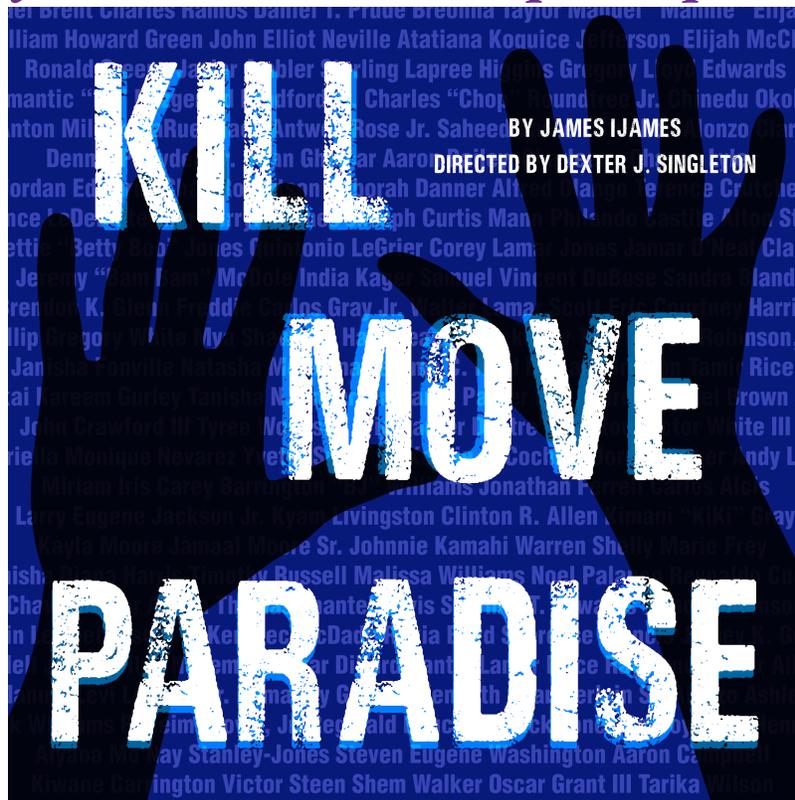


# PLAYHOUSE ON PARK



*Playhouse Theatre Group Inc. presents*



**Bushnell Park | Hartford, CT**

**June 20-25, 2021**

***Streaming July 2021***

*Inspired by the ever-growing list of slain black men and women, KILL MOVE PARADISE is a portrait of those lost - not as statistics, but as heroes who deserve to be seen for the splendid beings they are, and symbols of  
LIFE and HOPE.*

# KILL MOVE PARADISE

**TRANSFORMATIVE \* ILLUMINATING \* NEEDED**

**Thank you for your consideration in supporting Playhouse Theatre Group Inc. (Playhouse on Park) for our upcoming production of James Ijames' Kill Move Paradise, performing at Bushnell Park in Hartford, CT from June 20th-25th and a livestream of the performance will be available throughout the month of July via ShowTix4U.**

## **ABOUT THE PLAY**

Directly influenced by the 2014 murder of 12 year old Tamir Rice by a member of the Cleveland Police Department, James Ijames' New York Times Critics Pick play KILL MOVE PARADISE was developed in 2016 at the Victory Gardens Theatre in Chicago, Illinois and premiered in 2017 at the National Black Theatre in New York, New York. This raw, eye-opening production tells the story of Isa, Daz, Grif and Tiny, four black men who find themselves stuck in a cosmic waiting room in the afterlife. This play, inspired by the ever-growing list of slain unarmed black men and women, is a portrait of those lost—not as statistics, but as heroes who deserve to be seen for the splendid beings they are, and as symbols of life and hope. Gone but never forgotten, KILL MOVE PARADISE illustrates the possibilities of collective transformation and radical acts of joy.

## **CRITIC'S REVIEWS**

"Bleak and beautiful... radiates an urgent and hypnotic theatrical energy."  
*The New York Times*

"Theater is at its most effective when it brings people together, moves us, challenges us, and makes us see the unseen. "Kill Move Paradise" [does] precisely that."  
*Chicago Tribune*

"...KILL MOVE PARADISE is bold, conceptual, living theater, demanding to be heard. Ijames is a vital voice in our politically seditious and most perilous time. It is also profoundly poetic in its dialogue and characters."  
*CultureVulture.net*

"KILL MOVE PARADISE is not only one of the best shows I've seen this year, it's a reminder that every name we've seen in news reports and hashtags is connected to a life. More importantly, a soul."  
*Charles Lewis III, The Thinking Man's Idiot*

