



 **PENOBSCOT**  
THEATRE COMPANY

# SPONSORSHIP OPPORTUNITIES 2022-2023 SEASON



CONTACT

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## 49 YEARS AND COUNTING

This Season we mark 49 years of creating inspirational, beautiful, joyful, and excellent theater in the Queen City! Jen Shepard, Executive Director, and Jonathan Berry, new Artistic Director, are ready to embark on the journey of the 49th and have set their sights on the shores of the 50th Anniversary of Penobscot Theatre Company.

We continue to create space for our Community to gather in the lovely Bangor Opera House, to watch a play or a musical that is a reflection of who we are and who we want to be. When friends and neighbors walk through our lobby doors, they're coming to see the show as well as each other. They are coming to remember why they've chosen to be a part of this Community.

We begin this Season with **Clarkston**, visit **Matt & Ben**, adventure with **Peter and the Starcatcher**, lobster with **Trapped The Musical**, analyze with **Queen**, challenge with **Ironbound** and finish with a spoonful of sugar in **Mary Poppins**.

We welcome people from Bangor and beyond back to the Bangor Opera House.  
We hope you'll join us as a Corporate Sponsor!

### SPONSORSHIP LEVELS:

(NAMED AFTER PREVIOUS THEATRES IN BANGOR)

**THE GAIETY (1855-1911)**

**THE BIJOU (1912-1973)**

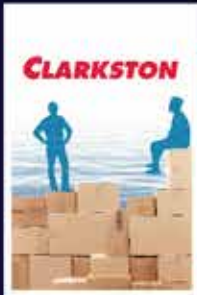
**THE PARK (1914-1973)**

**THE BANGOR OPERA HOUSE (1919-PRESENT)**





# OUR 2022 - 2023 Subscription Shows



In a dying town, in the footsteps of Lewis and Clark, two young men toil away in the stockroom of a big box store, stocking shelves, making jokes, and complaining about management. They cling to the hope of a beautiful future while navigating a deeply uncertain present. Playwright Samuel D. Hunter captures, perfectly, these lives of quiet desperation who yearn for a better life and a place to call home.



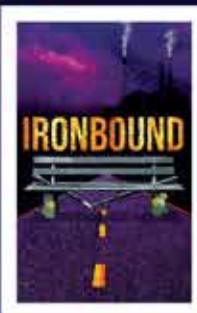
Matt Damon & Ben Affleck have been friends since 8th grade. Everybody knows that. They were friends before fame, Benifer, or the Oscars and friends stick together no matter what. Everybody knows that! When a script falls from the sky into their laps is it their destiny or a test from a higher power? These Hollywood golden boys (played by two women) have to explore their shared past, their darkest ambitions and brightest dreams to get to the heart of why Good Will Hunting fell into their laps. How do you like them apples?!



Welcome to Crusty Isle where the lobster are plentiful, women are rugged, and the coast is gorgeous. Local hero, Harry Krabbe, loves his simple life but his world is turned upside down by visiting scientist Izzy Mundt and developer Billy Divagio. Will Crusty Isle become a tourist trap? Will they ever catch a giant Super Lobster? Change is on the horizon which could spell trouble for this small coastal community. Will they be trapped or will they escape?



To bee or not to bee? That is the question. A dramatic comedy about friendship, love, truth, and data. Sanam and Ariel are best friends and fellow researchers. They're on a mission to save the bees and the world. Just days before the team's groundbreaking scientific presentation, a discovery suddenly threatens years of their work. Should they let a little thing like the truth get in their way?



Twenty-two years, three relationships, and one New Jersey bus stop tell the story of Darja's attempt to grab ahold of the American Dream. Pulitzer Prize-winning playwright Martyna Majok's Ironbound navigates the complicated terrain of one young immigrant's experience with heartbreak, humor and hope.



# OUR 2022 - 2023 ADD-ON SHOWS



Have Set? Will Improvise! Why let a perfectly good set sit empty? ImprovAcadia and Penobscot Theatre Company join forces to improvise 6 unique new plays. During the run of each Mainstage show, ImprovAcadia will improvise a new story inspired by your suggestions and the existing set. Who knows what hijinks will ensue? No one, not even the performers!



