

October 2022

Tracy Flater
Co-Founder
Executive Director

Sean Harris
Co-Founder
Artistic Director

Darlene Zoller
Co-Founder
Artistic Director

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Peter Evans, Vice President
Matthew Bragg, Co-Treasurer
Richard Rubenstein,
Co-Treasurer
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Robert Rowson*
Ron Roy
Richard Rubenstein
Robert Slifka
David Wurzer

*deceased

Dear Friends of the Playhouse,

Perseverance: per·se·ver·ance/ ,pərsə'virəns/ noun
Persistence in doing something despite difficulty or delay in achieving success.

“Perseverance” describes the theme of Season 14, our entire existence, but especially since 2020.

All of the beautiful shows in Season 14 feature fighters and survivors whose stories of struggle, courage, and resilience will resonate with audiences from every part of our diverse community.

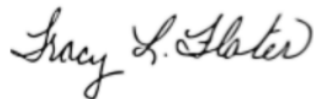
Becoming a Sponsor or Advertiser not only strengthens your brand and broadens your reach into new markets, it also ensures that this gem of a professional theatre will be able to persevere through another Season and beyond. With your support, we will continue inspiring, educating, and delighting tens of thousands of adults and children while building the bonds of community in a way that nothing else can. We need this place.

When the Covid-19 pandemic forced all theatres to close, we never even considered giving up. We persevered by performing online and outdoors in multiple venues, moving our education programs outside, and literally dancing in the streets and online every day at Noon inspiring our community to persevere through those early dark days.

Last fall, we persevered by presenting a full season of productions despite all the uncertainty still surrounding the pandemic. Although audience numbers were lower, every show received rave reviews, and we heard over and over again how grateful people were that we stayed open and continued lifting their spirits during these difficult times.

We are so proud of the productions presented in Season 14 and we hope that you will support them and share a feeling of what pride in all that they make possible for our community.

Sincerely,



Tracy Flater
Executive Director/Co-Founder
Playhouse Theatre Group Inc.
tflater@playhousetheatre.org
Work: 860-523-5900 x 12
Cell: 860-558-8038



Emma Mills Cook
Development Associate
Playhouse Theatre Group Inc.
emills@playhousetheatre.org
Work: 860-523-5900 x 15
Cell: 914-882-5871

Playhouse Theatre Group, Inc.'s
Sponsorship Levels/Advertising Rates
for 2022-2023

Playhouse on Park
Season 14 Main Stage Series

Lady Day at Emerson's Bar and Grill

Fences

Indecent

stoptime dance theater company

Webster's Bitch

Bandstand

Playhouse on Park
Season 14 Theatre for Young Audience Series

A Charles Dickens Christmas

Dandelion

Adapted from the Children's Book by Don Freeman

2022-2023 Season 14 Main Stage Show Dates & Descriptions

LADY DAY AT EMERSON'S BAR AND GRILL

By Lanie Robertson

September 28 - October 16, 2022

The time is 1959. The place is a seedy bar in Philadelphia. The audience is about to witness one of Billie Holiday's last performances, given four months before her death. In Robertson's Tony award-winning play, Holiday engages the audience with salty, often humorous reminiscences of her troubled life as a traveling performer in a segregated south. With the help of her piano man, Jimmy Powers, she lets music tell her story, sharing soulful and heart-wrenching songs from her memorable canon including: "Strange Fruit," "God Bless the Child," "When a Woman Loves a Man," and "Ain't Nobody's Business if I Do."

FENCES

By August Wilson

November 2 - 20, 2022

Set in segregated Pittsburgh in the 1950s, *Fences* depicts the life of Troy Maxson, a former Negro League baseball star now scraping by as a sanitation worker. A towering figure facing thwarted aspirations, Troy attempts to assert control in his life through his relationships with his wife and son. But even as he takes responsibility for their safety and well-being, he betrays them each in ways that will forever alter their lives. Part of August Wilson's 10-play Century Cycle, *Fences* explores the walls we build around ourselves and our loved ones, while also illuminating one family's struggles in a racist society. *Fences* is the winner of the Pulitzer Prize, two-time Tony Award-winner, and one of the most groundbreaking plays of the 20th century.

