

ADVERTISING OPPORTUNITIES

**SPONSORSHIP
PACKAGE**

**20
23**

SHAKESPEARE IN THE
RUFF

ABOUT US

SHAKESPEARE IN THE RUFF



Founded in 2012, Shakespeare in the Ruff is dedicated to decolonizing the Shakespearean canon by challenging who creates these stories, and who they are for. We are a collectively run not-for-profit theatre company building a community and a cultural hub in Toronto's East End out of Withrow Park (Danforth & Logan)

SUMMER 2023, Shakespeare in the Ruff presents **RICHARD THREE** a multiverse reworking of Shakespeare's Richard III by Patricia Allison. Starring a brilliant cast of three of Toronto's most exciting actors; Alex Bulmer, Alexia Vassos, & Christine Horne.

REACH AND ENGAGEMENT

AUDIENCE SIZE

2500 INDIVIDUALS
THROUGH THE FULL RUN BASED ON NON-COVID CAPACITY

NEWSLETTER REACH

1112 INDIVIDUALS
(48.9% Open Rate)

SOCIAL MEDIA REACH

4000+ FOLLOWERS
ACROSS ALL PLATFORMS



www.shakespeareintheruff.com - Email development@shakespeareintheruff.com

RUFF 2023 DIGITAL PROGRAM ADVERTISING SPACE

FULL PAGE PACKAGE - \$500

- Full Page Ad
- Logo on website under donor page for 1 year
- Single night sponsor with presence in the park
- Acknowledgement in nightly pre-show welcome speech
- Acknowledgement in Newsletter and on Social Media (Instagram, Facebook, Twitter) and Ruff Radio

HALF PAGE PACKAGE - \$250

- Half Page Ad
- Logo on website under donor page for 1 year
- Acknowledgement in Newsletter and on Social Media (Instagram, Facebook, Twitter) and Ruff Radio

QUARTER PAGE PACKAGE - \$125

- Quarter Page Ad
- Logo on website under donor page for 1 year
- Acknowledgement in Newsletter and on Social Media (Instagram, Facebook, Twitter) and Ruff Radio



LOGO ONLY - \$60

- Logo in listing section
- 50 words of text
- Acknowledgement in Newsletter and on Social Media (Instagram, Facebook, Twitter)

BOOSTER ADD ON

- Available + \$5, \$10, \$15 Paid Advertising Boosts on Socials and on Ruff Radio

Want to plan a night out for your team to see the show? Email us for more information.

Don't see an option here that fits your budget? Contact us and we'll make something work! We want to build a robust and healthy community in the Danforth / East-End area.



RUFF 2023 DIGITAL PROGRAM ADVERTISING SPACE

Size & Specifications

FULL PAGE

1545 x 2000 px or
8.5 x 11 inches



Full
Page

HALF PAGE

773 x 1000 px or
4.25 x 5.5 inches



Half
Page

QUARTER PAGE

387 x 500 px or
2.25 x 2.75 inches



Quarter
Page

Logo
Only

LOGO ONLY

(approximately) 200 x 200 px or
1.5 x 1.5 inches AND a 50 word description

Notes

- Our audience will be primarily viewing the program on their phones, so keep the font fairly large. (Suggested 16pt +)
- We will be printing a few copies to have on hand for accessibility but you DO NOT need to design for print. DPI can be 150 or lower and exported in RGB.
- If you have any question or concerns about specifications email Janice at producer@shakespeareintheruff.com