In Queen Victoria's Britain, 3 orphans find themselves in service aboard the good ship Neverland on its journey across the sea. Also on board is Molly, a young Starcatcher in training, who has a secret mission of her own. A soaring and swashbuckling adventure awaits featuring pirates and mermaids, Fighting Prawns and crocodiles told in a wildly theatrical style that will ignite the imagination. Peter and the Starcatcher is the story of how friendship and hope (and a little bit of Star stuff) transform a nameless and forgotten orphan into the beloved and unforgettable Peter Pan. A joyful and hilarious holiday treat for the entire family.



ImprovAcadia & PTC joint production! In 2018, it sold out before opening night! Only 560 people got to see what the BDN called, "a raunchy and randy turn to this Dickens classic!" Now it's back! ImprovAcadia tackles this Holiday Classic with improvised songs, plot twists, and wigs, so many wigs! Get your tickets today!



A musical inspired by the stories of P.L. Travers and the Walt Disney film, this uplifting and high energy musical is sure to delight all ages. The Banks family needs a bit of magic, cue a strong wind that delivers to their doorstep the amazing and ever delightful Mary Poppins! Poppin to the Bangor Opera House and bring a spoonful of sugar to your summer!

See more at  
[www.PenobscotTheatre.org](http://www.PenobscotTheatre.org)



## SPONSOR LEVELS & BENEFITS

### THE GAIETY

\$2,000

### THE BIJOU

\$4,000

### THE PARK

\$6,000

### THE BANGOR OPERA HOUSE

\$8,000

#### FULL SEASON BENEFITS:

Full Season Playbill Ad  
(distribution of 40k+)

B&W  
Quarter Page

B&W  
Half Page

B&W  
Full Page

Full Color  
Full Page

Website Listing  
(Under your Sponsor Level)



#### SHOW SPECIFIC BENEFITS:

Included on Poster  
(Under Show Credits)



Top Billing

Sponsor Saturday  
feature on our social media

Shared Post

Shared Post

Facebook &  
Instagram Post

Facebook &  
Instagram Post

Acknowledgement in  
curtain speech



Eligible for HEROES Night  
Program

1 Employee

2 Employees

3 Employees

Included on Postcard



Top Billing

Option to distribute  
specialized materials



Recognition in our Lobby



Concession Vouchers  
for Opening Night



#### TICKETS BENEFITS:

Tickets to Sponsored Show

5 Tickets

10 Tickets

10 Tickets

10 Tickets

Tickets to Subscription Shows

5 Tickets

10 Tickets

20 Tickets

25 Tickets





# IN-KIND SPONSORSHIP OPPORTUNITIES

## Let's Celebrate!

Every Opening Night at Penobscot Theatre Company is a reason to celebrate! It is the culmination of so much hard work, time, commitment and creativity of the actors, production staff, front of house, our board and our community. It truly takes a small village to put up a show. So when we open a new show, we make sure to mark the occasion!

We need places and spaces to celebrate each opening night of every production!

Any PTC party is packed with the cast of the show, company members, crew, production sponsors, subscribers, and donors. It's a great chance for new customers to find you, to connect with another business and to have a party! Do you have a business, restaurant, museum, event space, a great garden or yard, a house with a party space and you want to host a party? You do!?

As the host of an Opening Night Event, you would be listed as in kind sponsor/donor. You would get adoration and recognition just for hosting a party! If you're interested, email Jen Shepard ([jen@penobscottheatre.org](mailto:jen@penobscottheatre.org))

## Get to our Hearts via our Stomachs!

If you'd like to get to the hearts of our cast, crew, and staff, you can go through our stomachs!

Do you know how many people it takes to put up a show? On average it's between 10 to 40 team members. That's a lot of people! We have many long days and free meal or free home cooked food is always appreciated. It gives the cast, crew and staff the fuel they need to put on a show!

