

PLAYHOUSE ON PARK

Become an Individual Show Sponsor!

By Bob Martin, Chad Beguélín
and Matthew Sklar

the
PROM

broadway's new musical comedy

Based on an original concept
by Jack Viertel

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.

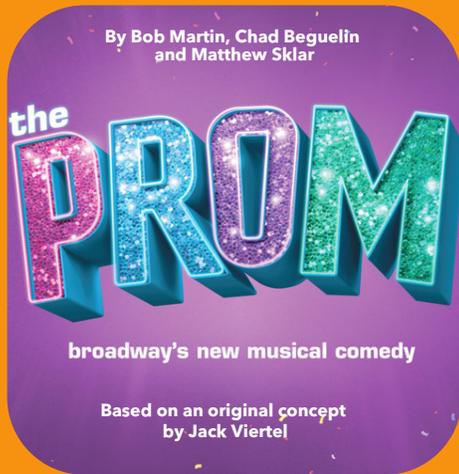
244 Park Road
West Hartford, CT 06119

860-523-5900, ext. 15

ECook@playhousetheatregroup.org



The Prom



By Bob Martin, Chad Beguelin and Matthew Sklar

Based on an original concept by Jack Viertel

Directed & Choreographed by Robert Mintz

About the Show

A troupe of hilarious, self-absorbed and fading Broadway stars shake up a small Indiana town as they rally behind a teen who wants to go to the prom with her girlfriend. Winner of the Drama Desk Award for Best Musical, THE PROM expertly captures all the humor and heart of a classic musical comedy with a message that resonates with audiences now more than ever. A story of love, acceptance, and embracing the person you were meant to be.

"[THE PROM] consistently delivers on its entertainment promises as well as its Golden Age premise: that musicals, however zazzy, can address the deepest issues dividing us." - *The New York Times*

"A sweet-hearted original musical... leaves you grinning by the last dance...It is cheering to see a musical comedy that engages with modern questions." - *Time Out*

★ *Connecticut Premiere*

Performances

This production is scheduled from July 10 - August 18, 2024 for a total of 42 public performances. There are 7 public performances per week.

Production Budget

Expenses	
Artistic Staff	\$142,462
Production Staff	\$31,495
Technical Budget	\$20,130
Producing Expenses	\$28,500
Marketing	\$20,000
Overhead	\$66,776
Total: \$309,363	

Sources of Revenue	
Individual Ticket Sales	\$153,269
Subscription Sales	\$32,236
Fundraising*	\$123,858
Total: \$309,363	

*Sponsorship, Grants, Advertising, Individual Donations



Why Now?

The Prom begins with Emma, a midwestern Lesbian highschooler, requesting to take her (secret) girlfriend to her upcoming prom and subsequently being banned from attending due to PTA backlash. In an attempt to capitalize on the publicity of this injustice, four washed-up Broadway actors (Dee Dee, Barry, Trent, and Angie) travel to Indiana to revive their celebrity status through the “selflessness,” of defending Emma against small-town bigotry. This comedic musical engages a wide array of contemporary American social issues, including: virtue-signaling; LGBTQ+ exclusion and bullying in public school systems; scapegoating as a result of economic decline; the fear of coming out of the closet versus the freedom and danger of being openly-queer; and so much more.

Very recently, American public school systems have been limiting education on LGBTQ+ history or discussion in classrooms, and restricting queer students from gender affirmation and expression in school settings. In April 2023, “The Florida board of education [...] voted to expand the so-called ‘Don’t Say Gay’ law, banning classroom instruction on gender identity and sexual orientation to all grades,”¹ which has subsequently led to the banishment of AP psychology courses in the state. In California, which is commonly seen as a LGBTQ+ safe haven, two school districts have passed policies requiring teachers to out students openly experimenting or expressing a trans and/or gender-nonconforming identity.² The issue of the protection of queer students doesn’t only live in the South or on the West Coast. Even in Connecticut, out of the

“164 Connecticut school districts that serve nearly 500,000 students [...] only 28% of districts had a specific policy addressing the needs of transgender and nonbinary students. [...] But even in districts that do have trans and nonbinary policies, enforcement can be a challenge. ‘A lot of Connecticut schools have really good on-paper policies and absolutely nothing behind them. No enforcement, no accountability, no nothing,’ Mel Corder, founder and director of the youth empowerment organization Q Plus, said. [...] Corder said a recurring problem is that many districts end up discouraging LGBTQ+ students from reporting bullying through formal channels by imposing rules that require students to name everyone involved in an incident or have parents notified – leading to underreporting of bullying on paper.”³

Between the states that are implementing anti-LGBTQ+ curriculums to states banning open-gender expression without consequences, the school environment is becoming less and less safe across the country—and the lack of policies (and the lack of enforcement of existing policies) across Connecticut schools keeps queer youth unprotected.

So many LGBTQ+ adolescents are struggling to have the same experiences as other kids because of their identities, and, in some cases, are being excluded by not just their peers, but by their school systems and districts. The Prom’s plot revolves around this extremity of exclusion, and yet, this musical is a comedy, through-and-through. Each scene is packed with jokes that aptly identify the absurdity present in this plot and in our communities. Our productions at Playhouse on Park always aim to challenge and educate our audiences, and through the humor of The Prom, we intend to teach audiences more about these issues in an accessible, comedic, and entertaining way.

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 The Prom can be how our community starts the conversation.

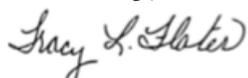
1 “Florida Just Expanded the ‘Don’t Say Gay’ Law. Here’s What You Need to Know” by Eesha Pendharkar, EducationWeek.

2 “Two California School Districts Will Now Require Teachers to Out Trans Kids” by James Factora, Them Magazine.

3 “CT schools lack policies on transgender and nonbinary students” by Alison Cross, Hartford Courant.

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 The Prom, 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 The Prom
- ★ 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 The Prom
- ★ 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 THE PROM TODAY!

Associate Production Producer

\$5,000

- ★ Recognition as Associate Production Producer all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with The Prom
- ★ 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 The Prom
- ★ 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 THE PROM 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