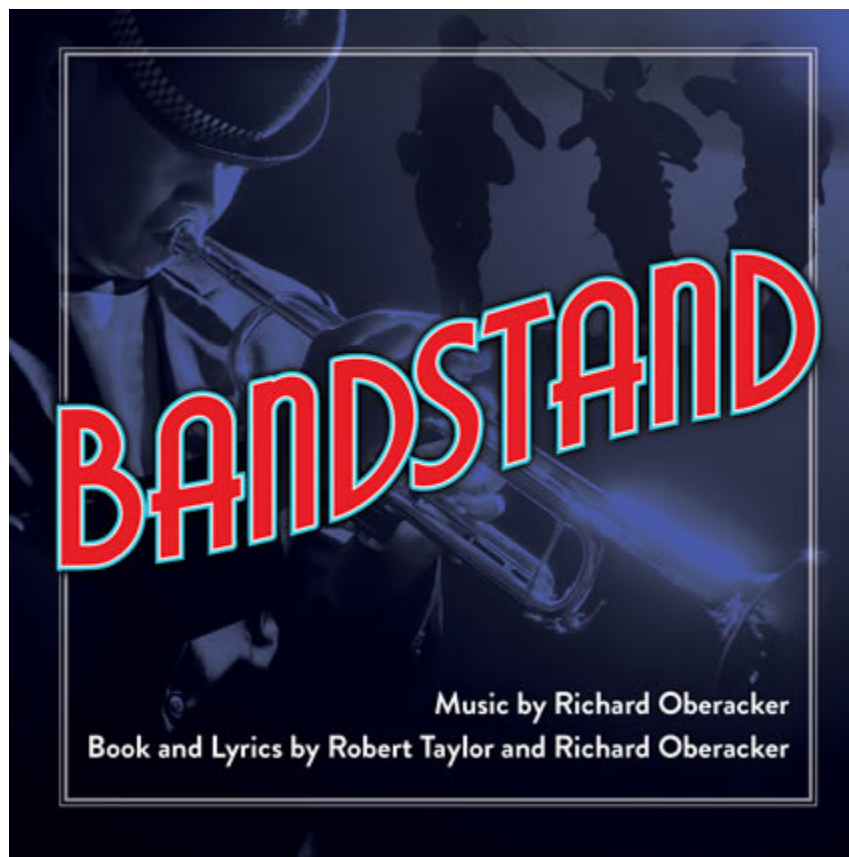


PLAYHOUSE THEATRE GROUP, INC.

Playhouse Theatre Group Inc. presents



Playhouse on Park | West Hartford, CT
July 12 - August 20, 2023

*A triumphant musical about second-chances, raw talent,
and hard work upon returning from war.*

Bandstand

Thank you for your consideration in supporting Playhouse Theatre Group Inc. for our upcoming production of *Bandstand* at Playhouse on Park in West Hartford, CT from July 12 - August 20, 2023.

ABOUT THE PLAY

It's 1945. American soldiers return home to ticker-tape parades and overjoyed families, and Private First Class Donny Novitski, singer and songwriter, returns with the hope of rebuilding his life. When NBC announces a national competition to find the nation's next swing band sensation, Donny joins forces with a motley group of fellow veterans, and together they form a band unlike any the nation has ever seen. However, complicated relationships, the demands of the competition, and the challenging after-effects of war may break these musicians. Victory will require every ounce of talent, stamina, and raw nerve that these musicians can muster.

WHY NOW?

Robert Taylor and Richard Oberacker's *Bandstand* is a story about returning to normal life after taking an unexpected and world-shaking detour. Donny Novitski, a young World War II veteran, survives the war and navigates integrating back into civilian life. Before the war, he was a child prodigy on trajectory to have a promising music career as a piano and accordion player; but the draft had new plans for the men of his generation. Now, after years of fighting and destruction, he attempts not only to resume his life as a virtuoso but to create a band of other musical veterans in hopes of winning NBC's bandstand competition and becoming America's next famous swing band leader. From a humble and difficult beginning to a suspenseful and hopeful ending, *Bandstand* shines a light on perseverance, mental health challenges, diligence, and big dreams.

Unity after tragedy is hard work, and the plot of *Bandstand* explores that fearlessly. Every musician recruited by Donny for his second-chance swing band shares military experience. During World War II, they were all stationed in different locations and were witness to the unique horrors of a war-torn globe. Upon arrival home, each member of the band faces the challenges of PTSD and the unhealthy coping mechanisms that accompany it (alcoholism and addiction, self-isolation, survivor's guilt, loss and grief, ect.). But, regardless of coming together to win the prize money and end their post-military droughts of unemployment, Donny and the band discover much more than just fame and riches; they find the path to healing with music, friendship, and support.