We love to receive gift cards to local restaurants (support two businesses with one gift card!), thrilled to accept home cooked meals and deeply grateful to have food delivered! We can recognize any contribution as an in-kind donation. If you'd like to donate a cast/crew meal, please contact Rachael Bechtel ([rachael@penobscottheatre.org](mailto:rachael@penobscottheatre.org))



A man in a suit is standing on a stage, smiling and raising both arms in a celebratory gesture. The background is dark with some stage lights visible. The overall image has a blue and purple tint.

# Community Heroes Night at PTC

We believe there are Heroes among us. We're dedicated to uplifting our community and want to recognize the many people who have gone above and beyond this year to make the Bangor Region a special and supportive place. We're setting aside a celebratory evening (February 18th) to host 25 community heroes and their guests for a performance of our winter musical comedy in their honor.

Community heroes will be selected by key local professional leaders in areas such as healthcare, education, civic government, fire & rescue, police, and local charitable organizations. Additionally, a committee of the PTC board of directors will solicit and review nominations from the community at large, and each of our corporate sponsors will be able to identify and honor heroes from their organizations.

We plan to assemble a printed program for the evening that includes photos and a short description of each individual's heroic contribution to our community, and release it to local media for coverage as well.

**'The Bijou' sponsors elect 1 employee**

**'The Park' sponsors elect 2 employees**

**'Bangor Opera House' sponsors elect 3 employees**







# Half Page/ Quarter Page Ad

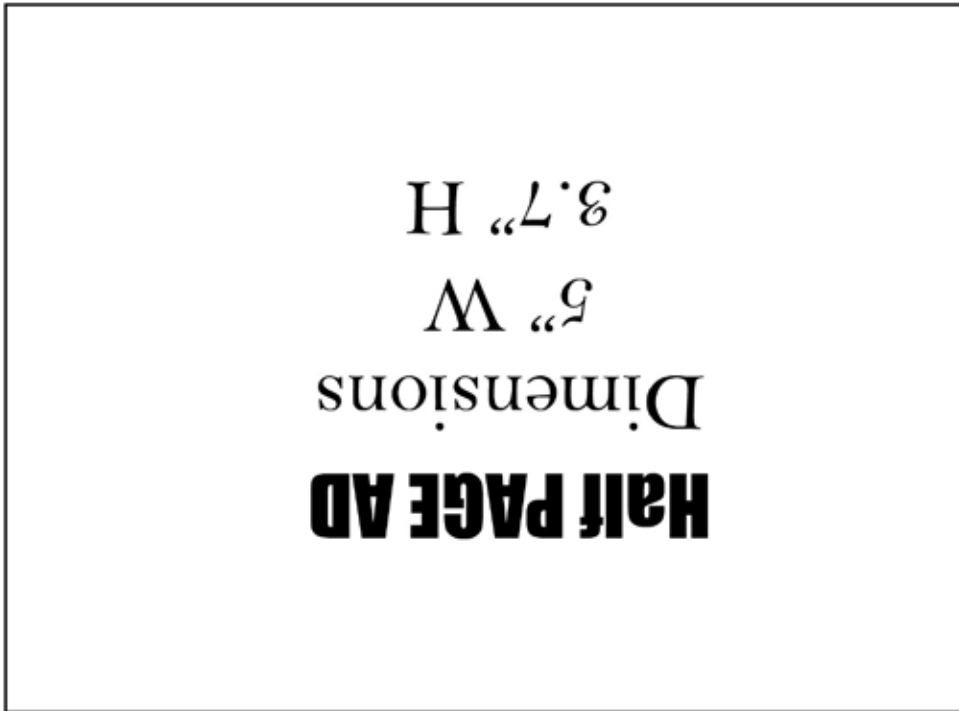
*"The Bijou" Sponsors  
got a Beau Half Page Ad*

**Appear  
in all 7  
show playbills  
this season  
distribution approx. 40,000**

*"The Gilded Sponsors  
got a Beau Quarter Page Ad*

Accepted Formats:  
PDF  
JPEG  
TIF

ACTUAL SIZE OF PLAYBILL





# Full Page Ad

"The Park" Sponsors  
got Bean Full Page Ad!