INDECENT

By Paula Vogel

January 25 - February 26, 2023

Pulitzer Prize-winning playwright Paula Vogel tells the explosive and deeply moving story of the controversial 1923 Broadway debut of Jewish playwright Sholem Asch's *God of Vengeance*—a play about a forbidden lesbian romance that enchanted and outraged audiences. We follow the path of the artists who risked their careers in order to perform it. It actively pays tribute to the Yiddish, immigrant families, Jews, theater makers, and the women, specifically the queer women, who are erased from historical narratives. *Indecent* is a riveting backstage drama filled with music, groundbreaking theatre, and stage magic.

stop/time dance theater's STOP TIME DANCE MACHINE

Conceived, Directed and Choreographed by Darlene Zoller

March 22 - April 2, 2023

stop/time dance theater is gearing up to take the stage for their next annual production. This will be the 18th original stop/time show and their 14th show as the Resident Dance Company of Playhouse on Park. Our cast of 18 promises to entertain you with original choreography and memorable music. Singing, dancing, and lots of heart make stop/time an audience favorite. Whether it's a blast from the past or a look toward the future, stop/time dance theater will take you on a trip you won't soon forget.

WEBSTER'S BITCH

By Jacqueline Bircher

May 31 - June 18, 2023

World Premiere!

When their Editor-in-Chief gets caught using some unexpected profanity, the employees of Webster's Dictionary find themselves at the center of an internet uprising over gender and obscenity in the age of social media. As office politics collide with ambition, morality, and lexicography, the future of the English language hangs in the balance. A play about vulgar words and the people who define them.

BANDSTAND

Music by Richard Oberacker

Book and Lyrics by Robert Taylor and Richard Oberacker

July 12 - August 20, 2023

It's 1945. American soldiers return home to ticker-tape parades and overjoyed families, and Private First Class Donny Novitski, singer and songwriter, returns with the hope of rebuilding his life. When NBC announces a national competition to find the nation's next swing band sensation, Donny joins forces with a motley group of fellow veterans, and together they form a band unlike any the nation has ever seen. However, complicated relationships, the demands of the competition, and the challenging after-effects of war may break these musicians. Victory will require every ounce of talent, stamina, and raw nerve that these musicians can muster.

Ask about our Literature Alive! Outreach Program

2022-2023 Season 14 Main Stage Series Sponsorships (165 Performances)

Presenting Sponsor - \$25,000 - SOLD

- Listed as *Presenting Sponsor* above the title of all shows
- Logo on all digital and promotional material (ads, posters, program, postcards, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Prominent Sponsor link on Playhouse on Park website
- Full page color advertisement in program book for all performances
- Acknowledged as *Presenting Sponsor* in pre-show announcements
- Opportunity to welcome audiences from the stage
- Opportunity for information table in the lobby
- Right of first refusal as Season 14 Presenting Sponsor
- Opportunity to attend the Opening Night Party for each production
- 15 Tier One tickets to each sponsored production for day(s) of your choice

Season Sponsor - \$15,000

- Listed as *Season Sponsor* of all shows
- Logo on all digital and promotional material (ads, posters, program, postcards, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Sponsor link on Playhouse on Park website
- Opportunity to welcome audiences from the stage
- Full page black & white advertisement in program book for all performances
- 10 Tier One tickets to each sponsored production for day(s) of your choice

Series Sponsor - \$10,000

- Listed as *Series Sponsor* of all shows
- Logo on all digital and promotional material (ads, posters, program, postcards, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Sponsor link on Playhouse on Park website
- Half-page black & white advertisement in program book for all performances
- 8 Tier One tickets to each sponsored production for day(s) of your choice

Playhouse Partner - \$5,000

- Listed as *Playhouse Partner* of all shows
- Logo on all digital, promotional material (ads, posters, program, postcards, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Sponsor link on Playhouse on Park website
- Half-page advertisement in program book for all performances
- 6 Tier One tickets to each sponsored production for day(s) of your choice

Playhouse Friend - \$2,500 **Ideal for Individuals/Couples/Families & Small Businesses*

- Listed as *Playhouse Friend* of all shows
- Quarter-page shout-out in program book for all performances
- 4 Tier One tickets to each sponsored production for day(s) of your choice

Contact Emma Mills Cook, Development Associate, for customized and/or individual production packages: [**EMills@playhousetheatregroup.org**](mailto:EMills@playhousetheatregroup.org)

2022-2023 Season 14 Theatre for Young Audience
Show Dates & Description

A CHARLES DICKENS CHRISTMAS

Music by Douglas J. Cohen

Lyrics by Tome Toce

Book by Robert Owens Scott

Conceived and originally directed by Bruce Colville

December 10 - 30, 2022

A CHARLES DICKENS CHRISTMAS is a highly original and humorous take on A Christmas Carol that follows a young Charles Dickens, unable to find much joy in life, struggling to write the Christmas story that will become the most famous holiday tale of all time. With the intervention of a magical muse, the elements of his famous *A Christmas Carol* begin to take shape. Dickens learns the true meaning of Christmas and finds in his past the inspiration for his immortal holiday classic. *A Charles Dickens Christmas'* rich musical score is sure to put the holiday cheer into every member of the audience.