## **WHY NOW?**

The recent murders of George Floyd and Breonna Taylor are just two of the growing number of names of slain black, indigeneous, and people of color (BIPOC) in this country that have been unjustly treated and terrorized by a system and country that treats them inferior to their white counterparts. Playhouse Theatre Group recognizes that this moment and this movement must not fade and must be actively examined and brought forward as a continued conversation as we as a society strive for greater systemic change both in the greater world and in the American theatre. While Playhouse Theatre Group, through its work at Playhouse on Park, has always worked to share stories of BIPOC, KILL MOVE PARADISE goes the step further to confront the patrons of the theatre to examine their own culpability in the present day as opposed to being passive observers watching a period piece play out from the safety of their seats in a darkened theatre. Playhouse Theatre Group has the ability to connect to the audience - the fifth unnamed character in this play - as well as the resources both in house and the communities we serve to ensure this story is told with honesty and support to create a greater change.

We at Playhouse Theatre Group strongly believe that the arts must continue to illuminate the issues that challenge our society and to target the evils that keep us from being truly human. We are committed to being proactive in making change within our own organization and strive to take part in making change happen within our industry and society as a whole.

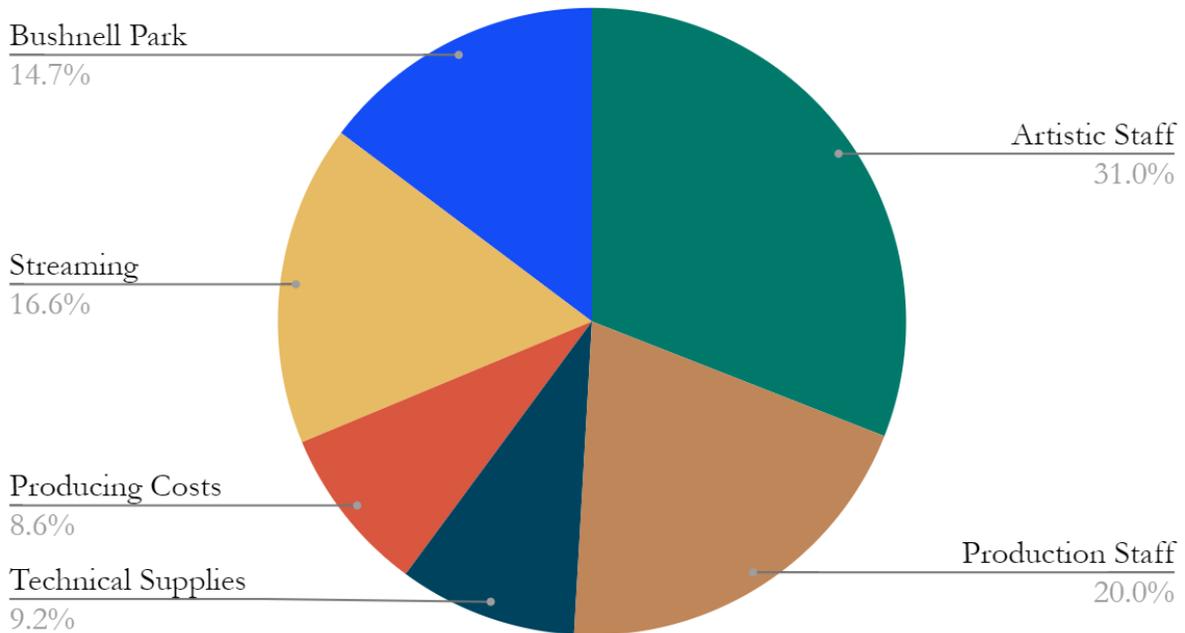
We are endlessly grateful for our funders, patrons, board, and staff for helping us make that change happen. KILL MOVE PARADISE opens us to the possibilities of a brighter, more unified tomorrow, and we strive to make that change occur.

