

PLAYHOUSE ON PARK

Become an Individual Show Sponsor!



Playhouse on Park is Connecticut's most renowned, intimate, professional non-profit theatre, offering a wide range of thought-provoking, inspiring, and entertaining productions that leave audiences sometimes smiling, sometimes crying, but always talking about what they've experienced.

244 Park Road
West Hartford, CT 06119

860-523-5900, ext. 15

ECook@playhousetheatregroup.org

Ms. Holmes and Ms. Watson - Apt. 2B



Written By Kate Hamill

Directed by Kelly O'Donnell

About the Show

An irreverent, darkly comic, modern take on Sir Arthur Conan Doyle's famous sleuth and sidekick, this fast-paced romp re-examines the world's most famous detective story with a bold new feminist lens. In this highly theatrical, small-cast escapade, oddball female roommates Sherlock (yes, it's also a girl's name—wait, is it a girl's name? Is it even a name?) Holmes & Joan Watson join forces to emerge from pandemic fog as a deeply codependent, quasi-dysfunctional Odd Couple adventure duo—solving mysteries and kicking butts, until they come face to face with a villain who seems to have all of the answers.

"Apt. 2B is sharp, playful, and moves at a rapid-fire pace... [It] brings poignancy and humor to the stories of Sherlock Holmes...." - Portland Monthly

★ *New England Premiere*

Performances

This production is scheduled from January 24 - February 18, 2024 for a total of 28 public performances. There are 7 public performances per week.

Production Budget

Expenses	
Artistic Staff	\$38,881
Production Staff	\$22,335
Technical Budget	\$8,330
Producing Expenses	\$10,907
Marketing	\$12,068
Overhead	\$24,136
Total: \$116,657	

Sources of Revenue	
Individual Ticket Sales	\$62,574
Literature Alive Ticket Sales	\$2,500
Subscription Sales	\$32,236
Fundraising*	\$19,347
Total: \$116,657	

*Sponsorship, Grants, Advertising, Individual Donations

Why Now?

Kate Hamill's *Ms Holmes and Ms Weston - Apt. 2B* is an irreverent, darkly comedic, genderbent take on Sir Arthur Doyle's famous sleuth and sidekick. Set a year into the pandemic, our famous, eccentric protagonist, Sherlock Holmes, meets Joan Watson, an American millennial who's just jumped the pond. The detective immediately takes an interest in her and sweeps her into her crime solving escapades. As the two crime-solving women grow closer and the stakes grow higher, Watson will eventually have to ask if she's willing to let down her guard to ride with Sherlock, or if the risk is simply not worth it. Through a feminist lens, this two-act play intricately and hilariously explores gender dynamics, post-Covid normalcy (and what that means), empathy versus apathy, and the true meaning of friendship.

Kate Hamill is famous for rewriting classic stories through the eyes of modern-day women as stage plays; another notable adaptation is her take on Jane Austen's *Pride and Prejudice*, which Playhouse on Park produced in 2020 to rave reviews and critical acclaim. Both of Hamill's works align with our desire to celebrate women in theatre. Simultaneously, this work bravely, yet gently dives into processing the collective societal experience of going through a pandemic and not recognizing the world, or even ourselves, in Covid's aftermath. But Hamill tastefully helps the audience digest our own post-pandemic world through the world of this post-modern version of a literary classic in a way that is escapist, funny, and uplifting.

Not only does Playhouse on Park have the exciting opportunity to produce Kate Hamill's plays again, but we have the honor of premiering *Ms Holmes and Ms Weston - Apt. 2B* for the first time in New England; this play has been produced only a couple of times, and is a brand-new work!

Every funder, sponsor, patron, member of the board, and staff member who helps us produce art that can enact change is more than greatly appreciated. Our production of *Ms Holmes and Ms Weston - Apt. 2B* can be how our community starts the conversation.



Thank you for your consideration in supporting this production. Please reach out with questions or if further information is needed.

