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Executive Director

Sean Harris  
Co-Founder  
Artistic Director

Darlene Zoller  
Co-Founder  
Artistic Director

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\*deceased

July 2023

## *Dear Supporter of the Arts,*

Thank you for considering a sponsorship in support of our 2023-24 Season here at Playhouse on Park. By becoming a sponsor, you help our non-profit underwrite the cost of producing world-class professional theatre productions that educate, challenge and entertain our audiences. Underwriting is a necessity in order for live, professional theatre to thrive and survive, which, in turn, has a great impact on our community. In return, you will increase the visibility of your company and brand through advertising and publicity while aligning yourself as a supporter of the arts.

The theme for our 15th season is “celebration.” We have a lot to celebrate: our perseverance despite the vast amount of challenges for theatre in the past three years; our audiences as they return to live theatre and rediscover the safety, community, and joy that is essential in our lives through live theatre; and our supporters, without whom we would not be able to function. All of you have been crucial and we celebrate YOU. We sure hope you will join in on the celebration as a sponsor or advertiser.

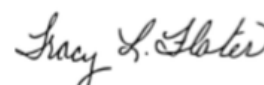
We have an incredible season planned. We will celebrate classic literature and the work of Jane Austen through *The Complete Works of Jane Austen (Abridged)*, a high-energy escape that transports you through all of the characters and stories created by Jane Austen in less than 90 minutes. Next up, *Pin Up Girls: A Musical Love Letter* will allow us to celebrate our veterans and letters from family members to military men and women as they are remembered through songs from WWI to the present. You won't want to miss celebrating women in theatre through the inventive *Ms. Holmes and Ms Watson - Apt 2B*, which reimagines Holmes and Watson through a feminist lens; hysterical, smart, and full of adventure. Following that, *Toni Stone* celebrates our unsung heroes and untold stories as we celebrate the true story of the first woman to play baseball in the Negro Leagues. And lastly, in the Broadway smash musical, *The Prom*, we will celebrate inclusivity and the power of love and acceptance within a community. Available as an add-on to this season is stop/time dance theater's annual production (title to be announced) at the same 20% savings.

Thank you for your consideration.

Regards,



**Betsy Udal**  
President,  
Playhouse Theatre Group Inc.



**Tracy Flater**  
Executive Director / Co-Founder,  
Playhouse Theatre Group Inc.

# PLAYHOUSE ON PARK

## Be OUR Star!

## Become a Season 15 Sponsor or Advertiser!



***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@playhousetheatre.org](mailto:ecook@playhousetheatre.org)

# Season 15 Main Stage Show Dates & Descriptions

## THE COMPLETE WORKS OF JANE AUSTEN (ABRIDGED)

By Jessica Bedford, Kathryn MacMillan, Charlotte Northeast, & Meghan Winch

September 27-October 22, 2023

Three actors, one newbie, and two self-professed Janeites, tackle the entire canon of Jane Austen's works – in just 80 minutes. A fun, funny, and fast-paced romp that will delight fans of Austen and newcomers alike. Fall in love with Emma, Elinor, Mr. Darcy, and more. It is a truth universally acknowledged that an audience in possession of high spirits must be in want of a ticket to this big-hearted comedy.

★ *New England Premiere*

## THE PIN-UP GIRLS: A MUSICAL LOVE LETTER

Written by James Hindman and Jeffrey Lodin

November 29 - December 23, 2023

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*

## MS. HOLMES & MS. WATSON - APT. 2B

By Kate Hamill

January 24-February 18, 2024

An irreverent, darkly comic, modern take on Sir Arthur Conan Doyle's famous sleuth and sidekick, this fast-paced romp re-examines the world's most famous detective story with a bold new feminist lens. In this highly theatrical, small-cast escapade, oddball female roommates Sherlock (yes, it's also a girl's name—wait, is it a girl's name? Is it even a name?) Holmes & Joan Watson join forces to emerge from pandemic fog as a deeply codependent, quasi-dysfunctional Odd Couple adventure duo—solving mysteries and kicking butts, until they come face to face with a villain who seems to have all of the answers.

