

August 2021

Tracy Flater
Co-Founder
Executive Director

Sean Harris
Co-Founder
Artistic Director

Darlene Zoller
Co-Founder
Artistic Director

Board of Directors:

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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 Jakobowski
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Vinod Sukhraj

Board Members Emeritus:

Matthew Bragg
Chuck Coursey
Bonnie Gauthier
Carol McCabe
Margaret Rattigan
Julianne Roth
Robert Rowlson
Ron Roy
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Dear Community Partner,

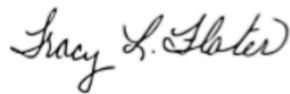
I am writing to request your support for Playhouse on Park's upcoming 2021-2022 Season 13 Main Stage Series and Theatre for Young Audience Series. There will be six productions, totaling in 164 performances, in the Main Stage Series, and two productions, totalling in 20 performances, in the Theatre for Young Audience series, spanning from September 2021-August 2022. With the capacity for 163 seats per performance, that means you or your business could be visible to just shy of 30,000 people!*

The past year has not been easy, however we could not be more proud of how our little theatre continued to do big things! We could not have done it without the support and generosity of our sponsors, advertisers, donors, subscribers, and the remainder of our Playhouse Family. Our 2021-2022 Season will be a celebration and triumph of community and the arts over the pandemic. We hope you will join us in contributing to the vital role our Playhouse has of creating quality theatre at affordable costs, providing enrichment classes and programs for our local youth, and challenging our audiences with our inspiring material.

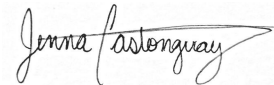
The attached packet contains the shows, show dates, and show descriptions of both our Main Stage and Theatre for Young Audience Series, as well as the levels and benefits of sponsorship or advertising opportunities this season will entail. We always want to learn how we can serve YOU best, so you are more than welcome to contact Jenna Castonguay at her email below with any questions regarding sponsorships and advertisements or if you are interested in customized packages or individual production sponsorships.

Thank you for considering supporting Playhouse Theatre Group Inc.'s Season 13 Main Stage and Theatre for Young Audience Series.

Sincerely,



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



Jenna Castonguay
Development Associate
Playhouse Theatre Group Inc.
jcastonguay@playhousetheatregroup.org
Work: 860-523-5900 x 15
Cell: 860-614-6747

* Capacity subject to change. Playhouse Theatre Group Inc. will follow all guidelines, capacities, and safety protocols implemented by the CDC and Governor Lamont at the time of the performance.

Playhouse Theatre Group, Inc.'s
Sponsorship Levels/Advertising Rates for
2021-2022

Playhouse on Park
Season 13 Main Stage Series

Two Jews Walk Into a War...

Miss Bennet: Christmas at Pemberley

Five Guys Named Moe

stoptime dance theater company

Divas: Double or Nothing

The Agitators

The Story of Susan B. Anthony & Frederick Douglass

Pippin

Playhouse on Park
Season 13 Theatre for Young Audience Series

The Amazing Adventures of Dr. Wonderful (and her dog!)

A Mystery Science Musical

Dandelion

Adapted from the Children's Book by Don Freeman

2021-2022 Season 13 Main Stage Show Dates & Descriptions

TWO JEWS WALK INTO A WAR...

By SETH ROZIN

Directed by EZRA BARNES

September 22-October 8, 2021

Ishaq and Zeblyan are the last remaining Jews in Afghanistan. They share the only remaining synagogue that has not been destroyed by the Taliban. They share a mission to repopulate the Jewish community in Kabul. But they also hate each other. Can this Middle Eastern odd couple commit to one incredible act of faith to keep the diaspora alive without killing one other? A modern vaudeville full of schtick, sorrow, and survival.

MISS BENNET: CHRISTMAS AT PEMBERLEY

By LAUREN GUNDERSON and MARGOT MELCON

December 1-19, 2021

A sequel to Jane Austen's *Pride and Prejudice* set two years after the novel ends, *MISS BENNET* continues the story, only this time with bookish middle-sister Mary as its unlikely heroine. Mary is growing tired of her role as dutiful middle sister in the face of her siblings' romantic escapades. When the family gathers for Christmas at Pemberley, an unexpected guest sparks Mary's hopes for independence, an intellectual match, and possibly even love.

