

TRACY FLATER

Executive Director
Co-Founder

SEAN HARRIS

Co-Artistic Director
Co-Founder

DARLENE ZOLLER

Co-Artistic Director
Co-Founder

JULIANNE ROTH
REBECCA SELIG

Encore Co-Chairs

ENCORE COMMITTEE

Melanie Ellis
Gene Evans
Kathy Frederick
Barb Laurain
Brittany Stephenson
Denise Tavlin
Betsy Udall

BOARD OF DIRECTORS

Betsy Udall
President
Peter Evans
Vice President
Andrew Lattimer
Matthew Bragg
Co-Treasurers
Gail Mangs
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Joanna Engel
William Fish
Sarah Jakubowski
Ryan McBride
Susan Miller
Richard Rubenstein
Rebecca Selig
Annie Scott
Vinod Sukhraj
Ruth Van Winkle

SUPPORTING
STAFF

Jasmine Calhoun
Emma Cook
Elizabeth Stassen

Julianne Roth & Rebecca Selig, Co-Chairs
Tracy Flater, Executive Director
Darlene Zoller & Sean Harris, Co-Artistic Directors

SPONSORSHIP AND ADVERTISING OPPORTUNITIES NOW AVAILABLE!

We proudly invite you to be part of one of this spring's hottest events being held at one of the oldest and most respected social clubs in Hartford by becoming a sponsor or advertiser. When you become a sponsor or advertiser of Encore! 2024, your company's message will reach not only the hundreds of people attending the event, but also thousands more before and after May 18th through our social media channels, online auction, website, print materials, and media releases.

All proceeds from this unforgettable evening will help keep professional live theatre on the Playhouse on Park stage and bring excellent theatre arts programs to children, youth, and schools through Playhouse Theatre Academy for years to come.

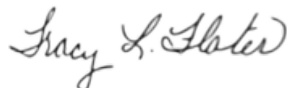
This year, we are going retro (think Mad Men & The Marvelous Mrs. Maisel) which will be fully realized through all aspects of the event. We hope you will join us as a Sponsor or Advertiser for this unforgettable evening of fine dining, dancing, live and silent auctions, and the world class entertainment that only Playhouse on Park can produce.

We will also raise a glass in celebration of our 15th Anniversary and go retro in a different way by reflecting over the past fifteen seasons here at the Playhouse.

Information about Sponsorship levels and benefits, and advertising rates is enclosed. You may also sign up and pay over the phone or online. For more information or to discuss a custom sponsorship package tailored to your needs, please don't hesitate to contact us or Emma Cook, Office/Development Manager, 860-523-5900 Ext. 15, JCalhoun@playhousetheatre.org.

Thank you for your support and we hope to see you on May 18th!

Sincerely,



Tracy Flater

Co-Founder & Executive Director
of Playhouse Theatre Group, Inc.



Julianne Roth

Encore Co-Chair



Rebecca Selig

Encore Co-Chair



Encore! presents
**Madly
Marvelous**
A RETRO BASH
Saturday, May 18th, 2024

Encore 2024 Sponsorship & Advertising Opportunities

PRESENTING SPONSOR



\$15,000

- ✦ Premium seating for 10 guests at Encore 2024.
- ✦ Prominent recognition with logo in premier positions on the Encore 2024 website, online auction site, social media channels, E-newsletter, media releases, print materials, event signage.
- ✦ Full-page ad in the Encore 2024 program book.
- ✦ Opportunity to make brief remarks from the stage at Encore 2024.
- ✦ Mention from the podium during Encore 2024.

OPENING CREDITS

\$10,000

- ✦ Premium seating for 8 guests at Encore 2024.
- ✦ Prominent recognition with logo on the Encore 2024 website, online auction site, E-newsletter, social mediachannels, media releases, print materials, and event signage.
- ✦ Full-page ad in the Encore 2024 program book.
- ✦ Mention from the podium during Encore 2024.

FIRST COMMERCIAL BREAK

\$5,000

- ✦ Seating for 6 guests at Encore 2024.
- ✦ Recognition with logo on the Encore 2024 website, online auction site, social media channels, E-newsletter, media releases, print materials, event signage.
- ✦ Half-page ad in the Encore 2024 program book.

SECOND COMMERCIAL BREAK

\$2,500

- ✦ Seating for 4 guests at Encore 2024.
- ✦ Recognition listing on the Encore 2024 website, social media channels, E-newsletter, media releases, print materials, and event signage.
- ✦ Quarter page ad in Encore 2024 program book.

