

THE GREATEST SEASON ON EARTH



asolorep
ASOLO REPERTORY THEATRE

2026-2027 Media Kit

POWERED BY



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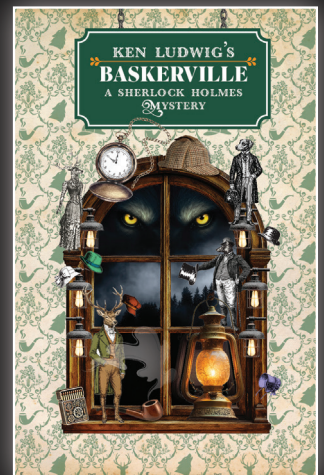
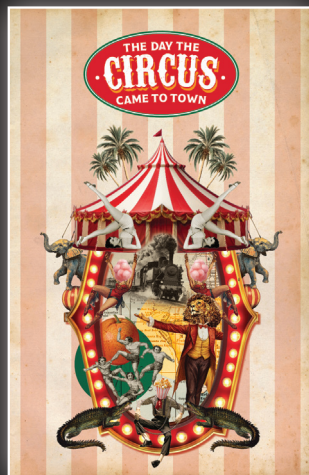
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Asolo Rep invites you to be part of our 2026–27 season, *The Greatest Season on Earth*, a bold lineup of large-scale musicals, beloved classics, contemporary plays, and new theatrical experiences inspired by the 100th Anniversary of John Ringling bringing the “Greatest Show on Earth” to Sarasota and the city’s remarkable legacy of spectacle, artistry, and imagination.

Reaching more than 60,000 theatre lovers across Longboat Key, Lakewood Ranch, Venice, Wellen Park, Bradenton, and downtown Sarasota, the program book connects your business with a loyal, engaged, and culturally invested audience throughout the season.



60,000+
AFFLUENT
THEATRE LOVERS REACHED

- **PREMIERE PROFESSIONAL THEATRE**
- **7 MONTHS OF EXPOSURE**
- **8 PRODUCTIONS**
- **DIVERSE AUDIENCES**
- **68TH SEASON**

ASOLO REPERTORY THEATRE PRESENTS: THE 2026-2027 SEASON LINE UP

SINGIN' IN THE RAIN

NOV 18, 2026 – JAN 2, 2027

Josh Rhodes, the brilliant mind behind Asolo Rep's productions of *Jesus Christ Superstar*, *Cabaret*, and *Evita*, brings to the stage the greatest movie musical of all time. Set in 1927, this beloved musical comedy is about Hollywood's tumultuous transition from silent films to "talkies." The story follows dashing silent film star Don Lockwood as he falls for an aspiring actress while struggling with his screechy-voiced co-star, Lina Lamont, who stands poised to sabotage both his love and his career. A hilarious send-up of Hollywood's foibles, this beloved musical has it all: sweeping romance, show-stopping choreography, and some of the greatest tunes ever written. *"The happiest movie musical ever made... It makes us feel that anything is possible."* – Frank Rich, *The New York Times*

IT'S A WONDERFUL LIFE: A LIVE RADIO PLAY

DEC 2, 2026 – JAN 3, 2027

The beloved American film is reimagined as a 1940s radio play where you are the live studio audience. Five actors perform dozens of characters, bringing to life the story of George Bailey, a man who has given up his dream to help others in the community. With nowhere else to turn on Christmas Eve, he begins to believe the world would be a better place if he had never existed. Enter guardian angel Clarence, who makes George see all the lives he has touched and offers a glimpse of what the world would be like without him. A heartwarming and nostalgic play with music that is sure to put you in the holiday spirit. *"Brings the beloved holiday classic to life in a unique and heartwarming way."* – *Broadway World*

AUGUST WILSON'S MA RAINEY'S BLACK BOTTOM

JAN 13 – FEB 4, 2027

In a dingy Chicago recording studio in 1927, a group of musicians gathers to cut a record with Ma Rainey, the Mother of the Blues and the most celebrated Black singer of her time. She commands the room, but outside the studio, she can't even get a taxicab to pick her up. Her trumpet player, Levee, a young, cocky musician, rides the heady wave of the Jazz Renaissance sweeping the nation. Levee must fight for acceptance not only with his bandmates, but with the larger world that refuses to hear a new music. In the way only August Wilson can, this canonical play with music threatens to tip into cacophony at any moment. *"Mr. Wilson is a poet as well as a playwright, he writes with compassion, raucous humor, and penetrating wisdom."* – Frank Rich, *The New York Times*