FIVE GUYS NAMED MOE

Book by CLARKE PETERS

Music & Lyrics by LOUIS JORDAN

January 26-February 27, 2022

His woman left him, he's broke, and it's almost five a.m. But don't worry about our hero. All he needs is the right music—and the right guys—to get him through. Enter five guys named Moe, stepping out through his radio to cajole, comfort and jazz him with dozens of whimsical hit songs from the extraordinary Louis Jordan. *FIVE GUYS NAMED MOE* is an international sensation. Initially produced in London's West End by the legendary Cameron Mackintosh, this exhilarating, all-embracing theatrical experience moved to Broadway in 1992 and was nominated for two Tony Awards.

stop/time dance theater
DIVAS: DOUBLE OR NOTHING
Conceived, Directed & Choreographed by DARLENE ZOLLER

March 16-27, 2022

Ever wish you could see all of your favorite DIVAS on one stage? Well, thanks to award-winning choreographer/director, Darlene Zoller, West Hartford is getting the DIVA treatment! When our resident dance company, stop/time dance theater, takes the stage you will realize it was worth the wait. DIVAS: DOUBLE OR NOTHING is an original show featuring 17 outstanding company members who will sing, lip sync, and dance their way into your heart while paying homage to all of your favorites: Cher, Tina, Gloria, Shania, Dolly, Whitney and more with a mix of tap, jazz, swing and funk. This will be a non-stop, high-energy production certain to send you home with a smile on your face.

THE AGITATORS
THE STORY OF SUSAN B. ANTHONY AND FREDERICK DOUGLASS
By MAT SMART

May 25-June 12, 2022

The Agitators tells of the enduring but tempestuous friendship of Susan B. Anthony and Frederick Douglass. Great allies? Yes. And at times, great adversaries. Young abolitionists when they met in Rochester in the 1840s, they were full of hopes, dreams, and a common purpose. As they grew to become the cultural icons we know today, their movements collided and their friendship was severely tested. This is the story of that forty-five-year friendship – from its beginning in Rochester, through a civil war, and to the highest halls of government. They agitated the nation, they agitated each other, and, in doing so, they helped shape the Constitution and the course of American history.

PIPPIN
Book by ROGER O. HIRSON
Music and Lyrics by STEPHEN SCHWARTZ
Directed by SEAN HARRIS and DARLENE ZOLLER

July 6-August 21, 2022

Heir to the Frankish throne, the young prince Pippin is in search of the secret to true happiness and fulfillment. He seeks it in the glories of the battlefield, the temptations of the flesh and the intrigues of political power (after disposing of his father, King Charlemagne the Great). In the end, though, Pippin finds that happiness lies not in extraordinary endeavors, but rather in the unextraordinary moments that happen every day.

Ask about our Literature Alive! Outreach Program

2021-2022 Season 13 Theatre for Young Audience Show Dates & Description

THE AMAZING ADVENTURES OF DR. WONDERFUL (AND HER DOG!) A MYSTERY SCIENCE MUSICAL

Book & Lyrics by LAUREN GUNDERSON
Music by BRIAN LOWDERMILK
Directed & Choreographed by DARLENE ZOLLER
Music Direction by MELANIE GUERIN

October 30-November 7, 2021

A mystery science musical for young audiences! Fly through the solar system with Dr. Wonderful and her amazing adventure team of Newton (the dog), Ben (the human), and Mom (the Mom)! Girl-detective-noir meets science-geek-chic in this super cool astronomical musical theatre event that will take you across the universe with fun, flair, and science. Written by Lauren Gunderson (Playhouse's critically acclaimed Season 10 play THE REVOLUTIONISTS).

DANDELION ADAPTED FROM THE CHILDREN'S BOOK BY DON FREEMAN

Book & Lyrics by JOAN ROSS SORKIN
Music by MARY LIZ MCNAMARA
World Premier!

April 23-May 1, 2022

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.

Ask about our Literature Alive! Outreach Program

2021-2022 Season 13 Main Stage Series (164 Performances)

Presenting Sponsor - \$25,000 *Exclusive Opportunity*

- 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

Community Sponsor - \$10,000

- Listed as *Community 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

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

- Listed as *Individual Partner* 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 Jenna Castonguay, Development Associate, for customized and/or individual production packages: JCastonguay@playhousetheatregroup.org

2021-2022 Young Audience Main Stage Series (20 Performances)

Presenting Sponsor - \$5,000

- 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 *

184 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

Sign on as a 2021 - 2022 Season Thirteen sponsor today!

Please submit sponsor form, logo and ad to Jenna Castonguay, Development Associate:
JCastonguay@playhousetheatregroup.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!

Ad formats accepted: High-Res PDF, 300dpi JPEG, TIF or EPS

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.*



Full Page

Advertisement

4.5" w x 7.5" h

\$2000

Ad formats accepted: High-Res PDF, 300dpi

JPEG, TIF or EPS

Please send promotional materials to

Jenna Castonguay

jcastonguay@playhousetheatregrp.org

*** PRICES ARE FOR
ADVERTISEMENT IN
ALL MAIN STAGE
AND THEATRE FOR
YOUNG AUDIENCE
PROGRAM BOOKS ***

184 Performances

Total!!

Quarter Page

Advertisement

2.4" w x 3.75" h

\$1000

Half Page

Advertisement

4.5" w x 3.75" h

\$1500