



The Scottsboro Boys

At Playhouse on Park, we pride ourselves in telling stories that need to be told now. We seek to tell stories that are relevant to today's audiences and often introduce audiences to theatre experiences that they may not know. We will only be the 7th regional theatre production of The Scottsboro Boys and, besides the production in Boston two years ago, it has never been produced in New England.

As a theatre, we want to create an experience for audiences. We don't believe in audiences having a casual, passive, theatre experience. We want to create an experience that people will talk about after they leave, to create the conversation. We look for every production we do to educate, entertain, and challenge; this play does just that.

This season, our 10th, we are focusing on bravery. Bravery resonates from each production we are producing either through plot or characters or both. But we also seek bravery on the part of the theatre to produce them and bravery on the part of the audience to go on that journey with us.

John Kander and Fred Ebb, who created The Scottsboro Boys, create musicals not as vehicles for escapism but rather as a means to confront the most unsettling truths about human nature and behavior.

On March 25, 1931, nine young African-American teenagers were ripped off a train, falsely accused of a crime, hastily tried and sentenced to death in an outrageous disregard of due process. The Scottsboro Boys is a musical of that shocking true story. Featuring a mix of gospel, jazz, and vaudeville, it uses the construct of a minstrel show to tell the true story that provoked a national outrage and helped launch the American civil rights movement.

The musical juxtaposes two very different modes of performance. Much of the show is executed with the standard realism of musical theatre. But there is a play within a play here – and it is an earnestly executed minstrel show, dominated by broad, ugly stereotypes and conventions rooted in racist 19th century theater traditions.

In using the structure of a minstrel show, it forces the audience to confront an ugly past that in our politically correct age we'd rather not think about. In a review of the Boston production, the reviewer said that the Scottsboro boys forcefully reminds us of the extent to which black lives did NOT matter: to the officers, to the courts, and to much of the American public. "You're guilty because of the way you look" an attorney says to one of the accused.

In an interview with the 13-year old actor who was performing in the Broadway production, he said "Often people don't want to know what happened. They avoid the truth because it's easier to not think about something in which they may feel shame."

Our objective is to engage in conversation and dialogue, and provide a space, in this time of negative discourse and pointing fingers at the "other," where we can truly create empathy through listening to each other. Our plan is to have a talkback after every show in order to be able to engage with the audience. And to begin this important conversation.

Early on in the show within the show, the African American minstrel actors, who have performed the story of The Scottsboro Boys many times before, decide to try something different. This time, they say, they are to go to tell the truth.

With authenticity and honesty, our job as a theatre is to help them tell their story.

- Sean Harris



Music and Lyrics by John Kander and Fred Ebb
Book by David Thompson

Thank you for considering support of Playhouse Theatre Group, Inc. (Playhouse on Park) for our upcoming production of THE SCOTTSBORO BOYS, to be performed June 26 – August 4, 2019.

The thrilling, final collaboration by musical theatre greats, John Kander and Fred Ebb (CHICAGO, CABARET), THE SCOTTSBORO BOYS has been hailed as one of the most visionary pieces ever to grace the Broadway stage. Nominated for a staggering twelve Tony Awards, THE SCOTTSBORO BOYS will have you tapping your toes and hollering for justice as the tables are turned on one of the most infamous events in American history: nine African-American men accused of a crime they did not commit. With its brilliant stew of performance styles and piercing new songs, it is truly a triumph of the American Musical Theatre.

Why Now?

THE SCOTTSBORO BOYS is a story of racial prejudice and a failure of the American justice system. It is the story of innocent men who were falsely targeted and sent to jail without any actual evidence against them. It blends musical and performance styles while presenting themes that are very relevant to society today.

