



About Us

Bay City Players, located in Bay City, MI, is a nonprofit community of performers and other volunteers that offers exciting, intimate, and relevant theatre experiences. Great Theatre Lives Here!

We welcome season sponsorships and production underwriters, and include advertisements in our programs to help subsidize our productions and keep our ticket prices low.

Advertisers

By advertising with us, your ad will be placed in the programs for our SEVEN Season 108 productions, with the potential of reaching over 8,000 views between July 2025 and May 2026.

Black & White:

- Full Page (4.5" w x 7.5" h): \$725
- Half Page (4.5" w x 3.75" h): \$455
- Third Page (4.5" w x 2.5" h): \$400
- Quarter Page (4.5" w x 1.75" h): \$365
- Cast Page (2.5" w x 2.5" h): \$440

AD SPECS:

- File Type: High resolution PNG or PDF
- Margins: ¼" to full bleed
- 300 DPI or greater

Sponsorships

We offer a variety of Season 108 Sponsorship opportunities that can fit almost any budget. See the reverse side of this brochure for all the perks your sponsorship provides!

- Bronze Sponsor \$1,500
- Silver Sponsor \$2,500
- Gold Sponsor \$3,500
- Premium Sponsor \$5,000

Underwriting

We also offer specific production underwriting for each of our SEVEN Season 108 shows at the following levels. See the reverse side of this brochure for all the perks your underwriting provides!

- Playwright Level \$750
- Director Level \$1,500
- Producer Level \$2,500



SEASON 108
SPONSORSHIP & ADVERTISING

Sponsorship Perks

BRONZE

SILVER

GOLD

PREMIUM

- Ticket Vouchers for Any Season Show Ad in 7 Programs
- Your Logo On:
 - Website
 - Slide in All Pre-Show Slideshows
 - All Posters & Flyers
 - 7 Production Kiosk Posters
 - Business Cards
 - Digital & Print @ Home Tickets
- Pre-Show Thank you Announcement
- Pre-Release Season 108 Teaser
- Free Tickets to Additional Productions

	10, Sat. Only 1/2 Pg B&W	15, Sat. Only Full Pg B&W	20, Sat. Only Full Pg or Cast Pg B&W	30, ANY Showtime Full Pg Color or Full Pg B&W or Cast Pg B&W
	X	X	X	X
	with Bronze Sponsors	with Silver Sponsors	with Gold Sponsors	Own Slide
	-	X	X	X
	-	X	X	X
	-	-	X	X
	-	-	X	X
	X	X	X	X
	-	-	X	X
	-	-	-	X

Underwriting Perks

PLAYWRIGHT

DIRECTOR

PRODUCER

- Free Tickets to Production Ad in Production Program
- Your Logo On:
 - Production Kiosk Poster
 - Slide in Pre-Show Slideshow
 - Social Media Advertising
- Pre-Show Thank you Announcement
- Your Own Kiosk Poster in Lobby
- Table Set Up in Lobby

	5, any showtime 1/2 Pg B&W	10, any showtime Full Pg B&W	15, any showtime Full Pg B&W
	Small logo	Large Logo	Large Logo
	X	X	X
	-	X	X
	X	X	X
	-	-	X
	-	-	X



Contact Us



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www.baycityplayers.org



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