DANDELION

Adapted From the Children's Book by Don Freeman

Book & Lyrics by JOAN ROSS SORKIN

Music by MARY LIZ MCNAMARA

April 25 - May14, 2023

World Premiere!

This musical tells the story of Dandelion, a shy, awkward lion. He is filled with middle school angst when he is invited to Jennifer Giraffe's impromptu party. Dandelion decides to reinvent himself, but ultimately discovers it is better just to be yourself! In addition to the theme of being yourself, the musical raises issues of bullying and social exclusion.

2022-2023 Young Audience Main Stage Series Sponsorships (22 Performances)

Presenting Sponsor - \$5,000- SOLD

- Listed as *Presenting Sponsor* above the title of all shows
- Logo on all digital and promotional material (ads, posters, program, postcards, website, e-newsletter, etc.) affiliated with each of the productions
- Prominent Sponsor Link on Playhouse on Park website
- Full-page color advertisement on inside covers of program book for all performances
- Acknowledged as *Presenting Sponsor* in pre-show announcements
- Opportunity to welcome audiences from the stage
- Right of first refusal as Season 14 Presenting Sponsor
- Opportunity for information table in the lobby for each production
- 15 Tier One tickets to each sponsored production for day(s) of your choice

Series Sponsor - \$2,500

- Listed as *Series Sponsor* of all shows
- Logo on all digital and promotional material (ads, posters, program, postcards, website, e-newsletter, etc.) affiliated with each of the productions
- Sponsor link on Playhouse on Park website
- Half-page black & white advertisement in program book for all performances
- 10 Tier One tickets to each sponsored production for day(s) of your choice

Individual Partner - \$1,000 **Ideal for Individuals/Couples/Families & Small Businesses*

- Listed as *Individual Sponsor* of all shows
- Quarter-page black & white advertisement or shout-out in program book for all performances
- 5 Tier One tickets to each sponsored production for day(s) of your choice

Advertising Only:

*** Price for advertisement in all Main Stage AND Theatre for Young Audience Program Books ***

187 Performances Total!

See attached document for official Ad Specs!

Full Page Advertisement.....\$2,000 (\$10.87 per performance)

4.5" width x 7'5" height

Half Page Advertisement.....\$1,500 (\$8.15 per performance)

4.5" width x 3.75" height

Quarter Page Advertisement.....\$1000 (\$5.43 per performance)

2.4" width x 3.75" height

Advertising Only:

*** Price for advertisement in all Main Stage
AND Theatre for Young Audience Program Books *
187 Performances Total!**

See attached document for official Ad Specs!

**Full Page Advertisement.....\$2,000 (\$10.70 per performance)
420px Width by 560px Height**

**Half Page Advertisement.....\$1,500 (\$8.02 per performance)
420px Width by 320px Height**

**Quarter Page Advertisement.....\$1000 (\$5.35 per performance)
420px Width by 160px Height**

Advertising dimensions for Audience Access

All color ads should be RGB color mode.

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.

FULL PAGE

420px Width by 560px Height

All text and logos should be within this space

HALF PAGE

420px Width by 320px Height

All text and logos should be within this space

QUARTER PAGE

420px Width by 160px Height

All text and logos should be within this space

Sign on as a 2022 - 2023 Season Fourteen Sponsor today!

Please submit sponsor form, logo and ad to Emma Mills Cook, Development Associate:
EMills@playhousetheatre.org

Contact Name: _____

Company Contact: _____

Email: _____

Sponsorship Level(s): _____

Total Amt. Due \$ _____

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

Visa **MasterCard** **Discover** **American Express**

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 on Park with my program ad and/or company logo in the deadlines provided at the time of this agreement.

Signature: _____

Important Information

Payments should be made in full, unless otherwise discussed with Development staff.

Custom payment plans can be made available.

A signed agreement form, with payment, must be received 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 of \$100 for a full page ad, \$75 for a half page ad, or \$50 for a quarter page ad.

Thank you!

Payment and advertisements must be received no later than three (3) weeks before the first date of each production.

Requests for graphic assistance must be made no later than four (4) weeks before the first date of each production.

***Failure to submit materials before the deadline may result in exclusion from promotional materials.*