

**Become a Sponsor and/or Advertiser today -
This isn't your Grandmother's Austen!**



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.

"This Pride and Prejudice has comedy at its heart, but regarding the treatment of women, it shows us enough unsettling similarities between the 18th century and now to make us pause thoughtfully between laughs." --TheatreMania

"This Pride and Prejudice is unlike any adaption of the Jane Austen classic one has seen before. Rollicking, witty, smart, thoroughly entertaining." --The Berkshire Edge

Pride and Prejudice

February 19th - March 8th, 2020

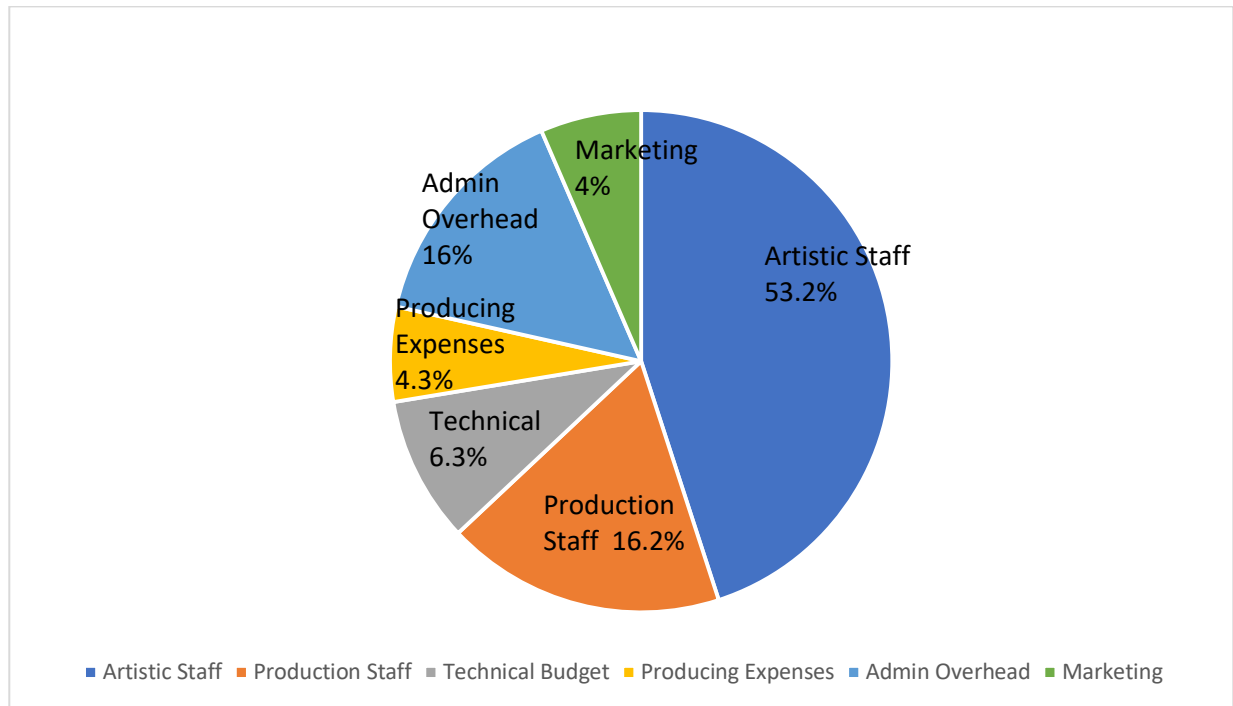
by Kate Hamill, based on the novel by Jane Austin

Directed by Jason O'Connell

Bold, surprising, boisterous, and timely, this Pride and Prejudice for a new era explores the absurdities and thrills of finding your perfect (or imperfect) match in life. The outspoken Lizzy Bennet is determined to never marry, despite mounting pressure from society. But can she resist love, especially when that vaguely handsome, mildly amusing, and impossibly aggravating Mr. Darcy keeps popping up at every turn.? Literature's greatest tale of latent love has never felt so theatrical, or so full of life than it does in this effervescent adaptation.

Facts and Figures

Production Expenses: \$84,842.00



Amount to be raised by ticket sales: \$50,400

Amount needed through donations, grants, sponsorships, corporate funding: \$34,442

Anticipated Number of Scheduled Performances: 21 with potential to add more

Anticipated Number of Audience Members: 3200

This production will be directed by: Jason O'Connell

Production Dates: February 19- March 8, 2020

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. 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. This 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

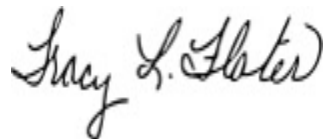
September of 2010. Under their leadership, Playhouse on Park has become a professional theatre that attracts award-winning directors, professional actors, playwrights, and designers.

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 *Pride and Prejudice*. 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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****Sign on as a Sponsor and/or Advertiser with *Pride and Prejudice*****

Producing Partner - One Production Only - Play: \$1,500

Listed as Playhouse Partner on promotional material (posters, program, website) affiliated with the 1 production you choose

Half Page ad in the program for all performances of your chosen production

Acknowledged as a Producing Partner on signage in the lobby

10 tickets for the night/s of your choice, for the production you are sponsoring

Advertising:

Full page ad - \$310.00

Half page ad: \$170.00

Quarter page ad: \$100

Company Name: _____

Company Contact: _____ Phone: _____

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. 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 & logos should be print ready and sent to Rae Lucas at: RLucas@PlayhouseTheatreGroup.org
Please contact us if you need graphic design services. ***We can assist you for a fee.***