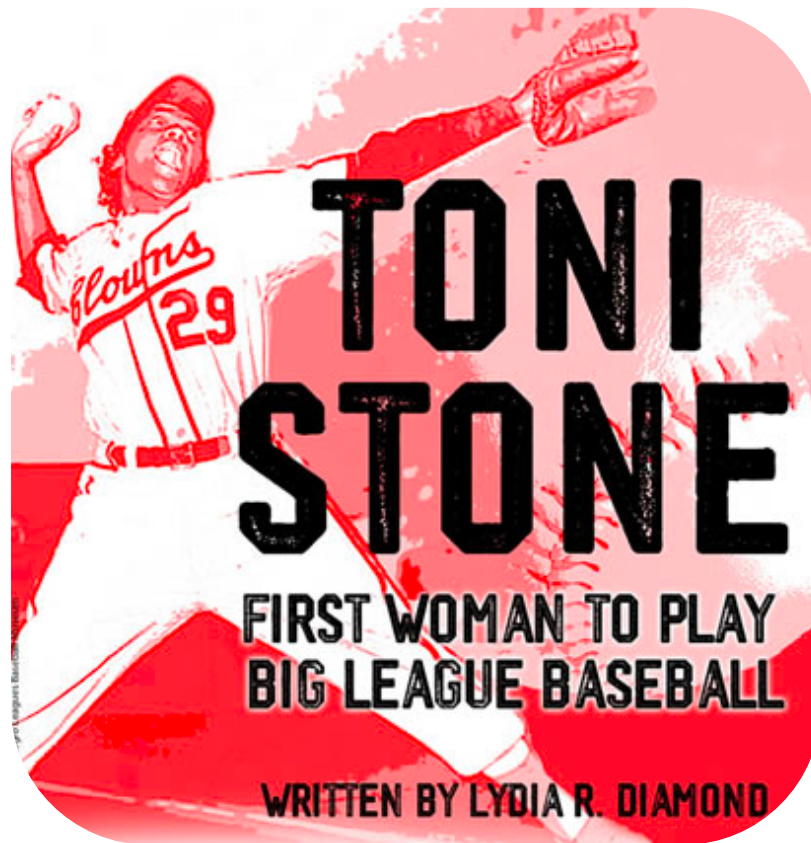


# PLAYHOUSE ON PARK

## 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.*

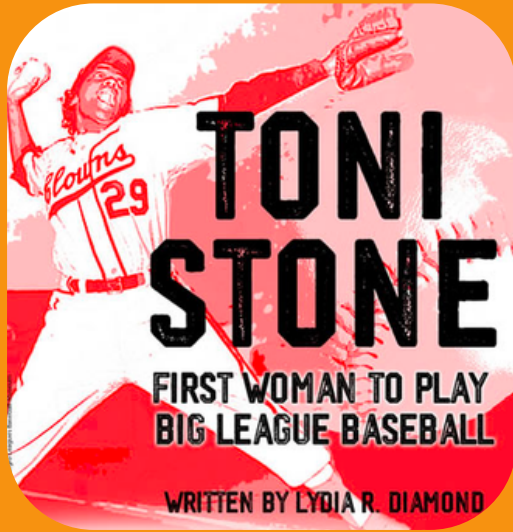
244 Park Road  
West Hartford, CT 06119

860-523-5900, ext. 15

[ECook@playhousetheatregroup.org](mailto:ECook@playhousetheatregroup.org)



# Toni Stone



Written by Lydia R. Diamond

Directed by Jamil A.C. Mangan

## About the Show

An original play inspired by the book *Curveball, The Remarkable Story of Toni Stone* by Martha Ackmann. This sensational theatrical event knocks it out of the park with a high intensity glimpse into the world of the first woman to go pro in baseball's Negro Leagues. Against all odds, Toni Stone blazes a path in the male-dominated sports world, shattering expectations and creating her own set of rules. Follow Toni's journey as she fights for love, equality and a chance to do what she wants the most – play baseball. Filled with humor and the love of the game, this intimate and profoundly relevant portrait of America will have you cheering along.

**"Toni Stone is at its considerable best whenever, like its main character, it's at its most unconventional."** -*New York Times*

★ *Connecticut Premiere*

## Performances

This production is scheduled from May 29 - June 16, 2024 for a total of 21 public performances. There are 7 public performances per week.

