

**2026
2027
SEASON**



MEDIA KIT

SIX THE MUSICAL

**6 SARASOTA
PREMIERES!**



POWERED BY



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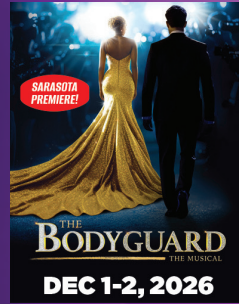
The 2026-2027 Season Line Up

Don't Miss
These First-Time
To Sarasota
Performances
AT THE
VAN WEZEL
PERFORMING
ARTS HALL!*

100,000+

AFFLUENT THEATRE
LOVERS REACHED
THROUGHOUT PEAK SEASON

DISTRIBUTED DECEMBER 2026 - APRIL 2027



The Bodyguard

THE INTERNATIONAL, AWARD-WINNING SMASH-HIT MUSICAL THE BODYGUARD IS COMING TO SARASOTA!

Based on the 1992 film starring Whitney Houston and Kevin Costner, this thrilling, romantic musical follows former Secret Service agent Frank Farmer as he protects superstar Rachel Marron from a dangerous stalker only to fall in love. Featuring unforgettable hits like "I Will Always Love You," "So Emotional," "Queen of the Night," and "I Wanna Dance with Somebody," **THE BODYGUARD** is an electrifying blend of romance, suspense, and show-stopping music.



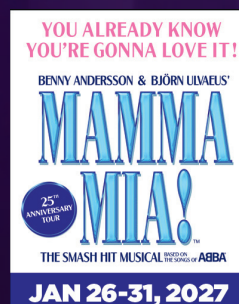
Mystic Pizza

Based on the beloved 1988 MGM rom-com that launched the career of Julia Roberts, **MYSTIC PIZZA** is a new musical about three working-class girls who navigate the complexities of life, love and family in a small-town pizza joint serving everyone from the townies to the privileged country club set. And what's in that secret sauce, you ask? The hits of the 80s and 90s! The hit songs range from "Girls Just Want to Have Fun" to "Hold On" to "Nothing's Gonna Stop Us Now."



The Wiz

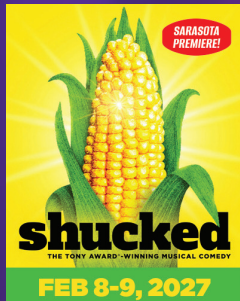
The Tony® Award-winning Best Musical that took the world by storm is back. **THE WIZ** returns home to stages across America in an all-new tour direct from Broadway. Critics rave about its powerhouse performances, stunning choreography, and visionary sets. This groundbreaking twist on *The Wizard of Oz* blends soul, gospel, rock, and '70s funk with Dorothy's inspiring journey to find her place. A vibrant mix of ballet, jazz, and modern pop brings a bold new groove to easing on down the road.



Mamma Mia

A mother. A daughter. Three possible dads — and a trip down the aisle you'll never forget! Set on a sun-drenched Greek island, this joyful tale of love, friendship, and identity unfolds through the timeless songs of ABBA. On the eve of her wedding, a daughter's search for her father brings three men from her mother's past back to paradise. For over 25 years, audiences around the world have fallen in love with the story, characters, and music that make **MAMMA MIA!** the ultimate feel-good show.

With more than 100,000 annual attendees, the **Van Wezel Performing Arts Hall program book** connects your brand with an affluent, engaged, and culturally connected audience from Sarasota, Longboat Key, Lakewood Ranch, Venice, Wellen Park, Bradenton, and beyond. As a trusted companion throughout the season, the program book offers a unique opportunity to build awareness and credibility with consumers who actively support the arts, non-profits, local businesses/restaurants, and the Sarasota lifestyle.



Shucked

Maizy and Beau are getting hitched, when the corn that protects their small community starts to die. The town needs answers. But who will dare to venture beyond the borders of Cob County?

Including the knockout songs 'Woman of the World', 'Somebody Will' and 'Independently Owned', this Broadway hit about an unlikely hero, an unscrupulous con artist, and a battle for the heart and soil of a small town, is not to be missed.



Water for Elephants

"Many wonders await audiences in this gorgeously imaginative Broadway musical." - *The New York Times*.

The bestselling novel comes to thrilling, dazzling life in a spectacle filled production hailed as stunning, emotional, heart filled and unforgettable. After a devastating loss, a young man leaps onto a moving train and discovers a new home with a traveling circus, along with unexpected love. Seen through his older self's eyes, the story reminds us that if you choose the ride, life can begin again at any age. Step right up to **WATER FOR ELEPHANTS**.



Waitress

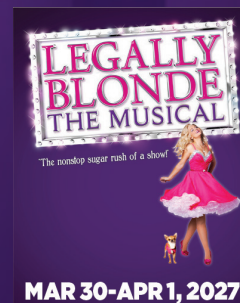
Inspired by the beloved film and with music and lyrics by Grammy® Award winner Sara Bareilles, **WAITRESS** tells the story of Jenna, an expert pie maker who dreams of a way out of her small town. A baking contest and the town's new doctor may offer her a fresh start, but Jenna must summon the strength to rebuild her own life. Don't miss this uplifting celebration of friendship, motherhood, and the magic of a well-made pie.



