

Become a Sponsor and/or Advertiser today for this funny musical!



It
Shoulda
Been You

"...delightfully ebullient" --Curtain Up

*"...delightfully giddy. This Broadway season's freshest and funniest to date"--
USA TODAY*

*"Broadway's so-far stuffy spring season needed to loosen up, and relief
arrives with the campy ensemble comedy **It Shoulda Been You.**" --NBC
"truly amusing"--Hollywood Reporter*

IT SHOULDA BEEN YOU

July 1st - August 9th, 2020

by Brian Hargrove and Barbara Anselmi

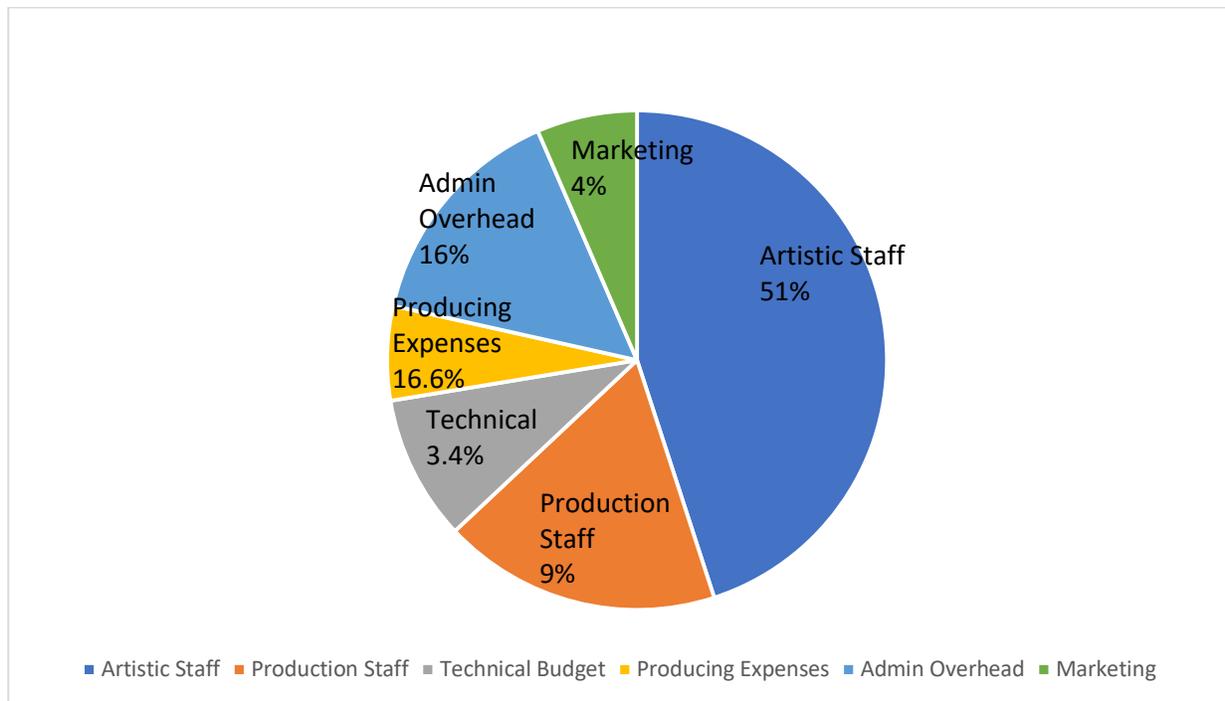
Directed by Susan Haefner

Music Direction by Melanie Guerin

A world where nothing is what it seems, religions collide, Machiavellian plots are revealed, promises are broken, secrets are exposed and hope springs from the most unlikely of places. The charming, funny and original new musical, It Shoulda Been You invites you to a wedding day that you'll never forget. A wild musical farce with blushing brides, nervous grooms, overbearing moms, unexpected guests and plenty of crazy twists and turns.

Facts and Figures

Production Expenses: \$212,295



Amount to be raised by ticket sales: \$159,221

Amount needed through donations, grants, sponsorships, corporate funding: \$53,074

Anticipated Number of Scheduled Performances: 42 with the potential to add more

Anticipated Number of Audience Members: 5135

This production will be directed by: Susan Haefner

Production Dates: July 1- August 9, 2020



Playhouse Theatre Group (Playhouse on Park) General Information

Playhouse on Park is entering its eleventh 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, while simultaneously benefitting the residents of the Greater Hartford community, regardless of income level. 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 21,000 people come through its doors for 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 \$1,300,000. 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 \$500,000 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 opportunities 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

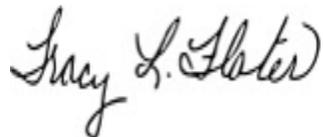
the lease for one year. This has since become a ten-year lease, and the space was renamed Playhouse on Park. Playhouse Theatre Group, Inc. became a 501(c)(3) organization in September of 2010. Under their leadership, Playhouse on Park has become a professional theatre that attracts award-winning directors, professional actors, playwrights, and designers.

Playhouse on Park has experienced incredible growth recently, with a particularly successful 2017-2018 season. We had our highest ever number of ticket buyers and our subscribers continue to grow! 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. We won the Connecticut Critics Circle award for “Best Ensemble” for last season’s production of *The Revolutionists*. The Playhouse also received the “Seal of Approval” honor from the League of Professional Theatre Women for consistently hiring women behind the scenes, in creative roles, and on stage. We are only the third theatre in the state to have received this honor, along with Hartford Stage and Yale Repertory – such great company to be in! 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. Last but not least, our critical acclaim and audience feedback continue to be exceedingly positive.

Also, we must share that Playhouse Theatre Group, Inc. was just awarded the Nonprofit Organization of the year by the Hartford Business Journal. We are incredibly proud of this amazing honor! This award is given to a nonprofit for creativity and innovation in building a sustainable organization, excellence in teamwork, and an outstanding dedication to mission in the community with emphasis on excellence in management and operations.

Thank you so much for considering support of *It Shoulda Been You*. Should you have any questions regarding our request or require any additional information, please do not hesitate to contact us!

Sincerely,

A handwritten signature in black ink that reads "Tracy L. Flater". The signature is written in a cursive, flowing style.

Tracy Flater
Co- Founder/Executive Director
tflater@playhousetheatre.org
860-523-5900 x12

****Sign on as a Sponsor and/or Advertiser with *It Shoulda Been You*****

Producing Partner - One Production Only - Play: \$2,500

Listed as Playhouse Partner on promotional material (posters, program, website) affiliated with the 1 production you choose

Half Page ad in the program for all performances of your chosen production

Acknowledged as a Producing Partner on signage in the lobby

10 tickets for the night/s of your choice, for the production you are sponsoring

Advertising:

Full page ad - \$310.00

Half page ad: \$170.00

Quarter page ad: \$100

Company Name: _____

Company Contact: _____ Phone: _____

Email: _____

Total amount due: _____

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

___ *Please charge my credit card for this payment*

___ *Visa* ___ *Master Card* ___ *Discover* Expiration: _____ cvv: _____

Card Number: _____

Signature: _____

I agree to the terms of this advertisement agreement. Payment is enclosed. 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

Ad sizes are:

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

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

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

Program ads & logos should be print ready and sent to Sam Schrader at sschrader@playhousetheatre.org
Please contact us if you need graphic design services. ***We can assist you for a fee.***