

LET'S TURN THE LIGHTS **BACK ON**

SMALL BUT MIGHTY MUSICALS

Series 2021-22



SEPT '21



DEC '21



MAR '22

produced by



now playing at



supported by



corporate advertising

Polk County's **only** professional award-winning theatre!

Dear Central Florida Business Owner,

This coming Fall, TheatreWorks Florida kicks off **SMALL BUT MIGHTY MUSICALS - Series 2021-22** in Haines City, FL at **Balmoral Resort Florida** with 3 exciting musicals that are sure to please the entire family! Shows include *Forever Plaid* (SEPT '21), *Plaid Tidings* (DEC '21) and *Ain't Misbehavin'* (MAR '22 - presented by *CultureWorks*). We want you to be a part of this exhilarating season by supporting TheatreWorks Florida with your **corporate advertisement in the show playbill.**

Our Series 2021-22 will attract **over 3000 patrons** and reach a wide variety of audience demographics. Advertising in our show programs is an effective way to reach these high-income patrons with significant disposable income for a very low cost per impression. We offer great placement and reasonable rates for one show, two shows or the entire season.

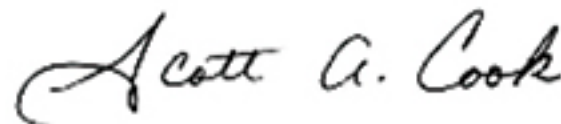
An advertiser's rate card and contract information form are enclosed, along with an example of playbill ad sizes. **Each show's ad copy has different deadline dates – see the rate card that follows.**

For more information please call **Barbara Anderson** at **(407) 467-2524** or **Mark Graham** at **(203) 952-8760**. We appreciate your dedication in supporting this professional, regional theatre arts endeavor in the Central Florida community.

We hope you will join us in celebrating "Polk County's **ONLY** professional, award-winning theatre company".



Sincerely,



Scott A. Cook
TheatreWorks Florida, Artistic Producer

TheatreWorks Florida is a 501(c)(3) non-profit public charity; established on April 20, 2007.

Division of Consumer Services Registration #: CH24420

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

'Small but Mighty Musicals' - Series 2021-22



FOREVER PLAID
(Sept 17-26, 2021)

Once upon a time, there were four guys (Sparky, Smudge, Jinx and Frankie) who discovered that they shared a love for music and then got together to become their idols – The Four Freshman, The Hi-Lo's and The Crew Cuts. Rehearsing in the basement of Smudge's family's plumbing supply company, they became "Forever Plaid". On the way to their first big gig, the "Plaids" are broadsided by a school bus and killed instantly. It is at the moment when their careers and lives end that the story of *Forever Plaid* begins... This deliciously funny revue is chock-full of 50s tunes and pitch-perfect melodies!

Rating: FF (Family Friendly)



PLAID TIDINGS
(Dec 3-12, 2021)

Plaid Tidings is a brand new show that offers the best of Forever Plaid, tied up in a nifty package with a big Christmas bow on top! Filled with Christmas standards that have all been "Plaid-erized," our boys are back to do their Christmas Special. At first, the boys aren't sure why they've returned to Earth for another posthumous performance, but a phone call from the heavenly Rosemary Clooney lets them know that they're needed to put a little harmony into a discordant world. This truly "heaven-sent" holiday treat will lift audiences' spirits and fill them with nostalgia for a bygone era of classic music!

Rating: FF (Family Friendly)



AIN'T MISBEHAVIN' (presented by CultureWorks)
(Mar 11-20, 2022)

Ain't Misbehavin' is one of the most popular, well-crafted revues of all time and winner of the 1978 Tony Award for Best Musical! The inimitable Thomas "Fats" Waller rose to international fame during the Golden Age of the Cotton Club and that jumpin' new beat, swing music. *Ain't Misbehavin'* evokes the delightful humor and infectious energy of this American original as a versatile cast struts, strums and sings the songs that he made famous in a career that ranged from uptown clubs to downtown Tin Pan Alley to Hollywood and concert stages in the U.S., Canada and Europe.

Rating: FF (Family Friendly)

ADVERTISE with THEATREWORKS FLORIDA'S SERIES 2021-22!

Thank you for participating in TheatreWorks Florida's advertising program. Your advertising dollars helps us continue to offer award-winning theater in the Central FL community.

Space is limited. RESERVE YOUR SPACE TODAY!

YES!

I WANT TO ADVERTISE IN THE PLAYBILL!

SELECT YOUR MUSICAL AND ADVERTISEMENT SIZE

	<input type="checkbox"/> Forever Plaid	<input type="checkbox"/> Plaid Tidings	<input type="checkbox"/> Ain't Misbehavin'
	1 SHOW	2 SHOWS	ENTIRE SEASON
FULL PAGE	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1275 (15% discount)
½ PAGE	<input type="checkbox"/> \$350	<input type="checkbox"/> \$700	<input type="checkbox"/> \$945 (10% discount)
¼ PAGE	<input type="checkbox"/> \$175	<input type="checkbox"/> \$350	<input type="checkbox"/> \$499 (5% discount)
WEBLINK	<input type="checkbox"/> \$75	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225

(A SET UP FEE OF \$25 APPLIES TO ALL NEW OR REVISED PRINT AND ONLINE ADS)

FULL PAGE

5" x 8" ... (Color)

(Please contact us for *Premium Color* placement options)

HALF PAGE

5" x 3.75" ... (Color)

1/4 PAGE

Vertical: 2.25" x 3.75" (Color)

WEBLINK LISTING

TWF Homepage: 300px x 240px (Color)

Business Name _____ Contact _____

Phone _____ Fax _____

Email _____ Website _____

Address _____ City/State/Zip _____

Total Due _____ (please check payment box below)

Check enclosed

Bill Me Later

Make check payable to TheatreWorks Florida.

Mail form and check to *TheatreWorks Florida, 8 E. Cypress Street, Davenport, Florida 33837*

All ad copy must be CMYK color, sized correctly, (300 dpi) and sent in digital format (PDF) to the following email: theatreworksfl@gmail.com

Ad copy deadline: FRI FEB 22, 2019

*Sample Sizes and Design Requirements
for Printed Program Ads*

***Deadline for
program advertising:***

FOREVER PLAID

AUG 16, 2021

PLAID TIDINGS

NOV 1, 2021

AIN'T MISBEHAVIN'

JAN 31, 2022

• All ads should be:

- CMYK color
- Sized correctly
- 300 DPI
- In PDF format

Questions?

Email or call

Barbara Anderson

(407) 467-2524

barb@theatreworksfl.org

or

Mark Graham

(203) 952-8760

mark@theatreworksfl.org

**Thank you for
supporting
TheatreWorks Florida
and the Arts in
Central Florida!**

Full Page
5" X 8"

Quarter Page
2.25" X 3.75"

Half Page
5" X 3.75"

Season 2017-19: Past Productions in Davenport, FL



The Marvelous Wonderettes • Oct '17



Nunsense • Sept '18



Winter Wonderettes • Dec '17



Great American Trailer Park Xmas Musical • Dec '18



The Great American Trailer Park Musical • Mar '18



Nunsense 2: The Second Coming • Mar '19