



April 2025

Dear friends,

Since 1974, Puppet Showplace Theater has delighted and educated audiences of all ages. One of the few puppet theaters in the U.S., Puppet Showplace is vital to sustaining the art of puppetry.

With a sterling reputation and a robust audience of 20,000 audience members per year, we hold a commitment to keeping programs affordable and accessible. We rely on the generosity of our sponsors and donors to offer the highest quality of performances and arts education.

In this, our 50th anniversary year, we have:

- Doubled the reach of our Affordable Access programs
- Added Pay What You Can shows and expanded field trip scholarships
- Piloted a Language & Cultural Celebration series, with bilingual shows and events for Lunar New Year, Christmas, Diwali, Rosh Hashanah, and more

We invite you to join us for a **capstone evening celebrating of our 50th anniversary**, on **May 17, 2025** at Suffolk University's **Modern Theater** in Downtown Boston.

This evening performance event will feature performances from award winners The Gottabees, Resident Artist Sarah Nolen, and more. We expect about 200 guests.

Reserve your sponsorship **before May 1** to ensure that your business receives all print benefits. Questions? Please contact Executive Artistic Director Veronica Barron at business@puppetshowplace.org. We hope you can join us!

Thank you for your support!

Sponsorship Level	Cost	Ad Size	Tickets Included	Logo in Event Emails	Logo on Event Signage	Insta/ Facebook post
50th Anniversary Presenting Sponsor	\$2500	Full page	2 premium seats	✓	✓	✓
Foundational Sponsor	\$1000	½ page	2 premium seats	✓	✓	X
Supporting Sponsor	\$500	¼ page	1 standard seat	✓	✓	X
Program Ad Only	\$250	¼ page	X	X	X	X

Benefits	Reach
Verbal acknowledgement during curtain speech	200
Ad/logo in printed program	200
Logo on event webpages	1,600 views
Logo/ad in event email(s)	14,000 addresses; 40% open rate We reach about 5,000 readers with each of our weekly emails.
Instagram/Facebook posts	IG: 2,500 ; FB: 4,500

Printed Program Ad Specs:

Please send your logo in JPG, PNG, or PDF format to info@puppetshowplace.org as early as possible. Please share your ad file as early as possible and no later than May 1, 2025.

Full page:

Trim Size: 5.5" x 8.5"

Live Area: 5.0" x 8.0"

Half page:

Trim Size: 5.5" x 4.25"

Live Area: 5.0" x 3.75"

Quarter page:

Trim Size: 2.75" x 4.25"

Live Area: 2.25" x 3.75"

Deadlines:

May 1, 2025: print deadline for program ads

April 15, 2025: print deadline for posters

Sponsors will be added to digital communications on a rolling basis. Earlier commitment will result in more digital hits via our website and emails.