**FULL PAGE AD**  
Dimensions  
5" W  
8" H

**FULL PAGE AD**  
**COLOR**

Dimensions are the same

ACTUAL SIZE OF PLAYBILL

Maximum  
Visibility!

"Banjo Opera House"  
Sponsors got  
COLOR Full Page Ad!

Accepted Formats:  
PDF  
JPEG  
TIF

Appear in  
7 Season playbills  
distribution approx. 40,000



# Over 80,000 eyes on YOUR Ads!

Get the ultimate exposure to our audiences with an ad in our playbill! Show our community you support live theatre AND where they should go after the show. Advertisers in our playbills get a lot of bang for their buck with:

-> Distribution in 7 Shows (approx. 40,000+ distribution)

-> 2 complimentary tickets to a show of your choice in the season.

-> Proof your ad before print.

(One edit included. Additional edits may be subject to fees)

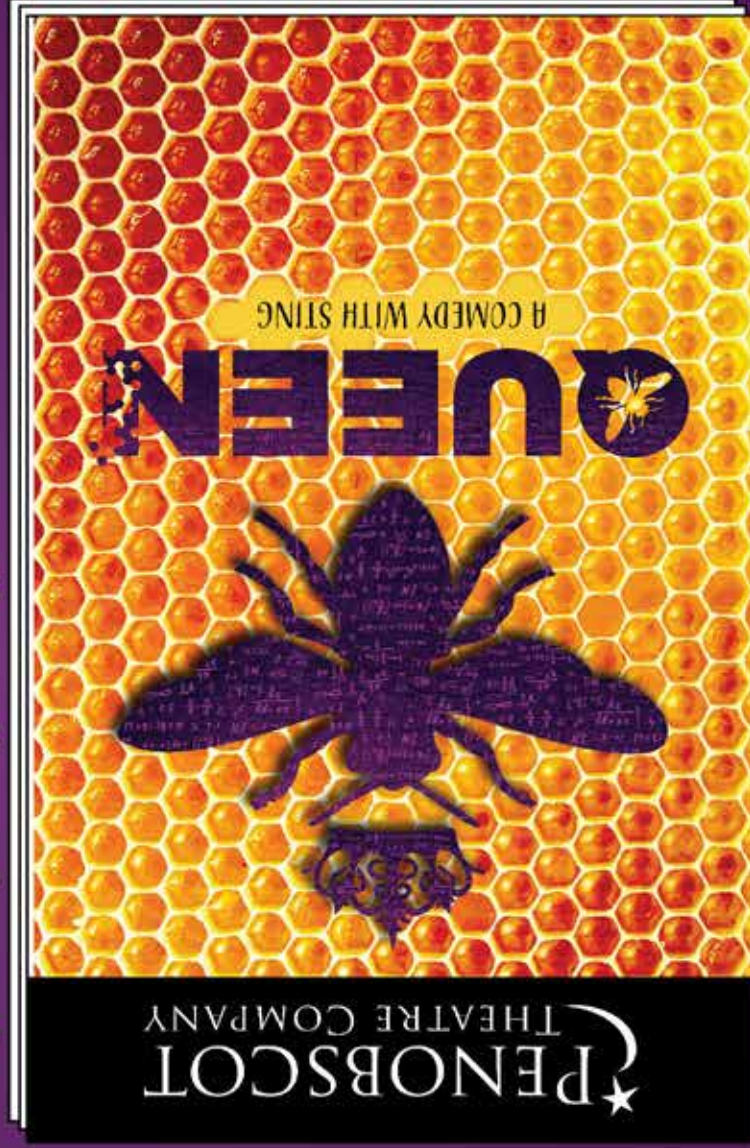
-> Submit your own ad OR we can design one for you for an additional fee

For any questions contact:

Ira Kramer

Ira@penobscottheatre.org

Submit ads to Ira@penobscottheatre.org





LOOK INSIDE

# PLAYBILL AD SPECS FOR SPONSORS & ADVERTISERS



PENOBSCOT  
THEATRE COMPANY