

**BARRINGTON**  
**STAGE COMPANY** **30**  
YEARS

*“One of the jewels in  
the state’s crown.”*

— THE BOSTON GLOBE

## Partner with Barrington Stage Company and Elevate Your Brand

### JOIN THE CELEBRATION!

Barrington Stage Company (BSC) is thrilled to mark its 30th season in 2024. Whether you choose to become a BSC Business Partner or advertise with us, your business can seize the opportunity to connect with our passionate and diverse audience. Our three downtown stages, massive storefront windows on North Street, highly trafficked website, and critical acclaim attract tens of thousands of theatre enthusiasts each year. Partnering with us allows you to showcase your brand and services to this highly engaged audience.

BSC has a prestigious history that includes winning 2 Tony Awards and producing 47 new works, 22 of which have moved on to New York and major regional theatres. We’ve consistently delivered top-notch performances that rival Broadway here in the Berkshires.

Our life-changing and award-winning educational programs have reached thousands of local youth across the county by providing opportunities for them to experience the joy of live theatre. Your partnership is not only an opportunity to promote your business, it’s an investment in the arts and culture that make our community thrive.



Scan here  
to sign up!

**PARTNER WITH US AND BECOME AN INDISPENSABLE MEMBER OF BARRINGTON STAGE AND THE GREATER CULTURAL COMMUNITY.**



#### **WINNER**

15 Berkshire Critics  
Awards in 2023  
(out of 22 categories)

#### **WINNER**

100+ Berkie Awards  
since its creation  
in 2016

#### **WINNER**

BroadwayWorld’s  
“Best Theatre Company  
of the Decade”

#### **CRITIC’S PICK**

2 Critic’s Picks from  
*The New York Times*  
in 2023

#### **CRITIC’S PICK**

2 Critic’s Picks from  
*The Boston Globe*  
in 2023

#### **LORI BASHOUR**

Business Partner Manager

LBashour@BarringtonStageCo.org • 413.997.6116

#### **JESSICA PROVENZ**

Director of Development

JProvenz@BarringtonStageCo.org • 413.997.6110

BUSINESS PARTNER  
BENEFITS

SEASON PLAYBILL COLOR AD  
Distributed to over  
50,000 patrons

BRAND PLACEMENT  
In Season Playbill

CUSTOM EVENTS/EXPOSURE  
Custom-tailored experiences,  
exposure, and acknowledgement  
proportionate with level  
of support

PUBLIC VIDEO DISPLAYS  
In windows at North Street  
offices and in the theatre lobbies

PATRON LOUNGE ACCESS  
Complimentary drinks and snacks  
at intermission in the patron  
lounge at the Boyd-Quinson

OPENING NIGHTS  
Invite for 2 to Boyd-Quinson  
opening night performances

OPENING NIGHT PARTIES  
Invite for 2 to Boyd-Quinson  
opening night parties

WEB EXPOSURE  
Logo on BSC website linking to  
your website

NETWORKING  
Pre-show Business Partner  
Receptions including tickets  
to the show

TICKETS  
Complimentary reserved tickets  
to any show this season

DISCOUNT TICKETS  
FOR EMPLOYEES  
(Valid for purchases only)

VOLUNTEER OPPORTUNITES  
Your team ushering a show  
and being acknowledged  
from the stage

ASSOCIATE \$2,500	DIRECTOR \$5,000	PRODUCER \$7,500	EXECUTIVE \$10,000	SPONSORSHIP \$25,000
FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE
		Inside front or back cover	Placement BELOW THE TITLE on all promotional materials for a specific production. Supported by [Your Business Name]	Placement ABOVE THE TITLE on all promotional materials for a specific production. Sponsored by [Your Business Name]
		●	●	●
	●	●	●	●
	ALL SHOWS	ALL SHOWS	ALL SHOWS	ALL SHOWS
	ONE SHOW	ALL SHOWS	ALL SHOWS	ALL SHOWS
	ONE SHOW	ALL SHOWS	ALL SHOWS	ALL SHOWS
●	●	●	●	●
4	4	6	6	8
4	6	8	10	12
25%	25%	30%	30%	40%
●	●	●	●	●

ADVERTISER

SEASON PLAYBILL COLOR AD

WEB EXPOSURE  
Logo on BSC website  
linking to your website

NETWORKING  
Pre-show Business Partner  
Receptions including tickets  
to the show

\$500	\$1,000	\$1,500
1/8 PAGE	1/4 PAGE	1/2 PAGE
●	●	●
2	2	2