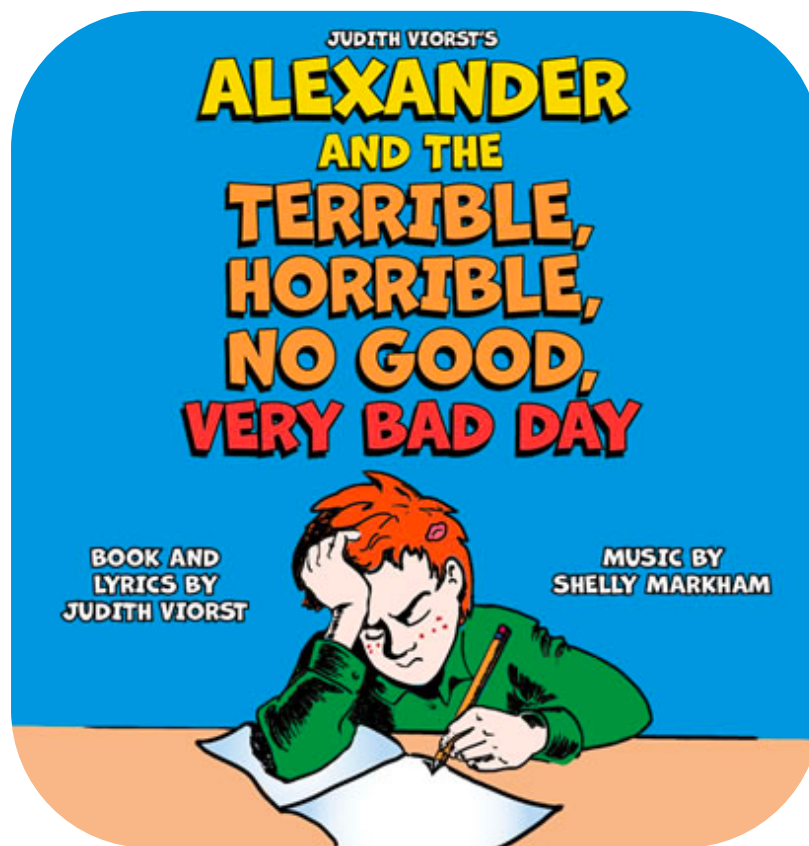


PLAYHOUSE ON PARK

Become an Individual Show Sponsor!



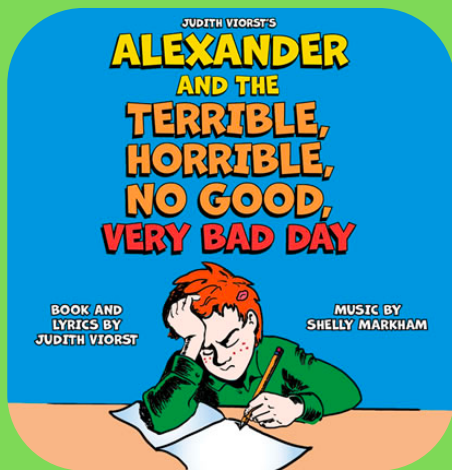
Playhouse on Park is Connecticut's most renowned, intimate, professional non-profit theatre, offering a wide range of thought-provoking, inspiring, and entertaining productions that leave audiences sometimes smiling, sometimes crying, but always talking about what they've experienced.

244 Park Road
West Hartford, CT 06119

860-523-5900, ext. 15

ECook@playhousetheatregroup.org

ALEXANDER AND THE TERRIBLE, HORRIBLE, NO GOOD, VERY BAD DAY



Book & Lyrics by Judith Viorst
Music by Shelly Markham

About the Show

Alexander is having a bad day. A terrible day. A horrible day. To be quite honest, it's a terrible, horrible, no good, very bad day. Not only does he wake up with gum in his hair, but his mother forgets to pack him dessert, and his best friend decides he's not his best friend anymore. It is enough to make anyone want to go to Australia. But then, everybody has bad days, sometimes. In this delightful adaptation of her popular book, Judith Viorst sets Alexander's rather trying life to music and brings to the stage one of America's feistiest characters. Alexander's struggles with life's daily dramas will not only entertain but educate young audiences as they identify with Alexander and the obstacles he encounters.

