

Become an Advertiser today for this exciting show about a true Hollywood Legend!



**THE TENDERLY**  
**ROSEMARY CLOONEY**  
**MUSICAL**

SOMEONE TO WATCH OVER ME  
COUNT YOUR BLESSINGS  
COME ON-A MY HOUSE  
STRAIGHTEN UP AND FLY RIGHT



**Ticket sales alone do not cover the costs of producing live professional theatre productions; we have to supplement by fundraising through grants, sponsorship, program advertising, and individual donations.**

Rosemary Clooney was an American singer and actress. She came to prominence in the early 1950's with the song "Come On-a My House." Many other successful pop songs followed: "Botch-a-Me", "Mambo Italiano", "Tenderly", "Half as Much", "Hey There" and "This Ole House." She also had success as a jazz vocalist. Rosemary's career declined in the 1960's, partly due to depression and drug addiction. In 1977, Bing Crosby asked her to appear with him at a show marking his 50<sup>th</sup> anniversary in show business, and her career was immediately revived! She continued recording until her death in 2002.

## TENDERLY: THE ROSEMARY CLOONEY MUSICAL

**Starring: Susan Haefner who originated the role of Rosemary Clooney!**

*"Susan... IS Rosemary Clooney. Not only does she look like a young Rosemary Clooney, but she sounds like her, too" (Florida Weekly).*

January 15th - February 2nd, 2020

**by Janet Yates Vogt and Mark Friedman**

**Directed by Kyle Brand**

**Music Direction by Robert James Tomasulo**

**Choreography by MK Lawson**

A loving re-creation of 20 or so of Rosemary Clooney's popular songs and a fresh, remarkably personal, and poignant picture of the woman whose unparalleled talent and unbridled personality made her a legend. With her signature songs woven in and out, we learn both the story of her successes on film, radio, and TV, as well as her struggles in her personal life. It features many of Mrs. Clooney's signature hits, including "Hey There (You with the Stars in your Eyes)," "Tenderly," and "Come On-A My House." It is as moving as it is entertaining. Susan Haefner, who originated the title role, will be role will be starring as Rosemary Clooney.

### **Playhouse Theatre Group (Playhouse on Park) General Information**

Playhouse on Park is entering its eleventh anniversary season with a goal of offering high quality theatre at affordable prices. We want to make West Hartford known as a destination for the arts, while simultaneously benefitting the residents of the Greater Hartford community regardless of income level. In fact, 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 maintaining our comfortable, welcoming atmosphere.

Last season, Playhouse on Park had approximately 21,000 people come through its doors for performances and events. This season, we will be offering our seven-production Main Stage Season, six-show Comedy Night series, two productions for Young Audiences, School Day shows through our Literature Alive field trip program, and numerous other dance, music, and theatre events.

Playhouse on Park has an operating budget of approximately \$1,300,000. We plan to raise about \$800,000 of that through ticket sales, class tuition, and various forms of earned revenue. We rely on donations, sponsorships, grants, and corporate contributions to assist with the remaining \$500,000 needed to maintain our programming without greatly raising ticket prices.

## Mission Statement

Playhouse Theatre Group, Inc. at Playhouse on Park is dedicated to providing quality entertainment at affordable costs to as broad an audience as possible; embracing and providing opportunities for professional, emerging and community artists; offering educational and outreach opportunities through visiting and/or resident artists and educators; creating and/or exploring opportunities to collaborate with other existing arts organizations; being fiscally responsible and accountable at all times; and continuing to be an integral member of the West Hartford community.

## History

Playhouse Theatre Group, Inc. was formed in 2009 by Tracy Flater, Sean Harris, and Darlene Zoller. They were planning to rent the theatre known as the Park Road Playhouse for one week, when it announced it was closing due to the severe economic climate of the time. There was great concern among the leaders of the town of West Hartford that the space would become "just another boarded up building" on Park Road. Flater, Harris, and Zoller agreed to take on the lease for one year. That lease has since become a ten-year lease, and the space was renamed Playhouse on Park. Playhouse Theatre Group, Inc. became a 501(c)(3) organization in September of 2010. Under their leadership, Playhouse on Park has become a professional theatre that attracts award-winning directors, professional actors, playwrights, and designers.

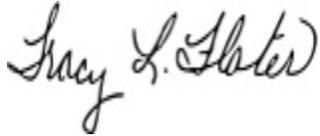
Playhouse on Park has experienced incredible growth recently, with a particularly successful 2017-2018 season. We had our highest ever number of ticket buyers and our subscribers continue to grow! In 2015, Playhouse on Park was invited to be considered for the prestigious Connecticut Critics Circle. In 2018, Playhouse on Park was nominated for six Connecticut Critics Circle awards and won three. We won the Connecticut Critics Circle award for "Best Ensemble" for last season's production of *The Revolutionists*. The Playhouse also received the "Seal of Approval" honor from the League of Professional Theatre Women for consistently hiring women behind the scenes, in creative roles, and on stage. We are only the third theatre in the state to have received this honor, along with Hartford Stage and Yale Repertory – such great company to be in! We are a past recipient of the Noah Webster Award, given for our commitment to the Town of West Hartford and its community. Playhouse on Park has also received numerous awards from BroadwayWorld.com, CT Now Best of Hartford Reader's Poll, and The Best of Hartford Magazine. Money Magazine recognized Playhouse on Park for contributing to West Hartford's ranking of #15 on the list of the nation's Best Places to Live in 2016. Last but not least, our critical acclaim and audience feedback continue to be exceedingly positive.

**Also, we must share that Playhouse Theatre Group, Inc. was just awarded the Nonprofit Organization of the year by the Hartford Business Journal. We are incredibly proud of this amazing honor! This award is given to a nonprofit for creativity and innovation in building a sustainable organization, excellence in**

**teamwork, and an outstanding dedication to mission in the community with emphasis on excellence in management and operations.**

Thank you so much for considering support of *Tenderly: The Rosemary Clooney Musical*. Should you have any questions regarding our request or require any additional information, please do not hesitate to contact us!

Sincerely,



Tracy Flater  
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Rae Lucas  
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**\*\*Sign on as an Advertiser with *Tenderly: The Rosemary Clooney Musical*\*\***

**Advertising:**

Full page ad - \$310.00

Half page ad: \$170.00

Quarter page ad: \$100

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Total amount due: \_\_\_\_\_

\_\_\_ *Check Enclosed (checks made payable to Playhouse Theatre Group, Inc.)*

\_\_\_ *Please charge my credit card for this payment*

\_\_\_ *Visa* \_\_\_ *Master Card* \_\_\_ *Discover* Expiration: \_\_\_\_\_ cvv: \_\_\_\_\_

Card Number: \_\_\_\_\_

Signature: \_\_\_\_\_

I agree to the terms of this 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**

**Ad sizes are:**

**Full page: vertical only - 4 1/2" w x 7 1/2" h**

**1/2 page: horizontal - 4 1/2" w x 3 3/4" h or vertical - 2 1/4" w x 7 1/2" h**

**1/4 page: horizontal - 4 1/2" w x 1 3/4" h or vertical - 2 3/8" w x 3 3/4" h**

Program ads should be print ready and sent to Rae Lucas no later than January 6, 2020.

[RLucas@PlayhouseTheatreGroup.org](mailto:RLucas@PlayhouseTheatreGroup.org)

Please contact us if you need graphic design services. ***We can assist you for a fee.***

*There are still Sponsorship opportunities for other shows in our season. Please contact Rae at the email above if you would like more information.*