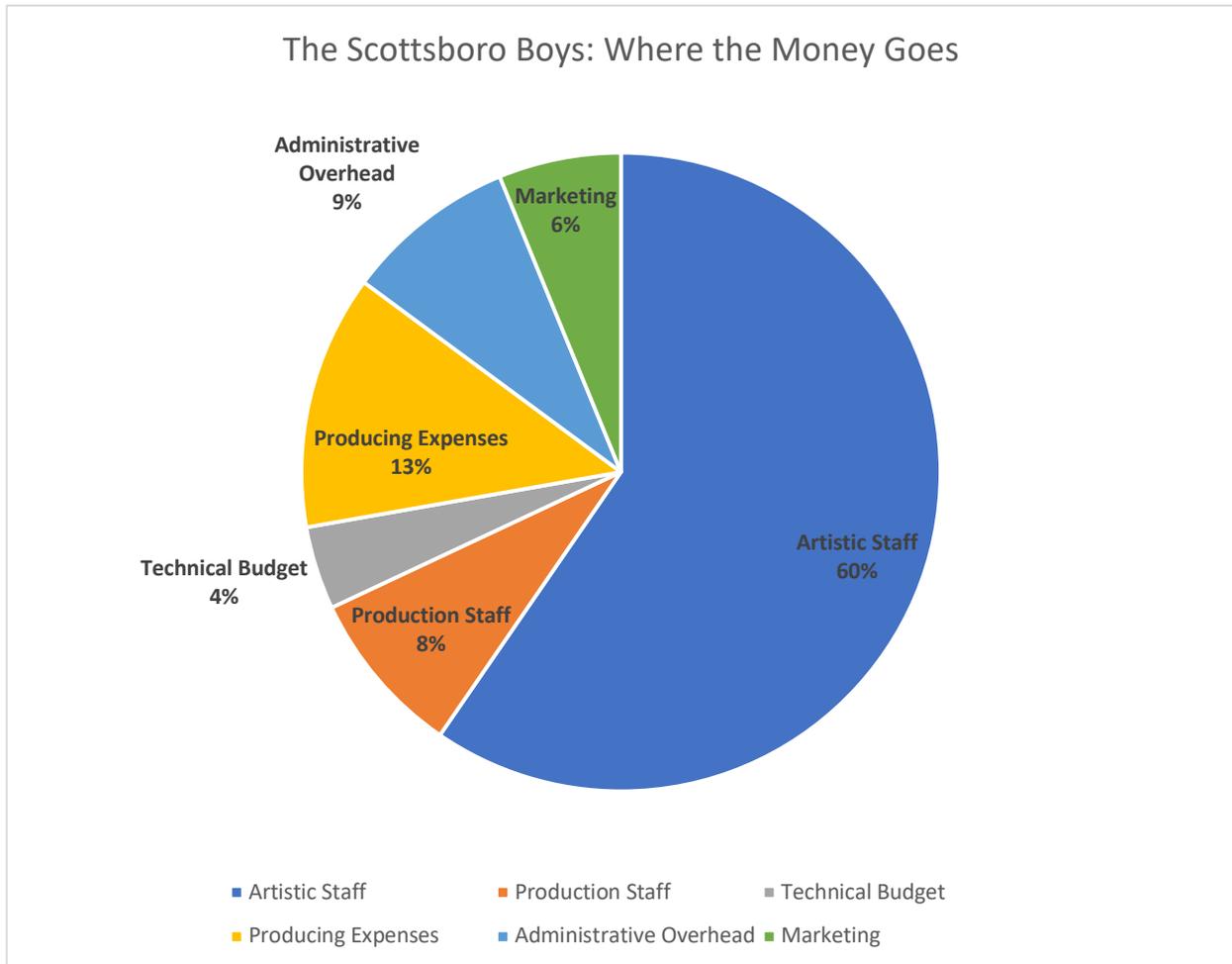
This is Playhouse on Park's tenth anniversary season, and we are taking this opportunity to explore bravery, both as an organization and in the content of the shows we produce this season.

As an organization, we have faced no lack of difficult economic situations over the years, and we are grateful to our funders, patrons, board, and staff for their bravery in trusting us to overcome each of these obstacles. We are also celebrating the bravery that it takes to stay true to our identity. We will continue to create art that we are proud of and produce work that fills us with passion.

THE SCOTTSBORO BOYS centers around a group of men who were incredibly brave in the face of adversity and discrimination. They stood up for themselves and maintained the truth. They were not appropriately honored in their lifetimes, yet their lives influenced so many other visionaries, such as the legendary Rosa Parks. We are proud to be able to honor them now.

THE SCOTTSBORO BOYS Facts and Figures

Total Production Expenses: \$161,343



Amount to be raised by ticket sales: \$112,940

Amount needed through donations, grants, sponsorships, corporate funding: \$48,403

Anticipated Number of Scheduled Performances: 31 with potential to add up to 5 more

Anticipated Number of Audience Members: 5,000

This production will be directed by Playhouse on Park Co-Artistic Director Sean Harris, choreographed by Co-Artistic Director Darlene Zoller, with Music Direction by Melanie Guerin.