CLOSING CREDITS

\$1,000

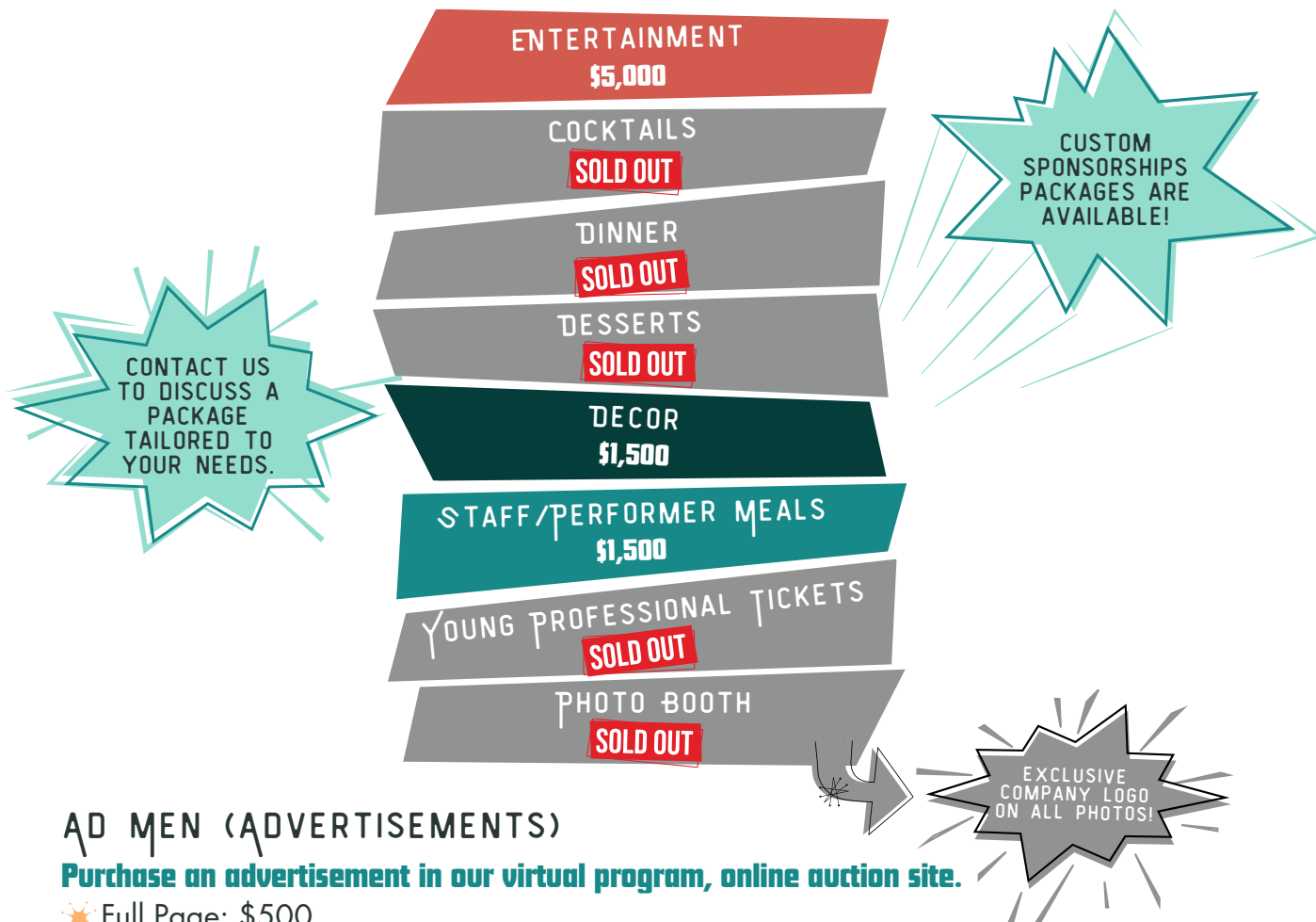
- ☀ Seating for 2 guests at Encore 2024.
- ☀ Recognition listing on the Encore 2024 website, online auction site, social media channels, E-newsletter, media releases, print materials, and event signage.
- ☀ Listing in Encore 2024 program book.

Encore 2024 Underwriter & Advertisement Opportunities

UNDERWRITERS

Help supplement specific costs of the event! The benefits include:

- ☀ Seating for 2 guests at Encore 2024.
- ☀ Recognition listed on the Encore 2024 website, online auction, social media channels, press releases, print material & event signage.
- ☀ Listing in Program Book.



AD MEN (ADVERTISEMENTS)

Purchase an advertisement in our virtual program, online auction site.

- ☀ Full Page: \$500
- ☀ Half Page: \$250
- ☀ Quarter Page: \$125

ADVERTISING DIMENSIONS

Full-Page Ad

.....
420px Width by 640px Height

\$500

Half-Page Ad

.....
420px Width by 320px Height

\$250

Quarter Page Ad

.....
420px Width by 160px Height

\$125

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 ENCORE 2024!

Name of Business/Organization: _____
(As you want it listed on the website and in promotional materials)

Contact Person, Name and Title: _____

Email: _____

Phone Number: _____

Address: _____

Town: _____ State: _____ Zipcode: _____

Please check the box(es) that you would like to sign up for:

Sponsorship

- Presenting Sponsor (Sold Out)
- Opening Credits (\$10,000)
- First Commercial Break (\$5,000)
- Second Commercial Break (\$2,500)
- Closing Credits (\$1,000)
- Custom: \$ _____

Underwriter

- Entertainment (\$5,000)
- Cocktails (Sold Out)
- Dinner (Sold Out)
- Desserts (Sold Out)
- Decor (\$1,500)
- Young Professional (Sold Out)
- Staff/Performer Meals (\$1,500)
- Photo Booth (Sold Out)

Advertisement

- Full Page (\$500)
- Half Page (\$250)
- Quarter Page (\$125)

Total Amt. Due: _____

Installment Plan:

- Pay In Full
- Two Installments (50% now; 50% on January 29, 2024)
- Four Installments (25% now; 25% on January 14, 2024; 25% on March 1, 2024; 25% on April 18, 2024)

Payment Type:

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

Card Number: _____ Exp. Date: ____/____ CVV: _____

Signature: _____ Date: _____

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.

**For more information or to make other payment arrangements contact:
Jasmine Calhoun, Development Associate, jcalhoun@playhousetheatre.org.**

THANK YOU FOR YOUR SUPPORT!