★ *Northeast Premiere*

## TONI STONE

Written by Lydia R. Diamond

May 29-June 16, 2024

An original play inspired by the book Curveball, The Remarkable Story of Toni Stone by Martha Ackmann. This sensational theatrical event knocks it out of the park with a high intensity glimpse into the world of the first woman to go pro in baseball's Negro Leagues. Against all odds, Toni Stone blazes a path in the male-dominated sports world, shattering expectations and creating her own set of rules. Follow Toni's journey as she fights for love, equality and a chance to do what she wants the most – play baseball. Filled with humor and the love of the game, this intimate and profoundly relevant portrait of America will have you cheering along.

★ *New England Premiere*

## THE PROM

By Bob Martin, Chad Beguelin and Matthew Sklar, Based on an original concept by Jack Viiertel

July 10-August 11, 2024

A troupe of hilarious, self-absorbed and fading Broadway stars shake up a small Indiana town as they rally behind a teen who wants to go to the prom with her girlfriend. Winner of the Drama Desk Award for Best Musical, The Prom expertly captures all the humor and heart of a classic musical comedy with a message that resonates with audiences now more than ever. A story of love, acceptance, and embracing the person you were meant to be.

## stop/time dance theater

Conceived, Directed & Choreographed by Darlene Zoller

March 13-24, 2024

This production is an option addition to the Main Stage Subscription series.

Nobody celebrates quite like stop/time! Their annual production is always a crowd-pleaser, and this year's show won't disappoint!

*Does one particular production stand out to you? Please reach out to inquire about individual show sponsorship and advertising opportunities.*



# 2023-2024

# SEASON 15 MAIN STAGE SERIES SPONSORSHIPS

## Presenting Sponsor - \$25,000 (Exclusive Opportunity)

- Listed as Presenting Sponsor above the title of all shows
- Logo on all digital and promotional material (interactive color ads, posters, program, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Prominent Sponsor link on Playhouse on Park website
- Prominent placement of full page interactive color ad in digital program
- 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 16 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 digital and promotional material (interactive color ads, posters, program, 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 interactive color ads in digital program 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 digital and promotional material (interactive color ads, posters, program, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Sponsor link on Playhouse on Park website
- Half-page interactive color ads in digital program 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 digital, promotional material (interactive color ads, posters, program, website, e-newsletter, etc.) affiliated with each of the 6 productions
- Sponsor link on Playhouse on Park website
- Half-page interactive color ads in digital program 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 interactive color ads shout-out in in digital program for all performances
- 4 Tier One tickets to each sponsored production for day(s) of your choice

Contact Emma Cook, Development Associate, for customized, individual and/or series production packages: [ECook@playhousetheatre.org](mailto:ECook@playhousetheatre.org).

# 2023-2024

## Season 15 Theatre for Young Audiences, stop/time & Other Events Dates & Descriptions

### Theatre for Young Audiences

#### ALEXANDER AND THE TERRIBLE, HORRIBLE, NO GOOD, VERY BAD DAY

Book and Lyrics by Judith Viorst,  
Music by Shelly Markham

*April 16 - May 5, 2024*

Alexander is having a bad day. A terrible day. A horrible day. To be quite honest, it's a terrible, horrible, no good, very bad day. Not only does he wake up with gum in his hair, but his mother forgets to pack him dessert, and his best friend decides he's not his best friend anymore. It is enough to make anyone want to go to Australia. But then, everybody has bad days, sometimes. In this delightful adaptation of her popular book, Judith Viorst sets Alexander's rather trying life to music and brings to the stage one of America's feistiest characters. Alexander's struggles with life's daily dramas will not only entertain but educate young audiences as they identify with Alexander and the obstacles he encounters.