We're creating a traveling exhibit about Toni Stone's life and legacy in partnership with the Hartford Yard Goats. In addition, we're holding a discussion panel called, "On the Black: The Buried History of Toni Stone and Black Baseball."

## Enhancements

## Production Budget

Expenses	
Artistic Staff	\$51,705
Production Staff	\$20,855
Technical Budget	\$9,095
Producing Expenses	\$10,750
Traveling Exhibit	\$5,000
Panel Discussion	\$5,000
Marketing	\$13,861
Overhead	\$27,722
<b>Total:</b>	<b>\$143,988</b>

Sources of Revenue	
Individual Ticket Sales	\$64,158
Literature Alive Ticket Sales	\$2,500
Subscription Sales	\$32,236
Fundraising*	\$45,094
<b>Total:</b>	<b>\$143,988</b>

\*Sponsorship, Grants, Advertising, Individual Donations

# Why Now?

When looking back in time at significant people, we look upon them with contemporary sensibilities and knowledge that did not exist in their time. It's through what we know now that we reevaluate their lives and the challenges they faced, and we develop a deeper understanding of what they went through. *Toni Stone* is written with that profound compassion. Inspired by Martha Ackmann's biography [Curveball: The Remarkable Story of Toni Stone](#), this original play follows the unconventional life of Toni Stone, a professional baseball player in a time that discouraged black female athletes from pursuing sports careers. Not only did she face racial and gender discrimination at the time, but she also is believed to have been on the autism spectrum at a time with little research into the condition. In tandem with these themes, Stone's story also explores gender roles, love and friendship, fulfillment while living with a mental disorder, and everything baseball.

*Toni Stone* is one of a long list of firsts in the history of baseball, but some firsts get lost to time. As a result of segregation maintained in the All American Girls Professional Baseball League, Stone is the first female player signed to the Negro Leagues in 1953, making her the first woman to play professional ball with men. She was not welcomed, or even respected, by her male teammates, who often looked down upon for being a woman. But she took great pride in their dislike, seeing as the men felt threatened by her skill level. She broke gender and race barriers in women's sports, which resulted in inductions to the International Women's Sports Hall of Fame and Women's Sports Hall of Fame in 1990. The recent rediscovery of Stone's story through Martha Ackmann's biography (published in 2010) and Lydia Diamond's stage play (first performed in 2019) shows a cultural determination not to forget this baseball first.

As rare as it is for our theatre to produce a sports play, we have no doubt in *Toni Stone's* ability to attract our community. Our proximity to Dunkin' Donuts Park and our community's love of the Hartford Yard Goats makes the prospect of a baseball play (and potential sports partnerships) very exciting. Also, biographical theatre pieces are a Playhouse on Park specialty—*Lady Day at Emerson's Bar & Grill* (2022); *Tenderly*, the Rosemary Clooney Musical (2020); *The Diary of Anne Frank* (2017); *Passing Strange* (2015), and *Golda's Balcony* (2012) to name a few. On the artistic side of things, we're excited to welcome back Jamil A.C. Mangan—who won the 2023 Connecticut Critics Award for "Best Actor" for his performance as Troy Maxson in our production of *Fences* last season—as the director for *Toni Stone*.

Every funder, sponsor, patron, member of the board, and staff member who helps us produce theatre that can open a door to the experiences and perspectives of others. Our production of *Toni Stone* can be how our community learns together and starts important conversations.



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](mailto:TFlater@playhousetheatre.org)  
(860) 523-5900 x 12

Emma Cook  
Development Manager  
[ECook@playhousetheatre.org](mailto: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 Toni Stone, 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, fliers, website, newsletters, panel discussion, etc.) affiliated with Toni Stone
- ★ 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, on-site signage, and traveling exhibit 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, panel discussion, etc.) affiliated with Toni Stone
- ★ 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, on-site signage, and traveling exhibit signage
- ★ Up to 12 tickets to the live performance(s) of your choice

# SIGN ON AS A SPONSOR OR ADVERTISER FOR TONI STONE TODAY!

## Associate Production Producer

\$5,000

- ★ Recognition as *Associate Production Producer* all promotional materials (ads, posters, programs, fliers, website, newsletters, panel discussion, etc.) affiliated with Toni Stone
- ★ 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, on-site signage, and traveling exhibit 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 Toni Stone
- ★ 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 TONI STONE TODAY!

Please submit sponsor form, logo, and ad to Emma Cook, Development Manager:  
[ECook@playhousetheatregroup.org](mailto: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.**