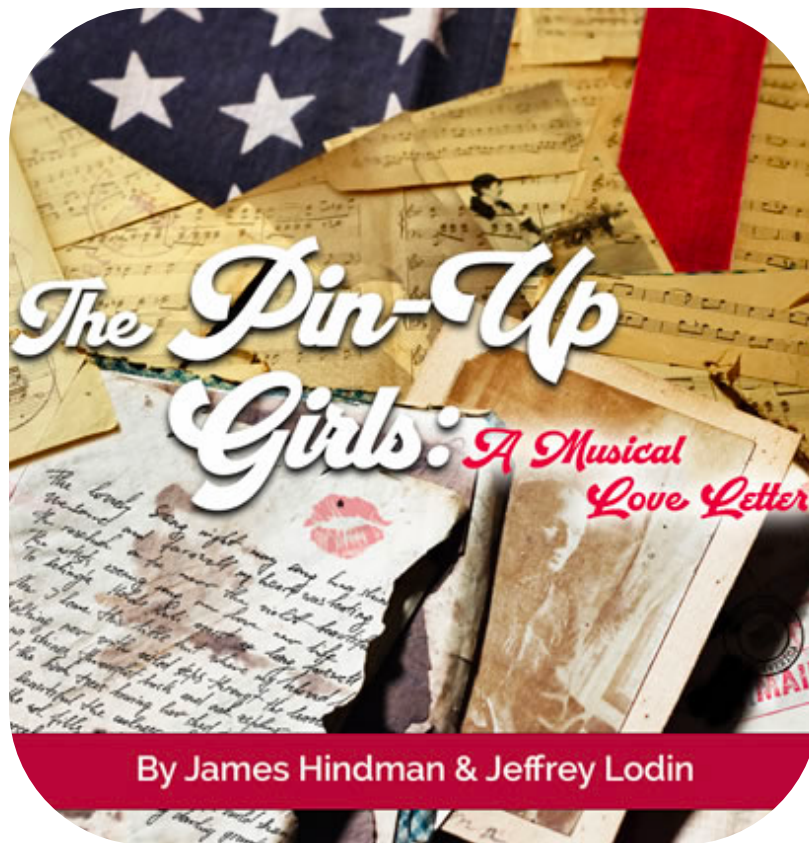


# PLAYHOUSE ON PARK

## Become an Individual Show Sponsor!



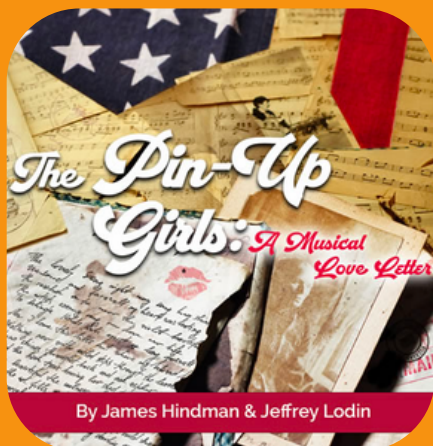
*Playhouse on Park is Connecticut's most renowned, intimate, professional non-profit theatre, offering a wide range of thought-provoking, inspiring, and entertaining productions that leave audiences sometimes smiling, sometimes crying, but always talking about what they've experienced.*

244 Park Road  
West Hartford, CT 06119

860-523-5900, ext. 15

[ECook@playhousetheatregroup.org](mailto:ECook@playhousetheatregroup.org)

# Pin-Up Girls: A Musical Love Letter



Written by James Hindman and Jeffrey Lodin

Directed & Choreographed by Darlene Zoller

Music Direction by Kevin Barlowski

## About the Show

While performing a Christmas cabaret at their local VFW hall, Leanne and her friends stumble upon a huge stash of letters from service men and women that go back 100 years; stories spanning from WWI to Afghanistan. Moved by what they find, the ladies put on a festive show that celebrates the guys and gals who fight to defend our country. With music from The Andrew Sisters, Beyonce and holiday favorites, The Pin-Up Girls give us a funny, romantic, heartbreaking and sexy tribute to our troops overseas.

★ *New England Premiere!*

## Performances

This production is scheduled from November 29 - December 23, 2023 for a total of 27 public performances. There are 7 public performances per week.

