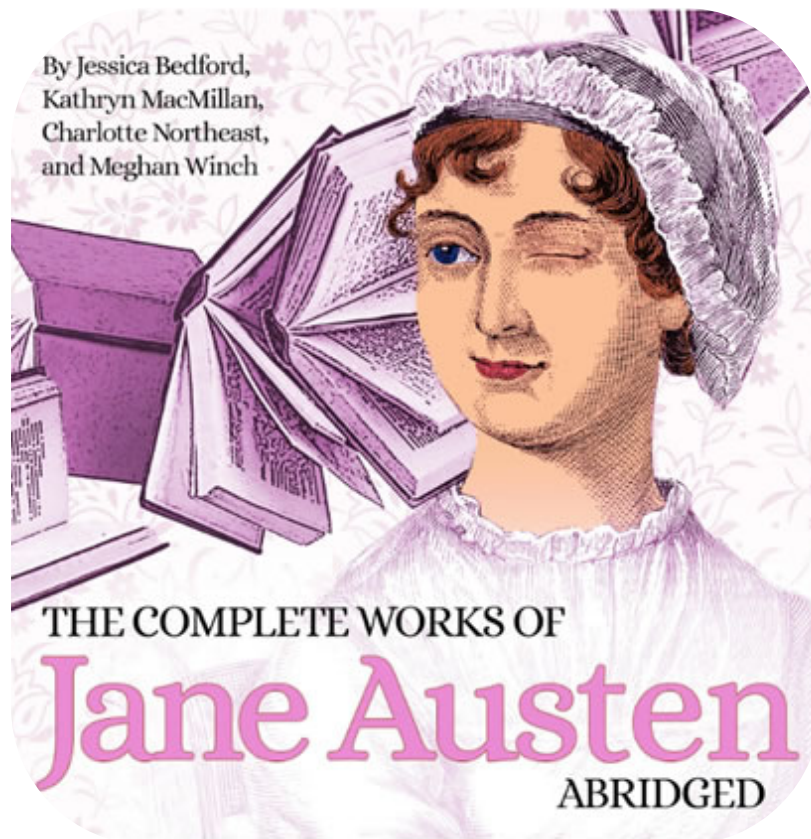


# PLAYHOUSE ON PARK

## Become an Individual Show Sponsor!



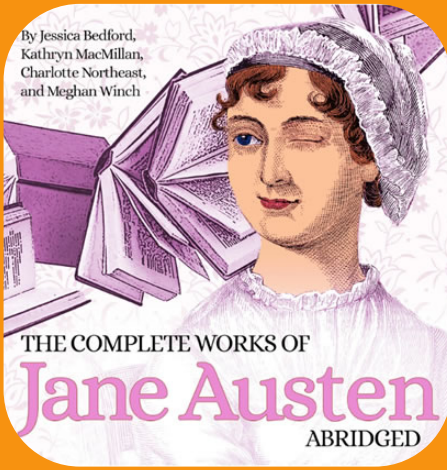
*Playhouse on Park is Connecticut's most renowned, intimate, professional non-profit theatre, offering a wide range of thought-provoking, inspiring, and entertaining productions that leave audiences sometimes smiling, sometimes crying, but always talking about what they've experienced.*

244 Park Road  
West Hartford, CT 06119

860-523-5900, ext. 15

[ECook@playhousetheatregroup.org](mailto:ECook@playhousetheatregroup.org)

# The Complete Works of Jane Austen (Abridged)



Written By Jessica Bedford, Kathryn MacMillan, Charlotte Northeast, & Meghan Winch

Directed by KC MacMillan

## About the Show

Three actors, one newbie, and two self-professed Janeites, tackle the entire canon of Jane Austen's works – in just 80 minutes. A fun, funny, and fast-paced romp that will delight fans of Austen and newcomers alike. Fall in love with Emma, Elinor, Mr. Darcy, and more. It is a truth universally acknowledged that an audience in possession of high spirits must be in want of a ticket to this big-hearted comedy.