### Mama D's

#### MAMA D'S OUTRAGEOUS HALLOWEEN ROMP: BOOS & BOOZE

Conceived, Directed & Choreographed by Darlene Zoller

*October 27-31, 2023*

Be afraid. Be very afraid! Mama D's Outrageous Romp is back with a BOOtiful cast ready to celebrate Halloween with some Boos and Booze! Creator, Darlene Zoller, and her partner in crime, Music Director, Colin Britt, are bringing sexy back with this adults only show guaranteed to knock your socks off (and perhaps your pants, too!). LIVE music. SULTRY singers. FABULOUS dancers. Trick OR treat? Definitely both!

### Other Events

#### Comedy Nights

Stand-Up & B.Y.O.B.

*September 16, 2023  
November 4, 2023  
January 6, 2024  
March 30, 2024  
June 22, 2024*

#### Playwrights On Park

Staged-readings of selected new works!

*October 8, 2023  
February 4, 2024  
June 9, 2024  
July 28, 2024*

#### Encore!

A fundraiser gala event that raises more money to support Playhouse Theatre Group, Inc.

*Inquire today about adding Encore! to your sponsorship!*

*Does one particular production or event stand out to you? Please reach out to inquire about individual show sponsorship and advertising opportunities.*

# 2023-2024

# SEASON 15 THEATRE FOR YOUNG AUDIENCES SERIES SPONSORSHIPS

## Presenting Sponsor - \$5,000

- Listed as Presenting Sponsor above the title of all shows
- Logo on digital and promotional material (interactive color ads, posters, program, website, e-newsletter, etc.) affiliated with each of the productions
- Prominent Sponsor Link on Playhouse on Park website
- Prominent placement of full page interactive color ad in digital program
- Full-page interactive color ads 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 16 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 digital and promotional material (interactive color ads, posters, program, website, e-newsletter, etc.) affiliated with each of the productions
- Sponsor link on Playhouse on Park website
- Half-page interactive color ads in digital program 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 interactive color ads or shout-out in in digital program for all performances
- 5 Tier One tickets to each sponsored production for day(s) of your choice

Contact Emma Cook, Development Associate, for customized, individual and/or series production packages: [ECook@playhousetheatre.org](mailto:ECook@playhousetheatre.org).

# 2023-2024

# COMEDY NIGHT & PLAYWRIGHTS ON PARK SPONSORSHIPS

## Comedy Night

### Comedy Night Sponsor - \$2,500 (Exclusive Opportunity)

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

### Comedy Night Individual Partner - \$1,000

*\*Ideal for Individuals/Couples/Families & Small Businesses*

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

## Playwrights On Park

### Playwrights On Park Sponsor - \$2,500 (Exclusive Opportunity)

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

### Playwrights on Park Individual Partner - \$1,000

*\*Ideal for Individuals/Couples/Families & Small Businesses*

- Listed as Individual Sponsor of all shows
- Quarter-page interactive color ads in digital program for all performances
- 5 Tier One tickets to each sponsored production for day(s) of your choice

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

# ADVERTISEMENTS ONLY:

Prices for advertisements in all Main Stage &  
Theatre for Young Audience Digital Program Books