## Production Budget

Expenses	
Artistic Staff	\$44,381
Production Staff	\$26,435
Technical Budget	\$7,480
Producing Expenses	\$15,901
Marketing	\$14,130
Overhead	\$28,259
<b>Total:</b>	<b>\$136,586</b>

Sources of Revenue	
Individual Ticket Sales	\$71,682
Subscription Sales	\$32,236
Fundraising*	\$32,668
<b>Total:</b>	<b>\$136,586</b>

\*Sponsorship, Grants, Advertising, Individual Donations

# Why Now?

In recent years, many of us have experienced the absence of community and communal spaces and realized the importance of them. In *Pin-Up Girls: A Musical Love Letter*, our protagonists understand this importance before they lose their space for good. While volunteering to clean out the basement of their local Veterans of Foreign Wars (VFW) Hall, the Pin-Up Girls (Leanne, Megan, Dana and Sharon) find letters written by soldiers to their loved-ones from different American wars. In this cabaret-style jukebox musical, the Pin-Up Girls—minus Sharon, who is in labor, which is why Joel, Leanne’s brother, has stepped in)—treat the veterans of their community to one final performance before their VFW Hall closes down. This 90-minute musical arrives during the holiday season, emphasizing the commemoration of loved ones, close-knit family ties, and the warmth and importance of community.

Community is such a big facet of Playhouse on Park’s identity as a theatre. Our consistent use of local, Connecticut talent in our professional productions is what sets us apart from the other theatres in the Greater Hartford area. For *Pin-Up Girls: A Musical Love Letter*, two of our four actors are Connecticut natives—Olivia Fenton grew up in Wethersfield, and Hillary Ekwall was born and raised in West Hartford—and our musical director, Kevin Barlowski, resides in West Hartford. We’re also planning to incorporate real letters written by our town’s veterans from our local VFW Hall. During the 2023 holiday season, we felt that *Pin-Up Girls: A Musical Love Letter* encapsulated the appreciation for the community that is returning to our lives after a three-year pandemic and its resulting social isolation.

Every funder, sponsor, patron, member of the board, and staff member who helps us produce live professional theater that brings the community together is greatly appreciated. Our production of *Pin-Up Girls: A Musical Love Letter* can be how our community reconnects.



Thank you for your consideration in supporting this production. Please reach out with questions or if further information is needed.

Sincerely,

Handwritten signature of Tracy Flater in purple ink.

**Tracy Flater**  
**Co-Founder/Executive Director**  
[TFlater@playhousetheatregroup.org](mailto:TFlater@playhousetheatregroup.org)  
**(860) 523-5900 x 12**

Handwritten signature of Emma Cook in purple ink.

**Emma Cook**  
**Development Manager**  
[ECook@playhousetheatregroup.org](mailto:ECook@playhousetheatregroup.org)  
**(860) 523-5900 x 15**

## Playhouse Theatre Group Inc. General Information

Playhouse Theatre Group, Inc. (PTG) is the parent company of Playhouse on Park, Playhouse Theatre Academy, the Connecticut Shakespeare Festival, and stop/time dance company. In 2022, Playhouse on Park entered its 14th season, despite incredible challenges brought on by the COVID-19 pandemic. As we rebuild our audience back to its pre-pandemic numbers, we're still committed to our mission of providing high-quality, accessible live theatre at affordable costs.

Playhouse Theatre Group, Inc. also manages Playhouse Theatre Academy, which offers theatre-educational programming for all ages. Year-round classes and programs are taught in our locations in Hartford and Simsbury. We also offer our Literature Alive Field Trip program, through which students of all grade levels can experience a matinee performance as a part of their school day.

PTG has an annual operating budget of \$1.8m. During pre-covid times, approximately 50% of our operating budget came from earned revenue and the other 50% from raised revenue. Raised revenue includes individual donations, grants, sponsorship, advertising, and fundraising events and activities. Throughout Covid, earned revenue dramatically decreased and the need for raised funds increased tremendously. As audiences slowly return, and covid related expenses are still being incurred we still look to raise approximately 70% of our operating budget. Support for individual productions, such as Pin-Up Girls: A Musical Love Letter, is an incredible help.

In addition to our regular ticket pricing, we offer 3 Preview performances where tickets are approximately 50% below the regular show costs. We also offer deeply discounted tickets through our Lunch Time Special and Student Rush tickets. 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 ensuring all members of our community have access to professional live theatre.

