



We hope you will consider supporting our Theatre for Young Audience Series.  
Become a sponsor and/or advertiser today!



December 6-15, 2019



May 29- June 7, 2020

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.

### Playhouse on Park - Season 11: Theatre for Young Audiences

Playhouse Theatre Group, Inc. produces a Theatre for Young Audience (TYA) Series at Playhouse on Park. This series typically includes two main stage productions in which professional actors bring stories to life for children ages 3 through 5th grade and their families/caregivers. Our TYA series provides families with an activity that they can do together and hopefully something to talk about long after the show. Exposing children to live theatre at a young age can inspire some to be future performers and others to be our future theatre audiences. We also believe that seeing live theatre leads to an increased vocabulary for children, while promoting the development of self-expression and freedom of creativity. Children learn the value of attending live theatre and hopefully deepen their love for reading and literature after they experience a story in an interactive manner. As part of our TYA Series, we offer four Sensory Friendly performances for each show. These performances are a welcoming and inclusive place for families to engage in live theater by eliminating startling sounds when at all possible, keeping the lights at a low level throughout the show, providing a respite area in the lobby for those who may need a break, and giving the option of talking during the performance. Caregivers and Chaperones attend for free.

We also offer our Literature Alive Field Trip Program as part of our TYA Series. This program allows students to experience live theatre in a comfortable, inclusive, and professional setting, often for the first time. This program excites students about literature by connecting literature to the arts.

2019-2020 Season 11: Theatre for Young Audiences Series

**Merrilee Mannerly: A Magnificent New Musical**  
December 6 - 15, 2019

Book by William Squier, Mary Cashman & Cynthia Whipple  
Lyrics by William Squier  
Music by Jeffrey Lodin

**\*\* Merrilee will be moving to NYC in the Spring of 2020 for an open-ended run; see it at Playhouse on Park first! \*\***

**MERRILEE MANNERLY - A MAGNIFICENT NEW MUSICAL** is a fun and energetic new musical based on the Mom's Choice Award-Winning book by Connecticut authors Mary Cashman and Cynthia Whipple. With lively music, dancing and lots of laughs, Merrilee Mannerly reminds us all that "Good Manners are Always in Fashion." Merrilee Mannerly loves good manners - in fact, she's practically an expert. Imagine Merrilee's surprise when a princess from a land of no manners moves in next door and invites her to a birthday party. With her grandmother's magnificent Manifesto of Manners in hand, Merrilee Mannerly is ready to help her new friend, Princess Posy, host the best party ever! Along the way, silliness ensues, friendships are formed, and the two girls discover the real secret behind good manners.

*"In a fun, humorous, and active way, MERRILEE MANNERLY reminds children of all ages the importance of kindness, respect, and teamwork - lessons we could all stand to be reminded of these days." Director Ryan Ratelle*