### KILL MOVE PARADISE FACTS AND FIGURES

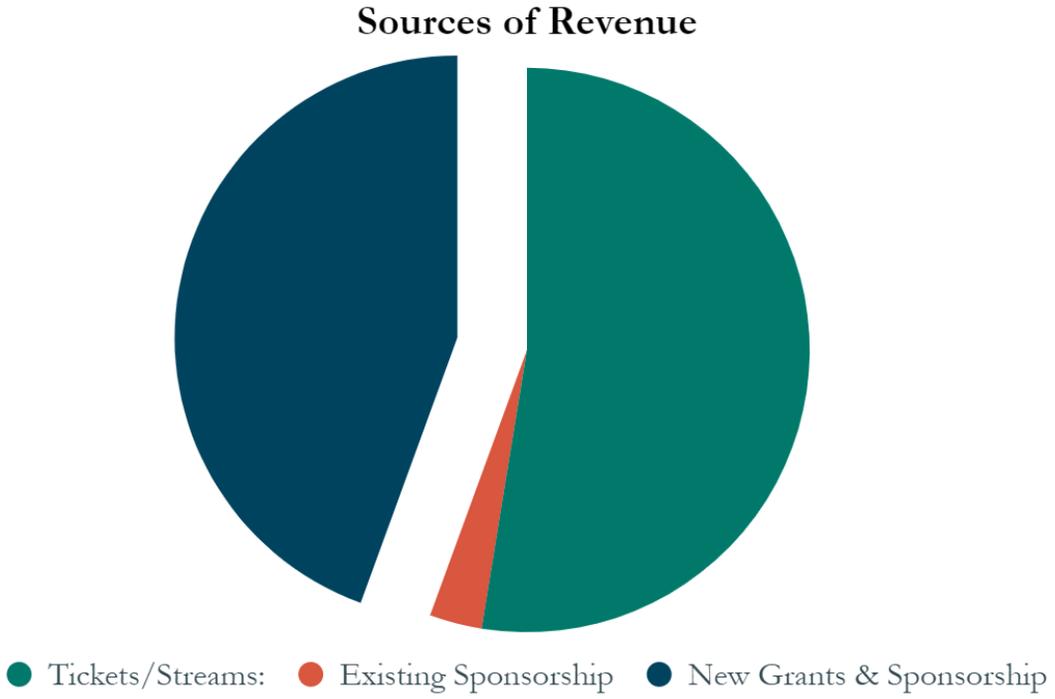
Thank you so much for considering support of KILL MOVE PARADISE.

Expenses	
Artistic Staff	\$23,557
Production Staff	\$15,185
Technical Supplies	\$6,996
Producing Costs	\$6,550
Streaming	\$12,600
Bushnell Park	\$11,210
Total Budget: <b>\$76,098</b>	

### KILL MOVE PARADISE Expenses



Sources of Revenue	
Tickets/Streams:	\$39,992
Existing Sponsorship	\$2,292
New Grants & Sponsorship	\$33,814
Total Revenue: <b>\$76,098</b>	



## **KILL MOVE PARADISE COMMUNITY PROGRAMMING**

Due to the relevancy of this production, Playhouse Theatre Group is working closely with our resident Diversity, Equity, and Inclusion (DEI) Task Force and collaborations with BIPOC-owned businesses and organizations to create educational and outreach opportunities surrounding the production and its important message for racial justice. Plans for the committee include:

- Collaboration with Black-Eyed Sally's to promote BIPOC artists and musicians by offering pre-show entertainment prior to each live performance of the play at Bushnell Park. Black Eyed Sally's will also sell food and drink before each performance.
- Talkbacks after each live performance with the cast and crew, facilitated by special guests from the Greater Hartford BIPOC community
- Resources, study guides, and other supplemental materials to enhance the show's experience before and after performances, including a post-show atmosphere of security to process and discuss the show's themes and impact on audience members
- Community-wide panel discussion addressing the themes of the show with influential community leaders and professionals (More details, title, and theme TBA)
- Multiple opportunities for Hartford Youth scholars, Criminal Justice and Theatre interns, and other summer educational programming for high school students and adults

## **PLAYHOUSE THEATRE GROUP INC. GENERAL INFORMATION**

Playhouse Theatre Group is the parent company of Playhouse on Park, Playhouse Theatre Academy, the Connecticut Shakespeare Festival, and stop/time dance company. Playhouse is in our 12th season, and our goal of offering high quality theatre at affordable prices continues. When the COVID-19 pandemic forced theatres across the world to shut down, we were faced with the challenge of continuing that legacy. Despite the variables preventing us from live theatre, we have been able to provide affordable theatre through live streamed theatrical productions, socially distanced outdoor viewings and live readings, renting out our space for parties wishing to stream our shows in the theatre, and adapting our Playhouse Theatre Academy to a combination of virtual and in-person classes. Keeping ticket prices low for our community, especially those impacted by the COVID-19 pandemic is crucial to maintaining our comfortable, welcoming atmosphere and quality theatre.

## **MISSION STATEMENT**

Playhouse Theatre Group, Inc. through Playhouse on Park is dedicated to providing accessible and engaging theatre performances and programs; offering educational and outreach opportunities through visiting and/or resident theatre artists and educators; and creating and/or exploring chances to collaborate with other existing arts organizations of the Greater Hartford community and beyond.