Six

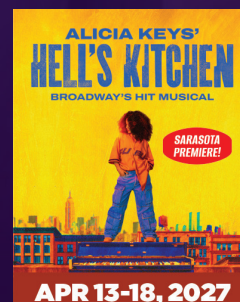
From Tudor Queens to Pop Icons, the **SIX** wives of Henry VIII take the microphone to remix five hundred years of historical heartbreak into a Euphoric Celebration of 21st century girl power! This new original musical is the global sensation that everyone is losing their head over!

The New York Times says **SIX** "TOTALLY RULES!" (Critic's Pick) and *The Washington Post* hails **SIX** as "Exactly the kind of energizing, inspirational illumination this town aches for!"



Legally Blonde - The Musical

OMG you guys!!! **LEGALLY BLONDE - THE MUSICAL** is coming to Sarasota! Fabulously fun and internationally award-winning, this high-energy Broadway favorite celebrates Girl Power as Elle Woods takes on stereotypes, sexism, and self-doubt on her journey to Harvard Law. Packed with unforgettable songs and show-stopping dance numbers, this feel-good hit proves that being yourself never goes out of style. From the sorority house to the halls of justice, Elle and her Chihuahua Bruiser will steal your heart.



Alicia Keys' Hell's Kitchen

HELL'S KITCHEN, the award-winning Broadway musical created and inspired by 17-time Grammy® Award winning Alicia Keys, takes you on the journey of Ali—a 17-year-old girl full of fire. Relatable, raw, and refreshingly fun, it's a celebration of finding yourself, your purpose, and the people who lift you up. The music—a mix of Keys' greatest hits and new songs written exclusively for the show—and exhilarating choreography bring to life a story that speaks to you no matter where you're from, where you've been, or where you're going. Feel the energy of this multi-award-winning musical and experience where dreams begin.



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.

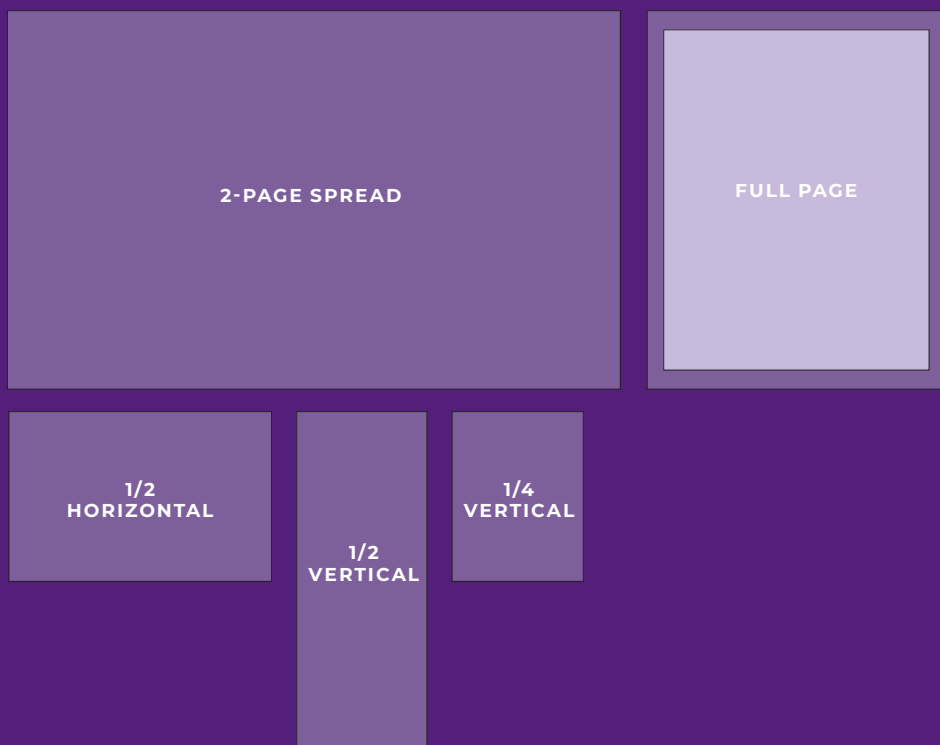
If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and 5th color inks must be labeled on proof. No rebate or discount in event of color variation.

SPACE CLOSES: SEPTEMBER 4TH, 2026

AD MATERIALS DUE: SEPTEMBER 18TH, 2026

AD RATES

SIZE	OPEN
SPREAD	\$12,750
FULL PAGE	\$8,500
1/2 HORIZONTAL	\$5,810
1/2 VERTICAL	\$5,810
1/4 VERTICAL	\$3,120
IFC	\$9,350
IBC	\$9,350
BACK COVER	\$10,200



TWO PAGE SPREAD BLEED

SPREAD BLEED (11" X 8.625")
TRIM SIZE (10.75" X 8.375")

FULL PAGE BLEED

BLEED (5.625" X 8.625")
TRIM SIZE (5.375" X 8.375")

FULL PAGE NON-BLEED

(4.375" X 7.375")

HALF-PAGE HORIZONTAL

(4.75" X 3.8125")

HALF-PAGE VERTICAL

(2.3125" X 7.75")

QUARTER-PAGE VERTICAL

(2.3125" X 3.8125")