

FEEL THE EARTH MOVE



SEASON

Sarasota Magazine

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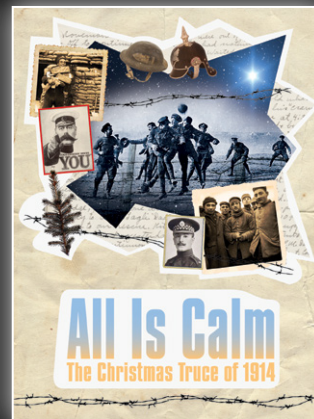
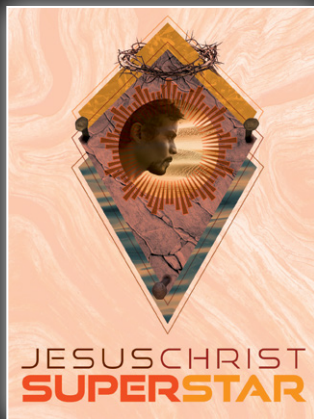
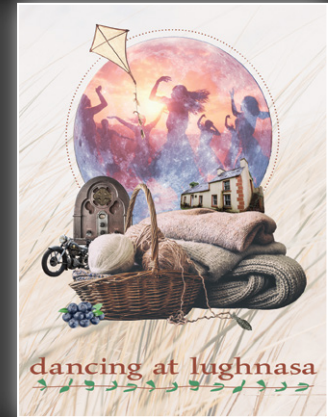
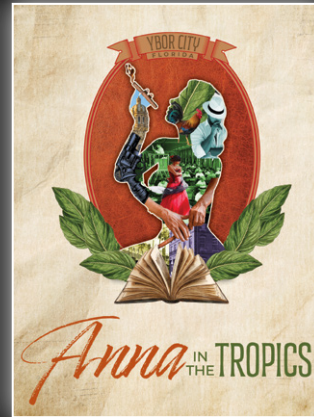
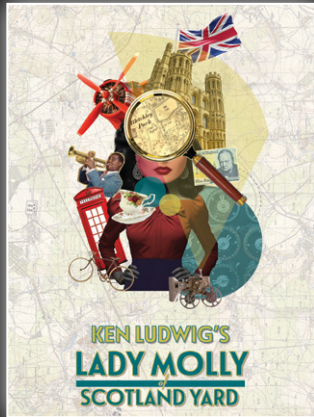
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asolorep

ASOLO REPERTORY THEATRE

2024-2025 Program Book



ABOUT THE BOOK

Asolo Rep is thrilled to invite you to join us for the 2024-25 season complete with a spectacular hit musical, thought-provoking plays and fresh new shows made possible through exciting partnerships.

Reaching affluent patrons from LBK to LWR, from Venice and Wellen Park to Bradenton and downtown Sarasota, the program book connects you with a targeted audience that has the disposable income to purchase tickets to multiple shows.

60,000+

AFFLUENT THEATRE LOVERS REACHED

PREMIERE PROFESSIONAL THEATRE

8 MONTHS OF EXPOSURE • 7 PRODUCTIONS

DIVERSE AUDIENCES • 66TH SEASON

ASOLO REPERTORY THEATRE PRESENTS: THE 2024-2025 SEASON LINE UP

BEAUTIFUL: THE CAROLE KING MUSICAL

November 16, 2024 – January 5, 2025

Her journey was as extraordinary as her music. At eighteen, Carole King wrote number one songs for Aretha Franklin and The Drifters. At twenty-nine, she was the voice of a generation. The road along the way was full of love, heartbreak, and self-discovery. It wasn't always perfect, but it was real - and that's what made it beautiful. A smash hit on Broadway and London's West End, this soaring and inspiring musical features two decades of King's hits, including "You've Got a Friend", "(You Make Me Feel Like) A Natural Woman" and "I Feel the Earth Move."