"An affectionate tribute to the author whose characters live indelibly in the minds of readers all over the world... The show's real charm lies in its delicate negotiation between homage and parody." -Philadelphia Inquirer

★ *New England Premiere*

## Performances

This production is scheduled from September 27 - October 22, 2023 for a total of 28 public performances. There are 7 public performances per week.

## Production Budget

| Expenses           |          |
|--------------------|----------|
| Artistic Staff     | \$30,349 |
| Production Staff   | \$22,335 |
| Technical Budget   | \$7,680  |
| Producing Expenses | \$16,543 |
| Marketing          | \$11,536 |
| Overhead           | \$23,072 |
| Total: \$111,515   |          |

| Sources of Revenue            |          |
|-------------------------------|----------|
| Individual Ticket Sales       | \$65,279 |
| Literature Alive Ticket Sales | \$3,600  |
| Subscription Sales            | \$32,236 |
| Fundraising*                  | \$10,400 |
| Total: \$111,515              |          |

\*Sponsorship, Grants, Advertising, Individual Donations

# Why Now?

Sharing a favorite author amongst friends is special. Chatting about one's favorite (or least favorite) books can create heated, acquiescent, or critical conversations about stories that touch us profoundly. This feeling is so brilliantly demonstrated in *The Complete Works of Jane Austen (Abridged)* as we follow three actors (two passionate Austenites and a rookie to the material) as they summarize the entire canon of Jane's work in under 90 minutes. As the kickoff to Playhouse on Park's 15th Anniversary Season, this comedic, detail-oriented homage to Jane Austen acknowledges one of classic literature's strongest fan bases while also acting as an introduction of her works to people who've never read one of her stories.

Playhouse on Park has a very special history with Jane Austen. One of our most successful productions to date was our production of Kate Hamill adaptation of *Pride & Prejudice* that ran from February to March of 2020. Playhouse on Park hit a new height as a theatre in the Greater Hartford area with this production. Then, mid-pandemic in Season 13, we presented *Miss Bennet: Christmas At Pemberley*, a spiritual sequel to *Pride & Prejudice*, which did very well during the slow return of audiences to theatre nationwide. Now, entering our first, post-pandemic season, we're excited to welcome Jane Austen back into our theatre with *The Complete Works of Jane Austen (Abridged)*. Not only is this production a New England Premiere, but we have the original cast intact, including K.C. MacMillan and Charlotte Northeast, two of the writers of this adaptation!

The anticipation for this production began once our season was announced. We've partnered with River Bend Bookshop for an Austen book pop-up in our lobby and a related writing course within their store; and with the University of Hartford's President's College course for a silent book club at our theatre. In addition, in collaboration with the Greater Hartford Arts Council's Theater Week, we've teamed up with Hartford Stage to throw a Jane Austen themed tea party and panel discussion (since both of our theatres are celebrating Jane this fall!). With such a strong public interest in Austen's work and a big branch of the Jane Austen Society residing in Connecticut, we're predicting a large turnout for this production. We're so excited to reacquaint ourselves with *Persuasion*, *Sense & Sensibility*, *Emma*, and the rest of Jane's anthology!

Every funder, sponsor, advertiser, patron, and board member who helps us produce art that brings us together is more than greatly appreciated. Our production of *The Complete Works of Jane Austen (Abridged)* can be a way to celebrate each other through a common love of books.



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@playhousetheatrgroup.org](mailto:TFlater@playhousetheatrgroup.org)  
(860) 523-5900 x 12

**Emma Cook**  
Development Manager  
[ECook@playhousetheatrgroup.org](mailto:ECook@playhousetheatrgroup.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 Complete Works of Jane Austen (Abridged), 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 Complete Works of Jane Austen (Abridged)
- ★ 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 Complete Works of Jane Austen (Abridged)
- ★ 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 COMPLETE WORKS OF JANE AUSTEN (ABRIDGED) 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 Complete Works of Jane Austen (Abridged)
- ★ 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 Complete Works of Jane Austen (Abridged)
- ★ 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 COMPLETE WORKS OF JANE AUSTEN (ABRIDGED) TODAY!

Please submit sponsor form, logo, and ad to Emma Cook, Development Associate:  
[ECook@playhousetheatregroup.org](mailto: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](mailto:ECook@playhousetheatregroup.org)