

Tracy Flater
Co-Founder
Executive Director

Sean Harris
Co-Founder
Artistic Director

Darlene Zoller
Co-Founder
Artistic Director

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Nina Elgo Vice President
Jane Comerford,
Co-Treasurer
Ruth Van Winkle,
Co-Treasurer
Betsy Udal, Secretary

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Matthew Bragg
Kathy Frederick
Sarah Jakubowski
Gail Mangs
Jacqueline Moller
Joanne Rome
Richard Rubenstein
Annie Scott
Joanne Sprout
Vinod Sukhraj

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Chuck Coursey
Bonnie Gauthier
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Margaret Rattigan
Julianne Roth
Robert Rowlson
Ron Roy
Robert Slifka
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Encore!
Co-Chairs:
Betsy Udal
Melanie Ellis

Committee:
Renee Autorino
Kate Bunce
Tracy Flater
Kathy Frederick
Bonnie Gauthier
Sean Harris
Judi Manfre
Carol McCabe
Natalie Noack
Eileen Oconnor
Liz Reynolds
Dana Rudnansky
Rachel Spitzig
Darlene Zoller

March 2021

Dear Friends of Playhouse on Park,

We Invite you to participate in Playhouse on Park's biggest fundraising party of the year, Encore! A Midsummer Fantastical Fairytale, as a sponsor or advertiser. We are so excited to hold this event outdoors at Auerfarm while adhering to all COVID protocol. Our goal is to raise over \$100,000 for the Playhouse and we cannot do it without the help of businesses like yours.

As a supporter of Encore! A Midsummer Fantastical Fairytale, your name and company will be seen by many influential and community-minded participants as you help Playhouse on Park further its mission and get ready to welcome the community back into the theater just as soon as we are allowed to open our doors.

Encore! A Midsummer Fantastical Fairytale is scheduled for Saturday June 12, 2021 from 6:00 – 11:00 p.m. at Auerfarm in Bloomfield, CT. Join us as our Playhouse staff, Board, and volunteers help you step out of the past year and into our fantastical fairytale world, our first in-person major fundraiser since 2019!

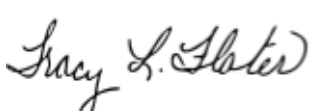
The evening will feature memorable entertainment, delicious meals by DORO Catering, a paddle raise, and a silent auction while our guests get to enjoy the beauty and serenity of Auerfarm. Every dollar raised benefits Playhouse on Park and Playhouse Theatre Academy.

An event of this magnitude requires hundreds of hours of planning, dedicated and creative volunteers, and our generous supporters who make it all possible. We are grateful for your consideration of a sponsorship or advertising and for your support of 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 lreynolds@playhousetheatre.org or 860-523-5900 ext. 15.

Thank you again. We are so excited to see you in person soon!

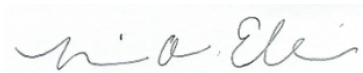
Sincerely,



Tracy Flater
Co-Founder /
Executive Director



Betsy Udal
Encore! Chair



Melanie Ellis
Encore! Chair



Encore! A Midsummer Fantastical Fairytale SPONSORSHIP & ADVERTISING OPPORTUNITIES

Happily Ever After (Presenting Sponsor) \$10,000

- Premium seating for 10 guests
- Special recognition as Presenting Sponsor from the podium at event and on streaming platform
- Recognition as Presenting Sponsor on Playhouse on Park website, invitation, program cover, signage at the event and on all publicity & promotional materials
- Logo and link on Playhouse on Park website
- Full page color ad in both digital and hard copy program

Knights (Platinum Sponsor) \$5,000

- Premium seating for 6 guests
- Recognition as Platinum Sponsor on Playhouse on Park website, invitation, program, signage at the event and on all publicity & promotional materials
- Logo and link on Playhouse on Park website
- Full page color ad in both digital and hard copy program

Storytellers (Gold Sponsor) \$2,500

- Premium seating for 4 guests
- Recognition as Gold Sponsor on the Playhouse on Park website, invitation, program, signage at the event and on all publicity & promotional materials
- Half page color ad in both digital and hard copy program

Swashbucklers (Silver Sponsor) \$1,000

- Premium seating for 2 guests
- Recognition as Silver Sponsor on the Playhouse on Park website, invitation, program, signage at the event and on all publicity & promotional materials
- Quarter page color ad in both digital and hard copy program



Encore! A Midsummer Fantastical Fairytale SPONSORSHIP & ADVERTISING OPPORTUNITIES (cont'd)

Heroes & Heroines (Cocktail Reception Sponsor) \$3,500

- Premium seating for 4 guests
- Recognition as the Cocktail Reception Sponsor on the Playhouse on Park website, invitation, program, signage at the event and on all publicity & promotional materials and announcement during the cocktail hour
- Half page color ad in both digital and hard copy program

Enchanters (Dessert Sponsor) \$1,500

- Premium seating for 2 guests
- Recognition as the Dessert Sponsor on the Playhouse on Park website, invitation, program, signage at the event and on all publicity & promotional materials and announcement during dessert.
- Quarter page color ad in both digital and hard copy program

Fairy Godmother (Young Professionals Sponsor) \$750

- Subsidizes the cost of 15 young professionals
- Recognition as the Young Professional Sponsor on the Playhouse on Park website, invitation, program, signage at the event and on all publicity & promotional materials
- Quarter page color ad in both digital and hard copy program

***For those that are not comfortable watching the event in person,
please inquire about a customized sponsorship package.***

Program Ads

FULL PAGE COLOR DIGITAL AND PROGRAM AD: \$500

HALF PAGE COLOR DIGITAL AND PROGRAM AD: \$250

QUARTER PAGE COLOR DIGITAL AND PROGRAM AD: \$125

Sponsorship / Advertiser Agreement Form

Encore! A Midsummer Fantastical Fairytale

Yes! I/we wish to become a sponsor or purchase an advertisement for *Encore! A Midsummer Fantastical Fairytale*. 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 _____

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

| | | |
|------------|-------------|------------|
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |
| Name _____ | Email _____ | Cell _____ |

Please remit a high-resolution electronic copy of your logo and ad no later than May 28.

Please send electronic copies of both to: Ireynolds@playhousetheatre.org

For questions on sponsorship or advertising, please contact Liz Reynolds Director of Events and Corporate Relations at Ireynolds@playhousetheatre.org

THANK YOU FOR YOUR SUPPORT!!



Support Playhouse on Park's

Encore! Event

A Midsummer Fantastical

Fairytales

Use this sheet as a guide for program ads

Deadline May 28, 2021

Artwork must conform to the size of the ad and be clear and sharp. Please provide a high resolution electronic file (300dpi) saved in one of the following formats: pdf, jpeg, eps, or tif.

Full Page

4.5" w x 7.5" h

\$500

Quarter Page

2.4" w x 3.75" h

\$125

Half Page

4.5" w x 3.75" h

\$250

Please submit ad materials to
lreynolds@playhouseetheatregroup.org