## OPTIONS

**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)**

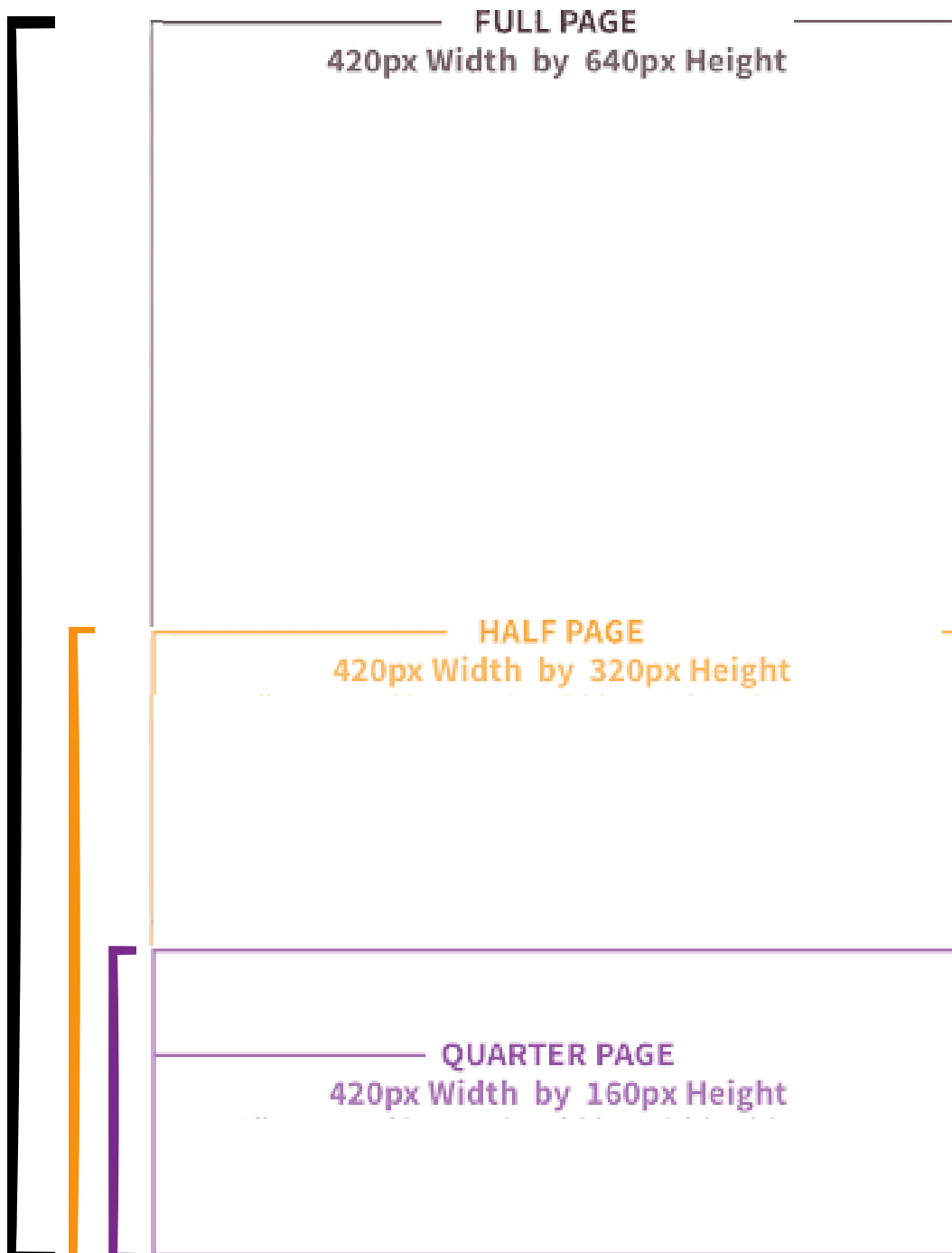
*420px Width by 160px Height*

## SEE NEXT PAGE FOR AD SPECS!



# ADVERTISEMENTS ONLY:

## Advertising dimensions for Audience Access



- 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 2023 - 2024 SEASON 15 SPONSOR OR ADVERTISER TODAY!

Please submit sponsor form, logo, and ad to Emma Cook, Development Associate:  
[ECook@playhousetheatre.org](mailto:ECook@playhousetheatre.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 January 15, 2024)
- Four Installments (25% now; 25% on October 15, 2023; 25% on January 15, 2024; 25% on April 15, 2024)

## 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.**

Contact Emma Cook, Development Associate, for customized payment plans:  
[ECook@playhousetheatre.org](mailto:ECook@playhousetheatre.org)