



May 20, 2020

Dear Friend of Playhouse on Park,

We had such an amazing evening last year at the 10th Anniversary Fundraiser that we decided that we must do this again, this time...virtually! Due to these unprecedented times, we will pivot to host an online Fundraising Party.

We invite you to Encore! A Playhouse on Park VIRTUAL Fundraiser: "Opening Our Doors" on Saturday June 27, 2020 at 7:00 p.m. Join us as various members from the Playhouse staff, board and past productions open their doors and invite you inside their homes as we raise money to support Playhouse on Park. We want to be sure, that once we are able to produce work again, we are able to open our doors and welcome you back.

As a supporter of "Opening Our Doors", you will get more visibility than ever before: your name and company will be seen by many influential and community-minded participants who are tuning in, along with countless friends and residents who will be exposed to social media and PR leading up to and following the event.

The evening will feature memorable performances, party boxes with choices from two restaurants, a virtual paddle raise, a unique silent auction and more! **Every dollar raised benefits Playhouse on Park and Playhouse Theatre Academy!**

An event of this magnitude requires hundreds of hours of planning, dozens of volunteers and - of course - our generous supporters to make it all possible. We are sincerely grateful for your thoughtful consideration and support of the Playhouse on Park.

Attached, please find a sponsorship package including various levels of support and recognition opportunities. More information can be found at: www.PlayhouseOnPark.org. If you would like to contact an event representative in the meantime, please feel free to reach out to Liz Reynolds at SpecialEvents@PlayhouseTheatreGroup.org or 860-523-5900 ext. 15.

Thank you, again, for your support and consideration.

Sincerely,

A handwritten signature in black ink that reads 'Tracy L. Flater'.

Tracy Flater
Co-Founder /
Executive Director

A handwritten signature in black ink that reads 'B Udal'.

Betsy Udal
Encore! Chair

Tracy Flater
Co-Founder
Executive Director

Sean Harris
Co-Founder
Artistic Director

Darlene Zoller
Co-Founder
Artistic Director

Board of Directors:

Nina Elgo, Acting
President

Jane Comerford, Co-
Treasurer

Ruth Van Winkle, Co-
Treasurer

Betsy Udal, Secretary

Members:

Gaetano Albani

Kathy Frederick

Lisa Greene

Sarah Jakubowski

Jacqueline Moller

Tanya Penman-

Sterling

Richard Rubenstein

Barbara Spear

Brittany Stephenson

Encore! Committee:

Betsy Udal, Chair

Laura Egan

Brendan Ekwall

Melanie Ellis

Tracy Flater

Kathy Frederick

Bonnie Gauthier

Sean Harris

Carol McCabe

Elizabeth Reynolds

Rachel Spitzig

Darlene Zoller

Encore! A Playhouse on Park VIRTUAL Fundraiser: "Opening Our Doors"

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Executive Producer — \$10,000

- Exclusive opportunity to make special remarks on the Virtual Fundraising Party video
- Gourmet Party Box Meals for 10 guests to be enjoyed at guests' houses*
- Logo and verbal recognition on Virtual Fundraising Party video
- Logo recognition on Playhouse on Park Save the Date post card, website, e-invitation, silent auction platform, social media posts and all publicity & promotional materials
- Full page color ad in the digital program book, to be looping during the Virtual Fundraising Party and on the Playhouse on Park website

Director – \$5,000

- Gourmet Party Box Meals for 6 guests to be enjoyed at guests' houses*
- Logo and verbal recognition on Virtual Fundraising Party video
- Logo recognition on Playhouse on Park website, e-invitation, silent auction platform, social media posts and all publicity & promotional materials
- Full page color ad in the digital program book, to be looping during the Virtual Fundraising Party and on the Playhouse on Park website

Playwright – \$2,500

- Gourmet Party Box Meals for 4 guests to be enjoyed at guests' houses*
- Name listing and verbal recognition on Virtual Fundraising Party video
- Name recognition as Playwright on Playhouse on Park website, e-invitation, silent auction platform, social media posts and all publicity & promotional materials
- Half page color ad in the digital program book, to be looping during the Virtual Fundraising Party and on the Playhouse on Park website

Party Box Sponsor- \$1,500 (1)

- Gourmet Party Box Meals for 2 guests to be enjoyed at guests' houses*
- Logo recognition on the menu in the Party Box
- Name recognition on Virtual Fundraising Party video credits
- Name recognition as Party Box Sponsor on Playhouse on Park website, e-invitation, silent auction platform, social media posts and all publicity & promotional materials
- Quarter page ad in the digital program book, to be looping during the Virtual Fundraising Party and on the Playhouse on Park website

Stage Manager – \$1,000

- Gourmet Party Box Meals for 2 guests to be enjoyed at guests' houses
- Name recognition on Virtual Fundraising Party video credits
- Name recognition on Playhouse on Park, website, e-invitation, silent auction platform, social media posts and all publicity & promotional materials

- Quarter page black and white ad in the digital program book, to be looping during the Virtual Fundraising Party and on the Playhouse on Park website

*Delivery radius is limited

Digital Program Ads

FULL PAGE DIGIAL PROGRAM AD \$500

4.5" x 7.5" color ad

HALF PAGE DIGITAL PROGRAM AD \$250

4.5" x 3.75" color ad

QUARTER PAGE DIGITAL PROGRAM AD \$125

4.5" x 2.375" color ad

Please complete the attached form and send it to:

OPENING OUR DOORS

C/O Playhouse on Park

244 Park Road

West Hartford, CT 06119

or

SpecialEvents@PlayhouseTheatreGroup.org

**You can also pay directly online at: www.PlayhouseOnPark.org
(we will call to collect additional information)**

**For questions, contact SpecialEvents@playhousetheatregroup.org
or call 860-523-5900 x 15**

OPENING OUR DOORS Sponsorship / Advertiser Agreement Form

Yes! I/we wish to become a sponsor or purchase an advertisement for *OPENING OUR DOORS: A Playhouse on Park Fundraiser*. Benefits are stated above. Please complete this form and remit with payment to:

OPENING OUR DOORS c/o Playhouse on Park, 244 Park Road, West Hartford, CT 06119

Business Name _____

Contact Person _____ Title _____

Cell Phone _____ E-mail _____

Mailing Address, Street Address _____

City _____ State _____ Zip _____

Billing Address, Street Address _____

City _____ State _____ Zip _____

Sponsorship Level or Digital Program Ad Size: _____

Amount Due \$ _____ Payable by _____ Check (#) _____

Credit Card: Master Card _____ Visa _____ Discover _____ AMEX _____

Credit Card Number _____ Expires _____ CVV _____

I authorize Playhouse Theatre Group, Inc to charge the credit card above. Signature _____

If your sponsorship comes with party boxes, how many will you use: _____

Please list the names and cell #s of your guests:

Name _____ Cell _____

Name _____ Cell _____

Name _____ Cell _____

Name _____ Cell _____

Name _____ Cell _____

Name _____ Cell _____

Name _____ Cell _____

Name _____ Cell _____

Sponsors, please remit a high-resolution electronic copy of your logo ASAP. Digital Program Ads from sponsors and program ad purchasers are due no later than June 12. Please send electronic copies of both to: SpecialEvents@PlayhouseTheatreGroup.org