Production Dates: June 26 – August 4, 2019

The Scottsboro Boys Community Programming

Because this production is so relevant in a social and historical context, Playhouse on Park is creating an Education and Community Outreach Committee that will create events surrounding the production and generate public interest. Plans for the committee include:

- Developing an Advisory Committee of community leaders. We are specifically looking to reach African American members of the legal, scholar, professional, religious and other affinity groups.
- Evaluating and coordinating partnerships for various initiative and educational programming. Groups they hope to partner with include Connecticut Historical Society, New York Historical Society, Harriet Beecher Stowe House, Trinity College, and the Anti-Defamation League, plus they are seeking additional ideas.
- Working with the production's dramaturg to educate and support the community. For example, they plan to offer post-show talkbacks after each production and they need to locate community facilitators for these talkbacks.
- Creating related educational opportunities for students in our summer programming.
- Developing general support for the production throughout the community.

Playhouse Theatre Group (Playhouse on Park) General Information

Playhouse on Park is entering our 10th 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 and simultaneously benefit 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 26,000 people come through our doors for a total of 251 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 \$1,200,000. 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 \$400,000 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

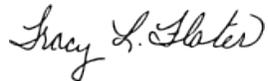
Playhouse Theatre Group, Inc. was formed in 2009 by Tracy Flater, Sean Harris, and Darlene Zoller. They were planning to rent the theatre known as the Park Road Playhouse for one week, when it announced it was closing due to the severe economic climate of the time. There was great concern among the leaders 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, 2010. Under their leadership, Playhouse on Park became a professional theatre attracting award-winning directors, and professional actors, playwrights, and designers.

Playhouse on Park has experienced incredible recent growth, with a particularly successful 2017-2018 season. We had our highest ever number of subscribers and ticket buyers. 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. This season's critical acclaim and audience feedback has been exceedingly positive. 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.

Thank you so much for considering support of THE SCOTTSBORO BOYS. 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. You may also contact our Director of Institutional Giving, Dawn Navarro, at 860-523-5900 ext. 16 or at dloveland@playhousetheatregroup.org.

Sincerely,



Tracy Flater
Executive Director
tflater@playhousetheatregroup.org
(860) 523-5900 x 12



Dawn Navarro
Director of Institutional Giving
dloveland@playhousetheatregroup.org
(860) 523-5900 x 16

Production Sponsorship Opportunities for *The Scottsboro Boys*

June 26 – August 4, 2019

Playhouse on Park

Production Sponsor - \$10,000

(exclusive: only one available)

- Listed as Production Sponsor on all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with the sponsored production
- Acknowledgement on the title page in the playbill
- Acknowledgement as Production Sponsor on signage in lobby throughout the production run
- Pre-show announcement prior to each performance of sponsored production
- Full page ad in playbill for sponsored production
- Production Sponsor link on the Playhouse website
- Logo on posters, website, production playbill, ticket envelopes
- 25 tickets to production for night/s of your choice

Associate Production Sponsor - \$5000

(two available)

- Listed as Associate Production Sponsor on all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with the sponsored production
- Acknowledgement as Associate Production Sponsor on signage in lobby for run of production
- Full page ad in playbill for sponsored production
- Production Sponsor link on the Playhouse website
- Logo on posters, website, production playbill, ticket envelopes for sponsored production
- 15 tickets to sponsored production for night/s of your choice

Producing Partner - \$2500

(two available)

- Listed as Playhouse Partner on all promotional material (posters, program, website) affiliated with the sponsored production
- Half page ad in the playbill of the sponsored production
- Acknowledgement as a Producing Partner on lobby signage for run of production
- 10 tickets to sponsored production for the night/s of your choice

Performance Sponsor - \$1000

(one per performance; 36 available)

- Listed as a Performance Sponsor in playbill of the sponsored production
- Prominent lobby signage for sponsored performance
- Acknowledgement at sponsored performance prior to the post-show Talk Back
- 2 tickets to sponsored performance

Sign on as a Scottsboro Boys Sponsor Today!

Type of sponsorship: Corporate Individual

Name of Sponsor _____

Contact Name: _____ Phone: _____

Email: _____

Sponsorship Level: _____

Total amount due: _____

Payment Method:

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

Please charge my credit card for this payment

Visa Master Card Discover Expiration American Express

Card Number: _____

Expiration Date: _____ CVV: _____

Signature: _____

How many tickets will you use: _____ For which performance: _____

Ads should be sent to tflater@playhousetheatregroup.org

Full page: vertical only - 4 1/2" w x 7 1/2" h

Half page: horizontal - 4 1/2"w x 3 3/4"h or vertical - 2 1/4"w x 7 1/2"h horizontal

Quarter page: horizontal - 4 1/2"w x 1 3/4"h or vertical - 2 3/8"w x 3 3/4" horizontal

Sent payments to:
Playhouse on Park
C/O Tracy Flater
244 Park Road, West Hartford, CT 06119
or email to tflater@playhousetheatregroup.org