**The Amazing Adventures of Dr. Wonderful (And Her Dog!)**  
May 29 - June 7, 2020

Music by Brian Lowdermilk  
Book and Lyrics by Lauren Gunderson

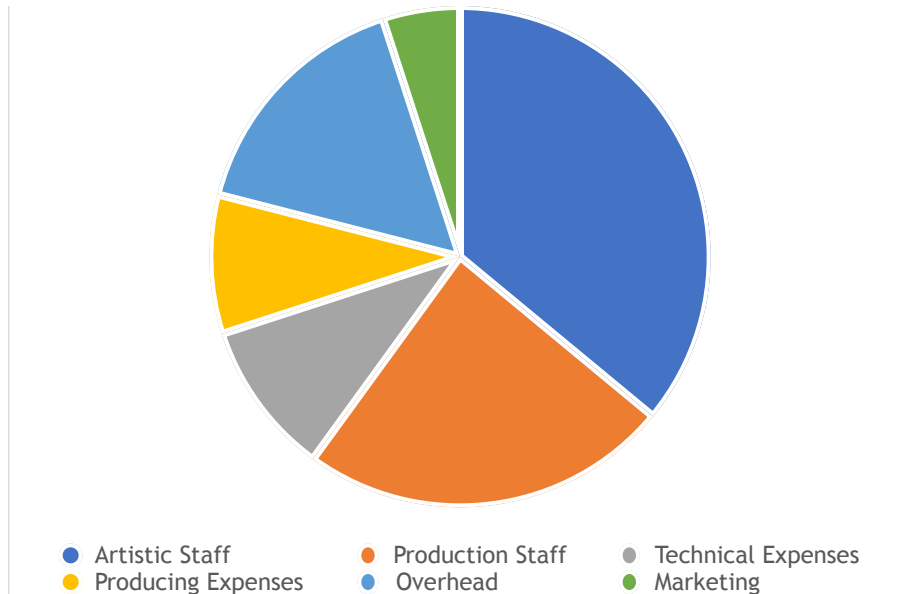
A Mystery Science Musical For Young Audiences! Fly through the solar system with Dr. Wonderful and her amazing adventure team of Newton (the dog), Ben (the human), and Mom (the Mom)! Girl-detective-noir meets science-geek-chic in this super cool astronomical musical theater event that will take you across the universe with fun, flair, and science. Written by Lauren Gunderson (Playhouse's critically acclaimed Season 10 play THE REVOLUTIONISTS).

*"The clever and adventurous Dr. Wonderful and her sidekick, Newton the dog, are a pair I'd follow anywhere! Dr. Wonderful demonstrates the power of curiosity-driven learning and deductive reasoning in this exceptional book investigating the phases of the moon." Christina Wallace, co-host, The Limit Does Not Exist and founding director, BridgeUp: STEM at the American Museum of Natural History*

*"An absolute home run for fun. What could be better than a singing girl scientist on a mission through the cosmos! If you are looking for a smart, funny, fabulous show for families with an emphasis on STEM and an empowered female character look no further.", Nan Barnett, Executive Director of National New Play Network*

## TYA Productions Facts and Figures:

Total Production Expenses: **\$101,708.00**



Technical Expenses 10%	Producing Expenses 9%	Artistic Staff 36%	Production Staff 24%	Overhead 16%	Marketing 5%
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Amount to be raised by ticket sales: \$59,708

Amount from Literature Alive Revenue: \$22,000

**Amount needed through donations, grants, sponsorships, corporate funding: \$20,000**

Anticipated Number of Audience Members: 7500

### Playhouse Theatre Group, LLC (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 opportunity 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.

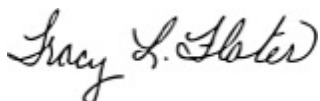
## History

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 of those awards. 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.

Thank you so much for considering support of our Young Audience Series. 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/Advertiser with our YA Series Today!\*\*  
Young Audience Main Stage Series (2 productions - 22 performances)**

**Series Sponsor - \$1,000**

- Listed as Series Sponsor on the following promotional material: posters, program, season brochure, and website
- Series Sponsor link on our website
- Logo on posters, website, season brochure
- Half page ad in the program for all performances
- Acknowledged as Season Sponsor on signage lobby
- 6 tickets to each sponsored production for the day/s of your choice
- Opportunity to welcome the audiences from the stage

**Producing Partner - One Production Only \$500**

- Listed as Playhouse Partner on the following promotional material: posters, program, and 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
- 4 tickets to each production for the night(s) of your choice, for the production you are sponsoring

**Advertising Only - both productions or just one**

2 productions: Full page ad \$500 - Half Page ad \$300 - Quarter Page ad \$175

Only 1 Production: Full Page ad \$300 - Half Page ad \$180 - Quarter Page ad \$100

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*(please return this portion of the form)*

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

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

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

Sponsorship Level or Ad Size: \_\_\_\_\_ Total amount due: \_\_\_\_\_

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

*Please charge my credit card for this payment or installment (if applicable)*

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

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

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

Program ads and logos should be print ready & sent to Rae Lucas [rlucas@playhousetheatregroup.org](mailto:rlucas@playhousetheatregroup.org)

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