KEN LUDWIG'S LADY MOLLY OF SCOTLAND YARD

January 24 – February 8, 2025

A new world premiere from prolific master of stage comedy Ken Ludwig, writer of *Crazy for You* and Agatha Christie's *Murder on the Orient Express*. You know Holmes and Watson. You know Nick and Nora. Now, meet Molly and Peg: two brilliant detectives from Scotland Yard. With bombs dropping over London, a simple murder investigation leads Molly and Peg deep into the British war effort and the top-secret code-breaking operation at Bletchley Park. Going undercover as cryptographers, they uncover a plot that will strike at the very heart of the United Kingdom, launching a high-octane, laugh-out-loud race against time. Saving the world has never been so much fun. Based on a series of short stories by Baroness Orczy.

ANNA IN THE TROPICS

February 21 – March 13, 2025

Nilo Cruz's Pulitzer-prize winning masterpiece has been hailed by *The New York Times* as "a hymn to the transforming and potentially dangerous powers of art." In Ybor City, Florida, 1929, cigars are rolled by hand as factory workers listen to the charged voices of lectors reading from newspapers, political pamphlets, and great works of literature. When a handsome lector arrives from Cuba, he brings with him a copy of *Anna Karenina*, igniting a powder keg of passions. As an industrial revolution looming on the horizon, Tolstoy, the tropics, and the American dream prove an intoxicating, volatile combination.

DANCING AT LUGHNASA

March 21 – April 19, 2025

Music and memory draw you back to the 1930s in this lyrical, effervescent portrait of five fierce sisters holding onto each other through the joys and sorrows of life in rural Ireland. Their missionary uncle has sparked a town scandal, their means of employment are looking doubtful, and their country is caught between ancient

traditions and Catholic expectations. Still, no problem is so great that it can't be faced with hard work, family loyalty, and once a year: dancing at the annual harvest festival of Lughnasa. Brian Friel's Tony and Olivier-award winning memory play is a modern classic that *The New York Times* declares "does exactly what theater was born to do."

GOOD NIGHT, OSCAR

April 4 – April 27, 2025

There's a fine line between genius and insanity, and Oscar Levant erased it. A multi-hyphenate talent famous for his film appearances in *An American in Paris* and *The Band Wagon*, Levant was a fearless truth teller, a brilliant pianist, and an over-medicated neurotic mess – a unique cocktail that made him a difficult person and a brilliant talk show guest. Battling network executives, his 1958 appearance on *The Tonight Show* could make him a legend, if he manages not to unravel first. Fresh from a hit Broadway run, *Entertainment Weekly* raves that *Good Night, Oscar* is "a gold mine of witticisms."

JESUS CHRIST SUPERSTAR

May 17 – June 15, 2025

Love. Betrayal. And Redemption. Under the hot Judean sun, tempers fray and a rogue apostle questions his Messiah, who in turn questions his God. The choices they make will change the course of the world -- forever. Andrew Lloyd Webber and Tim Rice revolutionized theater when their epic rock opera debuted fifty years ago, introducing the world to such songs as "I Don't Know How to Love Him" and "Heaven on Their Minds." Following his celebrated interpretations of *Cabaret*, *The Sound of Music* and *Evita*, Josh Rhodes returns to Asolo Rep with a fiery and revelatory new production.

ALL IS CALM: THE CHRISTMAS TRUCE OF 1914

December 6 – 22, 2024

The Western Front. Christmas. A German soldier sets down his rifle and steps into No Man's Land, singing "Silent Night". Thus begins an extraordinary night of fellowship, music, and peace told in the words and the songs of the men who lived it. *The New Yorker* raves, "A heartbreaking tribute to the men, who, in defiance of their commanders had the courage to affirm their common humanity." After acclaimed runs Off Broadway and across North America, Peter Rothstein's salute to heroes of The Great War makes its long-awaited Sarasota debut.

2024-2025 Program Ad Specs

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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: AUGUST 30TH, 2024

AD MATERIALS DUE: SEPTEMBER 9TH, 2024

AD RATES

SIZE	OPEN
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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



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