THE ROYAL FAMILY

FEB 10 – MAR 4, 2027

Written by two icons of early American theater, Edna Ferber (*Show Boat*) and George S. Kaufman (*You Can't Take It with You*), *The Royal Family* premiered on Broadway in 1927. The forerunner to our contemporary obsession with all things celebrity, this period comedy satirizes the lives of a famous theatrical dynasty. Between the family matriarch's razor-sharp wit, her leading-lady daughter, and her matinee idol son, there is more drama off-stage than on. Set in their New York City duplex as the latest generation prepares to take up the family business...or not, *The Royal Family* is a comedic and heartfelt look at the eccentricities of a family with "greasepaint in their veins." *"A comedic delight. Rarely does one go to the theatre and laugh so much these days."* – *Twin City Arts*

PROVENANCE

FEB 24 – MAR 21, 2027

Asolo Rep is thrilled to produce the world premiere of Jennifer Maisel's compelling new drama and winner of the 2025 Jewish Plays Project. *Provenance* is about the epic life of a single painting, a portrait, from the moment of its creation through its theft by the Nazis and all the lives shaped by the consequences of both acts. Built upon a unique theatrical structure that links these intimate stories to the grand arc of history, the play spans a century and crosses continents, from Germany in the early 1900s to New Jersey in 2007. How can one piece of art tear at the hearts of generations? Can what was lost ever be recovered? *"This is what theater is for. It makes you laugh. It makes you cry. It makes you think. It makes you feel."* – *Alliance for Jewish Theatre*

THE DAY THE CIRCUS CAME TO TOWN

MAR 21 – APR 24, 2027

Asolo Rep commemorates the 100th anniversary of John Ringling moving his Barnum & Bailey Ringling Brothers Circus to Sarasota with a world premiere musical. Inspired by dozens of interviews with legends in Sarasota's Circus Community, *The Day the Circus Came to Town* is a celebration of the generations of Circus Artists who astonished, amused, and charmed the nation one train stop at a time. Through story and song, you get to peek behind the curtain at the back lot, clown alley, life on the road, and being center ring of the Greatest Show on Earth. Featuring a cast of actors, acrobats, aerialists, and of course, a singing Ringmaster accompanied by the Circus Band, this love letter to Sarasota and its first industry will have you feeling like a kid again. *What new dreams might we dare to dream? Come experience the impossible.*

BOOTLEG: AMERICA SINGS 1927

APR 21 – MAY 16, 2027

Step into the Four Fives Club—a speakeasy, a wild party, a jump back in time. It's 1927 and everything is about to change. Asolo Rep creates an original cabaret celebrating a remarkable year in American History, and an extraordinary year in American literature and popular music. Featuring words by Langston Hughes, Zora Neale Hurston, Edna Ferber, and Dorothy Parker, and songs by Fats Waller, Irving Berlin, Duke Ellington, Jerome Kern, and George and Ira Gershwin. Pull up a chair, sip some moonshine, and listen to tunes such as "Blue Skies," "Someone to Watch Over Me," and "Can't Help Lovin' that Man of Mine." *"Oh, life is a glorious cycle of song, a medley of extemporanea, And love is a thing that can never go wrong, and I am Marie of Romania."* – Dorothy Parker, *Enough Rope*

KEN LUDWIG'S BASKERVILLE: A SHERLOCK HOLMES MYSTERY

MAY 5 – MAY 30, 2027

From multi-award-winning playwright Ken Ludwig (*Murder on the Orient Express*, *Lady Molly of Scotland Yard*) comes a wildly entertaining, fast-paced adventure featuring everyone's favorite detective tackling his most notorious case. Howls of laughter mingle with the howls in the night as Sherlock Holmes and Dr. Watson race to crack the mystery of *The Hound of the Baskervilles*. Expect a whirlwind of theatrical ingenuity as our intrepid investigators navigate a labyrinth of clues, disguises, and delightfully dubious accents. With five actors seamlessly transforming into more than 40 characters, the production balances razor-sharp comedy with stylish suspense, proving that even on the foggy moors, danger and laughter make excellent companions. *"Rowdy, rollicking, and marvelously madcap."* – *The New York Times*

2026-2027 Program Ad Specs

Advertisers will be billed for corrections made to ads that do not meet our specifications.

Proofs are required for artwork: Color correct digital proof required; color laser output not acceptable. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and 5th color inks must be labeled on proof. No rebate or discount in event of color variation. Canva files cannot be accepted.

SPACE CLOSES: SEPTEMBER 11TH, 2026

AD MATERIALS DUE: SEPTEMBER 25TH, 2026

AD RATES

SIZE	OPEN
SPREAD	\$13,320
FULL PAGE	\$8,880
2/3	\$7,150
1/2	\$5,310
1/3	\$4,230
IFC	\$10,215
IBC	\$10,215
BACK COVER	\$11,545

