Looking for a way to reach a wide audience of customers and build your clientele? Take advantage of advertising in The Purple Rose 33rd season playbills and make our audience of 40,000 yearly theatregoers your loyal patrons! Audience members visit our theatre from Dexter, Ann Arbor, Plymouth/Canton, Brighton, the Detroit metro area, Lansing, Jackson, and Toledo. By purchasing a program ad with the PRTC, we will put your business front and center for 7 performances per week, 43 weeks per year. Also, businesses have continuous coverage on the Purple Rose website with 118,000 unique visitors each year!

For our 33rd season, we have selected a hilarious lineup of plays, featuring two world premieres and a well-loved revival. PRTC Founder and Artistic Director, Jeff Daniels, kicks off the season with a revival of his 2018 smash hit “Diva Royale”. Revised a bit to reflect the times, Daniels puts on his director’s hat for the first time at PRTC since 1998. Michigan’s own David MacGregor (“Sherlock Holmes” series and “Vino Veritas”) returns with the world premiere of, “The Antichrist Cometh” in Spring 2024. Veteran Purple Rose playwright Carey Crim (“Morning After Grace” and “Wake”) rounds out the 2023-2024 season with the world premiere comedy “What Springs Forth”.

The Purple Rose is a vital asset that represents value to Michigan, the Midwest and our nation. A haven for arts professionals, the Purple Rose has handcrafted 114 productions of original American work through its 33 seasons. Please reserve your place today!

Sincerely,

Katie Hubbard
Managing Director
PRTC

Please contact Lexi Teuscher to reserve ad space, for additional mechanical requirements, or design services:
Lexi Teuscher | 734.219.5133
lexi@purplerosetheatre.org

Ad space can be reserved for the entire season or on a show-by-show basis. Season reservations must be made to receive discounted pricing.
Ad copy for all playbills must be received by the inclusion deadlines listed below.
Ads are printed in black and white, or CMYK color (limited quantity, \textbf{full season only}, see next page).
Ads should be submitted as camera-ready PDF, JPG or TIF files.

Program Ad Deadlines For 2023/2024 Season
Fall Show: August 31, 2023 | Spring Show: February 15, 2024 | Summer Show: May 16, 2024
## 2023 / 2024 Season

### Diva Royale

**a comedy written and directed by Jeff Daniels**
**October 6 - December 23, 2023**

Jeff Daniels' Diva Royale is coming back! First staged at The Purple Rose in 2018, this evening of side-splitting hilarity follows three midwestern stay-at-home moms whose love for Celine Dion makes them plan a last minute trip to New York City. With the return of the entire original cast, this crowd pleasing comedy is guaranteed to make you laugh 'til you cry.

*Contains adult language and subject matter.

### The Antichrist Cometh

**a world premiere comedy by David MacGregor**
**March 22 - May 25, 2024**

The Antichrist Cometh is a dark comedy about a perfectly normal, average man who discovers one day that he might be the Antichrist. Should he try to enjoy a small dinner party with his loving wife, former college roommate, and his roommate's very religious fiancée? Or should he start assembling an army of unbelievers to usher in the Apocalypse?

*Contains adult language and subject matter.

### What Springs Forth

**a world premiere comedy by Carey Crim**
**June 21 - August 31, 2024**

Three middle-aged women, friends since college, embark on what was billed as a high-end wellness spa retreat only to discover one of them, with the help of her new recently released from prison business partner, has changed the itinerary to a wilderness survival camp. Can their friendship survive bears, forest toilets and one another?

*Contains adult language and subject matter.

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