure that artistic expression continues to thrive. Numerous sponsorship options are available.



Sept. 18 - Oct. 11, 2026

Dec. 4 - 20, 2026

Feb. 18 - 28, 2027

Apr. 15 - 25, 2027

Jun. 4 - 20, 2027

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 Schaap Center rental per show - \$12,000
Average Set cost - \$7,000



79th 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 Green Room Show Reception & Tickets	Up to 25 people* •	Up to 15 people* •	Up to 12 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	Up to 25	Up to 15	Up to 12	10 8
Full-page ad in every playbill during the season (18,000)	•	•	•	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.

*One performance of your choice. Additional paid guests available.
Grosse Pointe Theatre • 315 Fisher Rd, Grosse Pointe, MI 48230 • 313.881.4004 • www.gpt.org

Advertise with Grosse Pointe Theatre - Put Your Business Center Stage

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 79th season will feature four Mainstage shows and distributes professionally designed playbills to more than 18,000 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.



Full Page 4.875 x 7.75	Half Page 4.875 x 3.75
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AD SIZE

PRICE PER SHOW

1/2 Page Black & White	\$125
1/2 Page Color - if available.....	\$175
Full Page Black & White	\$200
Full Page Color	\$300
Full Page Color (Back Page)	\$350

PLAYBILL	RESERVATION DEADLINE	ART DEADLINE
Les Misérables	8/20/2026	8/27/2026
White Christmas	11/4/2026	11/11/2026
The Book Club Play	1/20/2027	1/27/2027
The Curious Incident of the Dog in the Night-Time	3/17/2027	3/24/2027
Mary Poppins	5/6/2027	5/13/2027

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

For advertising questions – Call Linda Zublick 313.320.4325