## **HISTORY**

Playhouse Theatre Group is managed under the direction of Playhouse Theatre Group, Inc and was founded by Tracy Flater, Darlene Zoller, and Sean Harris. Playhouse Theatre Group 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. Now in its 12th Season, Playhouse Theatre Group is West Hartford's own renowned professional theatre, offering a wide range of thought

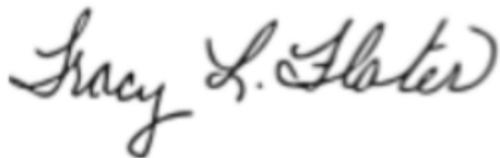
provoking, inspiring and thoroughly enjoyable productions that leave audiences often smiling, sometimes crying, and always talking about what they have just experienced. We also have a dance company in-residence: stop/time dance theater, that presents a full scale production as part of our Main Stage series.

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. Our most recently completed season, Playhouse Theatre Group had approximately 26,000 people come through our doors for a total of 251 performances and events. As a result of Covid-19 we have been forced to cancel, postpone and change our programming dramatically. We have pivoted well, offering a range of outdoor performances at various locations (The Hill-Stead Museum, Dunkin’ Donuts Park, Auerfarm and more) and virtual programming. We are planning a number of outdoor performances in the summer of 2021 including our biggest fundraiser of the year Encore! At Auerfarm; Kill Move Paradise in Bushnell Park and Into the Woods & more at Auerfarm.

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Playhouse on Park has an operating budget of approximately \$1,400,000. We tend to generate approximately 60% through earned revenue: ticket sales, class tuition, etc. We rely on donations, sponsorships, grants, and corporate contributions to assist with the remaining 40% (approximately \$560,000) needed to maintain our programming without greatly increasing ticket prices. Should you have any questions regarding our request or require any additional information, please do not hesitate to contact me by phone, 860-523-5900, ext. 12, or email, [tflater@playhousetheatregroup.org](mailto:tflater@playhousetheatregroup.org).

Sincerely,



Tracy Flater  
Executive Director, Co-Founder of Playhouse on Park  
[tflater@playhousetheatregroup.org](mailto:tflater@playhousetheatregroup.org)  
(860) 523-5900 x 12

# Sign on as a **KILL MOVE PARADISE**

## Sponsor or Advertise today!

YES! I would like to become a (please check all that apply)

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### **Production Producer** - \$25,000 (exclusive: only one available)

- Premier recognition as Production Producer on all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with *KILL MOVE PARADISE*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- 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
- Up to 10 access codes for streamed performance

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### **Associate Production Producer** - \$15,000

- Recognition as Associate Production Producer all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with *KILL MOVE PARADISE*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- 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
- Up to 8 access codes for streamed performance

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### **Production Partners** - \$5,000

- Recognition as Production Partner on promotional materials (ads, posters, programs, fliers, website, newsletters, etc.) affiliated with *KILL MOVE PARADISE*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- Pre-show announcement prior to each performance in CSF
- 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

- Up to 6 access codes for streamed performance

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**Associate Production Partners - \$2,500**

- Recognition as Associate Production Partner on promotional materials (ads, posters, programs, fliers, website, newsletters, etc.) affiliated with *KILL MOVE PARADISE*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- Pre-show announcement prior to each performance
- Quarter color ad in both digital and hard copy program
- Associate Production Partner link on the Playhouse website
- Logo on posters, website, production program and on-site signage
- Up to 8 tickets to the live performance(s) of your choice
- Up to 4 access codes for streamed performance

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**Individual Sponsors - \$1,000**

- Recognition as Individual Sponsor in digital and hard-copy program, poster, and event signage and in film credits of streamed performances
- Up to 4 tickets to the live performance(s) of your choice
- Up to 2 access codes for streamed performance

## **Advertising:**

Digital and Print Color Ads - Ad formats accepted: High-Res PDF, 300dpi JPEG, TIF or EPS

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Full page digital and hard copy ad - \$500

- Horizontal - 4.5”w x 7.5”h

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Half page digital and hard copy ad - \$250

- Vertical – 4.5” x 3.75”

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Quarter page digital and hard copy ad - \$125

- Horizontal – 2.4” x 3.75”

*Please see attached document for demonstrated advertisement sizes.*

## *Kill Move Paradise* Sponsor/Advertisement Form

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

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

Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Type of Sponsorship Level/Advertisement \_\_\_\_\_ Total Amt. Due \$ \_\_\_\_\_

Check Enclosed (make payable to Playhouse Theatre Group, Inc.)

Visa    MasterCard    Discover    American Express    Capital One

Card Number: \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ 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 Theatre Group Inc. with my program ad and/or company logo in the deadlines provided at the time of this agreement.

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

Date: \_\_\_\_\_

**A signed agreement form, with payment must be to ensure inclusion in season materials.**

Please contact us if you are in need of graphic design services. We can assist you for a fee.

**For submitting forms and questions, please contact Liz Reynolds at**

**lreynolds@playhousetheatregroup.org/860-523-5900 x 15**

Thank you!