



About Us

Bay City Players, located in Bay City, MI, is Michigan's longest continuously operating community theatre, and we're entering our 109th season! As a nonprofit community of performers and other volunteers, we offer 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. We aim to provide accessible artistic opportunities for our community and your business would be recognized for supporting that goal.

Advertisers

By advertising with us, your ad will be placed in the programs for our SIX Season 109 productions, with the potential of reaching over 7,000 views between July 2026 and May 2027.

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: 1/4" to full bleed
- 300 DPI or greater

Sponsorships

As a season sponsor, you're not only supporting our city's history, but you're also helping us offer affordable opportunities to area youth and seniors. We have a variety of Season 109 Sponsorship opportunities that can fit almost any budget. See the reverse side of this flyer for all the perks your sponsorship provides!

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

Underwriters

By underwriting one of our SIX Season 109 productions, you'll receive targeted and concentrated exposure. See the reverse side of this flyer for all the perks you'll receive at each of the following underwriter levels.

(Please note we only accept one Producer Level underwriter per production.)

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



SEASON 109

SPONSORSHIP & ADVERTISING

Sponsorship Perks

BRONZE

SILVER

GOLD

Ticket Vouchers for Any Season Show Ad in 6 Programs

Your Logo On:

- Website
- Slide in All Pre-Show Slideshows
- All Posters & Flyers
- 6 Production Kiosk Posters
- Digital & Print @ Home Tickets
- Pre-Show Thank you Announcement

BRONZE	SILVER	GOLD
10, Sat. Only 1/2 Pg B&W	15, Sat. Only Full Pg B&W	20, Any Showtime Full Pg Color or Full Pg B&W or Cast Pg B&W
X	X	X
with Bronze Sponsors	with Silver Sponsors	Own Slide
-	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

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

**only one Producer level underwriter per show*



Contact Us



(989) 893-5555



www.baycityplayers.org



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