Sincerely,

Tracy Flater
Co-Founder/Executive Director
TFlater@playhousetheatre.org
(860) 523-5900 x 12

Emma Cook
Development Manager
ECook@playhousetheatre.org
(860) 523-5900 x 15

Playhouse Theatre Group Inc. General Information

Playhouse Theatre Group, Inc. (PTG) is the parent company of Playhouse on Park, Playhouse Theatre Academy, the Connecticut Shakespeare Festival, and stop/time dance company. In 2022, Playhouse on Park entered its 14th season, despite incredible challenges brought on by the COVID-19 pandemic. As we rebuild our audience back to its pre-pandemic numbers, we're still committed to our mission of providing high-quality, accessible live theatre at affordable costs.

Playhouse Theatre Group, Inc. also manages Playhouse Theatre Academy, which offers theatre-educational programming for all ages. Year-round classes and programs are taught in our locations in Hartford and Simsbury. We also offer our Literature Alive Field Trip program, through which students of all grade levels can experience a matinee performance as a part of their school day.

PTG has an annual operating budget of \$1.8m. During pre-covid times, approximately 50% of our operating budget came from earned revenue and the other 50% from raised revenue. Raised revenue includes individual donations, grants, sponsorship, advertising, and fundraising events and activities. Throughout Covid, earned revenue dramatically decreased and the need for raised funds increased tremendously. As audiences slowly return, and covid related expenses are still being incurred we still look to raise approximately 70% of our operating budget. Support for individual productions, such as Ms. Holmes and Ms. Watson - Apt. 2B, is an incredible help.

In addition to our regular ticket pricing, we offer 3 Preview performances where tickets are approximately 50% below the regular show costs. We also offer deeply discounted tickets through our Lunch Time Special and Student Rush tickets. A recent survey told us that 23% of our audience members come from a household with an annual income of less than \$60,000 – keeping ticket prices low is crucial to ensuring all members of our community have access to professional live theatre.

History

Playhouse on Park is managed under the direction of Playhouse Theatre Group, Inc. and was founded by Tracy Flater, Darlene Zoller, and Sean Harris. Playhouse on Park opened its doors in the fall of 2009 and, with the hard work and generosity of countless volunteers, donors and our first audiences, presented a full season of plays, musicals, comedy nights, improv, children's shows, and dance showcases. Now, in its 14th Season, Playhouse on Park is West Hartford's own renowned professional theatre, offering a wide range of thought-provoking, inspiring, and entertaining productions that leave audiences often smiling, sometimes crying, and always talking about what they've just experienced. We also have a professional dance company in-residence: stop/time dance theater, that presents a full-scale production as part of our Main Stage series.

Recent Awards

- ★ *8 nominations & 4 awards from Connecticut Critics Circle (2023)*
- ★ *Numerous Readers Poll Awards:*
 - ★ *Best Performing Arts Organization - We-Ha Magazine (2023)*
 - ★ *Best Professional Theatre by BroadwayWorld (2023)*
 - ★ *Best Theater Group by Hartford Courant (2023)*
- ★ *2022 Arts Inspiration Award - Greater Hartford Arts Council*
- ★ *2019 Non-Profit of the Year - Hartford Business Journal Community Excellence & Non-Profit Awards*
- ★ *Seal of Approval - League of Professional Theatre Women (2019)**
- ★ *Excellent performance reviews from the New York Times, Hartford Courant and several theatre publications.*

Production Producer

\$10,000

- ★ Premier recognition as Production Producer on all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with Ms. Holmes and Ms. Watson - Apt. 2B
- ★ Acknowledgement on the title page in the digital and hard copy program
- ★ Pre-show announcement prior to each performance
- ★ Premier placement of full-page color ad in both digital and hard copy program
- ★ Production Producer Sponsor link on the Playhouse website
- ★ Logo on posters, website, production program and on-site signage
- ★ Opportunity to give pre-show speech at performances
- ★ Pre-recorded social media advertisement submitted by your company
- ★ Up to 20 tickets to the live performance(s) of your choice

Production Partners

\$2,500

- ★ Recognition as Production Partner on promotional materials (ads, posters, programs, fliers, website, newsletters, etc.) affiliated with Ms. Holmes and Ms. Watson - Apt. 2B
- ★ Acknowledgement on the title page in the digital and hard copy program
- ★ Pre-show announcement prior to each performance
- ★ Half page color ad in both digital and hard copy program
- ★ Production Partner link on the Playhouse website
- ★ Logo on posters, website, production program and on-site signage
- ★ Up to 12 tickets to the live performance(s) of your choice

