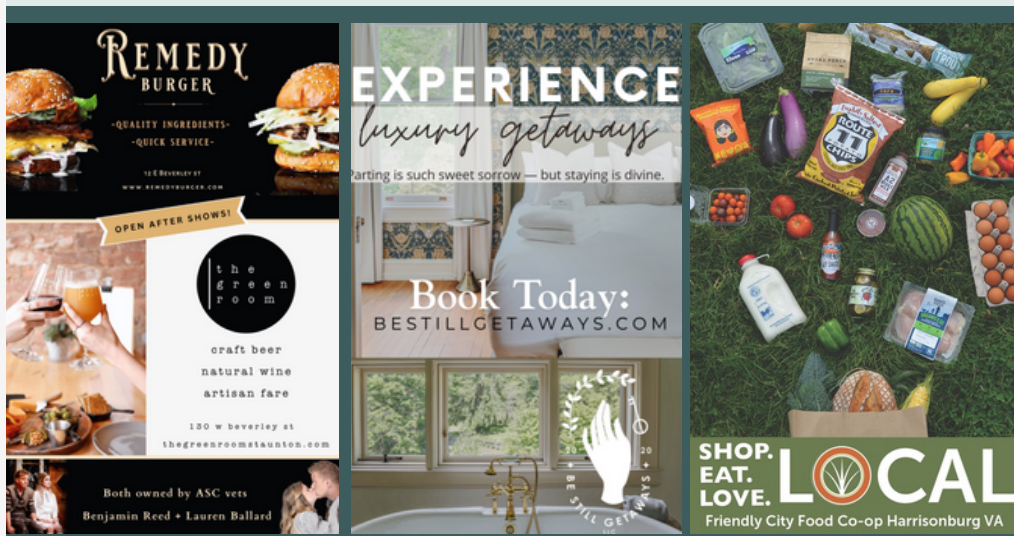


"The difference between a normal night for my restaurant and a great night is the guests having dinner before or after the performances at American Shakespeare. I'm so happy to work with them and support what they are doing – it's a huge benefit to everyone downtown and the shows are incredible."



Advertising with the American Shakespeare Center is simple, highly targeted to downtown visitors, and supports an essential part of our community, making it a clear win-win for everyone."

*~ John Allen, Owner
Queen City Bistro*

The American Shakespeare Center is a 501(c)(3) nonprofit.
Sponsorships may be tax-deductible. Please consult your tax advisor.



THE CAST OF THE PIRATE BALLAD OF BONNY AND READ 2025. PHOTO BY MADISON PATTERSON



2026 SPRING PROGRAM

February 20 - May 17
61 performances

TWELFTH NIGHT OR WHAT YOU WILL BY WILLIAM SHAKESPEARE

THE **HOUND** OF THE **BASKERVILLES** BY SIR ARTHUR CONAN DOYLE

BOLD STROKE FOR A HUSBAND BY HANNAH COWLEY



2026 SUMMER PROGRAM

May 29- August 9
53 performances

AS YOU LIKE IT BY WILLIAM SHAKESPEARE

OUR TOWN BY THORNTON WILDER

ARTWORK & PAYMENT DEADLINES:

Spring (Jan 20)
Summer (April 28)
Fall (July 28)
Holiday (Nov 3)

CONTENT GUIDELINES:

Ads may not promote/oppose political candidates, parties, legislation or ballot initiatives.

ARTWORK SHOULD INCLUDE:

0.125" bleed on all sides – **NO** crop/printer marks.

FONT:

10 point or greater.

RESOLUTION/COLOR:

300dpi, CMYK, or grayscale.

FORMAT:

PNG & JPEG files preferred – **NOT** pdf.

CONTACT:

Camille Dierksheide
Sponsorship Manager

540.885.5588 Ext.114

sponsorship@americanshakespearecenter.com

PAYMENT/AD RESERVATION:

Checks and Credit Cards accepted.

2026 FALL PROGRAM

September 4 - November 14
73 performances

THE
T E M P E S T

BY WILLIAM SHAKESPEARE

MARY SHELLEY'S
FRANKENSTEIN

BY DAVID CATLIN

W I T C H

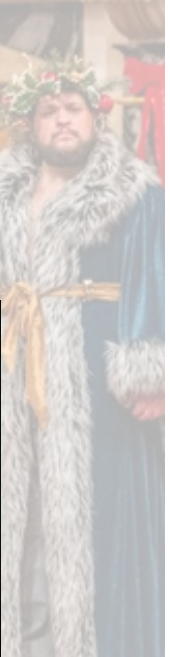
BY JEN SILVERMAN

2026 HOLIDAY PROGRAM

December 5-27
26 performances

A
CHRISTMAS
CAROL

BY CHARLES DICKENS
ADAPTED BY JAY MCCLURE



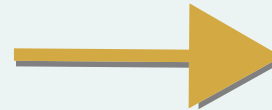
25TH ANNIVERSARY SEASON

47,000+ PATRONS

Families, Veterans, Students, Tourists & Locals

YOUR BUSINESS

*Put your message
in their hands
through a
keepsake-quality,
full-color printed
program.*



OUR AUDIENCE

LASTING IMPACT

4 PRINTED PROGRAMS

Spring, Summer, Fall, Holiday

200+ PERFORMANCES

PUT YOUR BUSINESS CENTER STAGE

Ad Type/ Placement								
Size	1.875" H x 2.125"W	4.25"H x 2.75"W	5.5" W x 4.25" H	5.5" W x 8.5" H	5.5" W x 8.5" H	5.5" W x 8.5" H	5.5" W x 8.5" H	5.5" W x 8.5" H
\$/Season	\$175	\$350	\$500	\$1,000	\$1,750	\$2,000	\$2,750	\$3,000
2 Seasons (% Savings)	\$308 (12%)	\$623 (11%)	\$900 (10%)	\$1820 (9%)	\$3220 (8%)	\$3720 (7%)	\$5170 (6%)	\$5700 (5%)
3 Seasons (% Savings)	\$451 (14%)	\$913 (13%)	\$1320 (12%)	\$2670 (11%)	\$3220 (10%)	\$5460 (9%)	\$7590 (8%)	\$8370 (7%)
Full Year (% Savings)	\$588 (16%)	\$1190 (15%)	\$1720 (14%)	\$3480 (13%)	\$6160 (12%)	\$7120 (11%)	\$9900 (10%)	\$10,920 (9%)
\$/Show Full Year	\$2.75	\$5.56	\$8.04	\$16.26	\$28.79	\$33.27	\$46.26	\$51.03
\$/Patron Full Year	\$0.01	\$0.03	\$0.04	\$0.08	\$0.14	\$0.16	\$0.23	\$0.25