Performances

This production is scheduled from April 16 - May 5, 2024 for a total of 12 public performances, and 12 Literature Alive Field Trip performances. There are 4 public performances per week.

Production Budget

Expenses	
Artistic Staff	\$20,740
Production Staff	\$14,600
Technical Budget	\$5,320
Producing Expenses	\$4,189
Administrative Costs	\$3,000
Teaching Artists	\$1,688
Transportation	\$100
Total:	\$49,637

Sources of Revenue	
Literature Alive Ticket Sales	\$21,000
Fundraising*	\$28,637
Total:	\$49,637

*Sponsorship, Grants, Advertising, Individual Donations

Why Now?

None of us are strangers to the tedious, annoying, aggravating inconveniences that life has to offer, especially Alexander, one of the most well-known children's book characters of all time. Judith Viorst created a very faithful musical adaptation of her original and beloved book, *Alexander and the Terrible, Horrible, No Good, Very Bad Day*. The pages of this book are now brought to life on stage, detailing every single, just-awful thing Alexander endures during the day, ranging from waking up with gum in his hair to his best friend deciding he's not his best friend anymore! While this piece of children's theatre is comedy-heavy, our young audience gets to interactively connect with Alexander and relate to him about his terrible, horrible, no good, very bad day.

Alexander's day is filled with a plethora of minor issues that elicit and provoke major emotions for him, and the best thing for him to do is to call attention to these overwhelming feelings. According to the Human & Health Services' Early Childhood Learning & Knowledge Center, "Children who are able to label their emotions are on their way to becoming emotionally competent."¹ Throughout the entirety of this musical, Alexander demonstrates a clear understanding of his emotions by taking a moment, through dialogue and song, to reflect on the situations he finds himself in. Then, he encourages the audience to join in vocally on acknowledging how bad the day is. Naming the terrible, horrible, no good, very bad things is the first step in naming emotions, and Alexander is a good example of a kid learning how to process his negative feelings and regulate his behavior in a reflective, inward way.

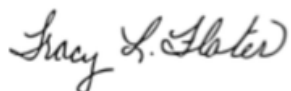
From April 16th to May 5, 2024, this production will be available to the public on the weekends, including a Sensory-Friendly Performance in collaboration with the Miracle League of Connecticut. While a majority of exposure from this production for any sponsors will happen through promotional materials and publicly-available show programs, the majority of performances will be available exclusively to schools through our Literature Alive Program, which is a way for teachers to bring students during their school day for a matinee performance. Our Literature Alive Field Trip Program provides deeply-discounted tickets, complimentary tickets for chaperones and educators, a study guide for educators to prepare for the show, and a pre-show visit with a playhouse professional in order for schools to bring their classrooms to the theatre.

Sponsorships for our Theatre for Young Audience productions are crucial to ensure the financial accessibility of theatre to children of all income brackets. Our production of *Alexander and the Terrible, Horrible, No Good, Very Bad Day* can be an entertaining teaching tool for young audiences in our area as well as someone's first time experiencing theatre.


¹ ["Fostering Emotional Literacy in Young Children: Labeling Emotions," What Works Brief, No. 21.](#)

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@playhousetheatregroup.org
(860) 523-5900 x 12



Emma Cook
Development Manager
ECook@playhousetheatregroup.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 Alexander and the Terrible, Horrible, No Good, Very Bad Day, 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 Alexander and the Terrible, Horrible, No Good, Very Bad Day
- ★ 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 Alexander and the Terrible, Horrible, No Good, Very Bad Day
- ★ 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 ALEXANDER AND THE TERRIBLE, HORRIBLE, NO GOOD, VERY BAD DAY TODAY!

Associate Production Producer

\$5,000

- ★ Recognition as Associate Production Producer all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with Alexander and the Terrible, Horrible, No Good, Very Bad Day
- ★ 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 Alexander and the Terrible, Horrible, No Good, Very Bad Day
- ★ 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 ALEXANDER AND THE TERRIBLE, HORRIBLE, NO GOOD, VERY BAD DAY 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.

Contact Emma Cook, Development Manager, for customized payment plans:
ECook@playhousetheatregroup.org