## History

Playhouse on Park is managed under the direction of Playhouse Theatre Group, Inc. and was founded by Tracy Flater, Darlene Zoller, and Sean Harris. Playhouse on Park 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 showcases. Now, in its 14th Season, Playhouse on Park is West Hartford's own renowned professional theatre, offering a wide range of thought-provoking, inspiring, and entertaining productions that leave audiences often smiling, sometimes crying, and always talking about what they've just experienced. We also have a professional dance company in-residence: stop/time dance theater, that presents a full-scale production as part of our Main Stage series.

## Recent Awards

- ★ *8 nominations & 4 awards from Connecticut Critics Circle (2023)*
- ★ *Numerous Readers Poll Awards:*
  - ★ *Best Performing Arts Organization - We-Ha Magazine (2023)*
  - ★ *Best Professional Theatre by BroadwayWorld (2023)*
  - ★ *Best Theater Group by Hartford Courant (2023)*
- ★ *2022 Arts Inspiration Award - Greater Hartford Arts Council*
- ★ *2019 Non-Profit of the Year - Hartford Business Journal Community Excellence & Non-Profit Awards*
- ★ *Seal of Approval - League of Professional Theatre Women (2019)\**
- ★ *Excellent performance reviews from the New York Times, Hartford Courant and several theatre publications.*

## Production Producer

\$10,000

- ★ Premier recognition as Production Producer on all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with Pin-Up Girls: A Musical Love Letter
- ★ Acknowledgement on the title page in the digital and hard copy program
- ★ 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

## Production Partners

\$2,500

- ★ Recognition as Production Partner on promotional materials (ads, posters, programs, fliers, website, newsletters, etc.) affiliated with Pin-Up Girls: A Musical Love Letter
- ★ Acknowledgement on the title page in the digital and hard copy program
- ★ Pre-show announcement prior to each performance
- ★ 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

**SIGN ON AS A SPONSOR OR ADVERTISER FOR PIN-UP GIRLS: A MUSICAL LOVE LETTER TODAY!**

## Associate Production Producer

\$5,000

- ★ Recognition as Associate Production Producer all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with Pin-Up Girls: A Musical Love Letter
- ★ Acknowledgement on the title page in the digital and hard copy program
- ★ 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

## Individual Sponsors

\$1,000

- ★ Recognition as Individual Sponsor in digital and hard-copy program, poster, and event signage affiliated with Pin-Up Girls: A Musical Love Letter
- ★ Up to 4 tickets to the live performance(s) of your choice

# ADVERTISING ONLY

# ADVERTISING DIMENSIONS

**Full-Page Ad** ..... **\$2,000 (\$10.70 per performance)**

*420px Width by 640px Height*

**Half-Page Ad** ..... **\$1,500 (\$8.02 per performance)**

*420px Width by 320px Height*

**Quarter Page Ad** ..... **\$1,000 (\$5.35 per performance)**

*420px Width by 160px Height*

**FULL PAGE**  
420px Width by 640px Height

**HALF PAGE**  
420px Width by 320px Height

**QUARTER PAGE**  
420px Width by 160px Height

- All color ads should be RGB color mode.
- All text and logos should fit within the dimensions listed per page option.
- 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.

# SIGN ON AS A SPONSOR OR ADVERTISER FOR PIN-UP GIRLS: A MUSICAL LOVE LETTER TODAY!

Please submit sponsor form, logo, and ad to Emma Cook, Development Associate:  
[ECook@playhousetheatregroup.org](mailto:ECook@playhousetheatregroup.org)

Contact Name: \_\_\_\_\_

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

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

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

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Sponsorship Level(s): \_\_\_\_\_

Total Amt. Due \$ \_\_\_\_\_

## Installment Plan:

- Pay In Full  
 Two Installments (50% now; 50% on September 29, 2023)

## Payment Type:

- Check Enclosed (make payable to Playhouse Theatre Group, Inc.)  
 Credit Card:  
 Visa  MasterCard  Discover  American Express

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_ / \_\_\_\_ 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

A signed agreement form, with payment, must be received to ensure inclusion in season materials. Payments should be made in full, unless otherwise discussed with Development staff. **Payment and advertisements must be received no later than three (3) weeks before the first date of each production.**

Please contact us if you are in need of graphic design services. **Requests for graphic assistance must be made no later than four (4) weeks before the first date of each production.** 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.

**Custom payment plans can be made available.**