**SIGN ON AS A
SPONSOR OR
ADVERTISER FOR
MS. HOLMES AND
MS. WATSON -
APT. 2B
(ABRIDGED)
TODAY!**

Associate Production Producer

\$5,000

- ★ Recognition as Associate Production Producer all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with Ms. Holmes and Ms. Watson - Apt. 2B
- ★ Acknowledgement on the title page in the digital and hard copy program
- ★ Pre-show announcement prior to each performance
- ★ Full page color ad in both digital and hard copy program
- ★ Associate Production Producer link on the Playhouse website
- ★ Logo on posters, website, production program and on-site signage
- ★ Up to 16 tickets to the live performance(s) of your choice

Individual Sponsors

\$1,000

- ★ Recognition as Individual Sponsor in digital and hard-copy program, poster, and event signage affiliated with Ms. Holmes and Ms. Watson - Apt. 2B
- ★ Up to 4 tickets to the live performance(s) of your choice

ADVERTISING ONLY

ADVERTISING DIMENSIONS

Full-Page Ad **\$2,000 (\$10.70 per performance)**

420px Width by 640px Height

Half-Page Ad **\$1,500 (\$8.02 per performance)**

420px Width by 320px Height

Quarter Page Ad **\$1,000 (\$5.35 per performance)**

420px Width by 160px Height

FULL PAGE
420px Width by 640px Height

HALF PAGE
420px Width by 320px Height

QUARTER PAGE
420px Width by 160px Height

- All color ads should be RGB color mode.
- All text and logos should fit within the dimensions listed per page option.
- Ads should be submitted no less than 72dpi, JPG, PNG or GIF format.
- We cannot accept Microsoft Word, Excel, PowerPoint or Publisher documents as finished ads.
- For ideal presentation, ad should contain an “eye catching” image or color along with a logo and limited text (for example: headline; call to action; special offer).
- Font size should be 12pt or higher for maximum legibility.
- Ads can be made interactive. Please indicate which link should be used in order to re-direct viewers once clicked on (for example: homepage; social media; email/phone). This text does not need to be a part of the ad design.
- Ads may be sent as motion graphic GIFs. Overall size of GIF ad should not exceed 2 megabytes and should follow all guidelines listed above.
- GIF ads may be adjusted at the ONSTAGE designer’s discretion in order to accommodate recommended file size.

SIGN ON AS A SPONSOR OR ADVERTISER FOR MS. HOLMES AND MS. WATSON - APT. 2B TODAY!

Please submit sponsor form, logo, and ad to Emma Cook, Development Associate:
ECook@playhousetheatregroup.org

Contact Name: _____

Company Contact: _____

Email: _____

Address: _____

Town: _____ State: _____ Zipcode: _____

Sponsorship Level(s): _____

Total Amt. Due \$ _____

Installment Plan:

- Pay In Full
 Two Installments (50% now; 50% on September 29, 2023)

Payment Type:

- Check Enclosed (make payable to Playhouse Theatre Group, Inc.)
 Credit Card:
 Visa MasterCard Discover American Express

Card Number: _____

Exp. Date: ____ / ____ CVV: ____

I agree to the terms of this sponsorship/advertisement agreement. Payment is enclosed, or will be paid according to the above installment plan. It is my responsibility to provide Playhouse on Park with my program ad and/or company logo in the deadlines provided at the time of this agreement.

Signature: _____

Important Information

A signed agreement form, with payment, must be received to ensure inclusion in season materials. Payments should be made in full, unless otherwise discussed with Development staff. **Payment and advertisements must be received no later than three (3) weeks before the first date of each production.**

Please contact us if you are in need of graphic design services. **Requests for graphic assistance must be made no later than four (4) weeks before the first date of each production.** We can assist you for a fee of \$100 for a full page ad, \$75 for a half page ad, or \$50 for a quarter page ad.

Custom payment plans can be made available.