As one of the co-artistic directors of Playhouse on Park, Sean Harris finds himself drawn to plays that extract light out of dark subject matter. Through *Bandstand*, he plans to focus on a handful of themes—the durability of the human spirit, the relationship between grief and music, group healing, the emergence of new identities after trauma, and more—all recently experienced by many of us as a

result of the last three years. As a lot of us attempt to find some semblance of normalcy in our lives after several major global events, the characters of *Bandstand* will, too, this summer.

Every funder, sponsor, patron, member of the board, and staff member who helps us produce art that can enact change is more than greatly appreciated. Our production of *Bandstand* can be how our community starts the conversation.

PERFORMANCES

This production is scheduled from July 12 - August 20, 2023, for a total of 35 public performances. There are 7 public performances per week.

PRODUCTION BUDGET – BANDSTAND

Expenses	
Artistic Staff	\$134,480
Production Staff	\$29,228
Technical Budget	\$17,080
Producing Expenses	\$20,027
Marketing	\$5,000
Overhead	\$25,000
Total Budget: \$230,815	

Sources of Revenue	
Individual Ticket Sales	\$149,598
Subscription Sales	\$28,000
Fundraising*	\$53,217
Total Revenue: \$230,815	

**Sponsorship, Grants, Advertising, Individual Donations*

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 (PTA), offering educational programming for all aspects of theatre. Year-round classes and programs are taught in our locations in Hartford, West Hartford, and Simsbury. PTA also supplements theatre programming in schools throughout the state during the school day and through after school STEAM programs. We offer enrichment programs through recreational departments and senior living communities throughout the state and partner with Playhouse on Park for the Literature Alive Field Trip program.

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 *Bandstand*, 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

- 2022 Arts Inspiration Award - Greater Hartford Arts Council
- 2019 Non-Profit of the Year - Hartford Business Journal Community Excellence & Non-Profit Awards

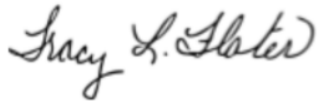
- Seal of Approval - League of Professional Theatre Women*
- Noah Webster Award - WH Chamber of Commerce
- Numerous CT Critics Circle Nominations & Awards
- Numerous Readers Poll Awards: Best of Hartford, Best of CT
 - 2022 BroadwayWorld Connecticut Awards for 13 categories
- Performances have received excellent reviews from the New York Times, Hartford Courant and several theatre publications.

**Only three Connecticut theaters have received Seals of Approval from the Connecticut Chapter for their consistent success in achieving parity in hiring women.*

Thank you for your support. Please reach out with questions or if further information is needed.

Should you have any questions regarding our request or require any additional information, please do not hesitate to contact us. We thank you for your consideration.

Sincerely,



Tracy Flater, Co-Founder/Executive Director
tflater@playhousetheatregroup.org
 (860) 523-5900 x 12



Jasmine Calhoun, Grant Writer
jcalhoun@playhousetheatregroup.org
 (860) 523-5900 x 10

Sign on as a *Bandstand* Sponsor or Advertise today!

YES! I would like to become a (please check all that apply)

Production Producer - \$10,000

- Premier recognition as Production Producer on all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with *Bandstand*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- 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
- Up to 10 access codes for streamed performance

Associate Production Producer - \$5,000

- Recognition as Associate Production Producer all promotional materials (ads, posters, programs, postcards, fliers, website, newsletters, etc.) affiliated with *Bandstand*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- 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
- Up to 8 access codes for streamed performance

Production Partners - \$2,500

- Recognition as Production Partner on promotional materials (ads, posters, programs, fliers, website, newsletters, etc.) affiliated with *Bandstand*
- Acknowledgement on the title page in the digital and hard copy program and in film credits of streamed performances
- Pre-show announcement prior to each performance in CSF
- 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
- Up to 6 access codes for streamed performance

Individual Sponsors - \$1,000

- Recognition as Individual Sponsor in digital and hard-copy program, poster, and event signage and in film credits of streamed performances
- Up to 4 tickets to the live performance(s) of your choice
- Up to 2 access codes for streamed performance

Advertising:

Digital and Print Color Ads - Ad formats accepted: High-Res PDF, 300dpi JPEG, TIF or EPS

Full page digital and hard copy ad - \$500

- Vertical – 420px w x 640px h

Half page digital and hard copy ad - \$250

- Horizontal – 420px w x 320px h

Quarter page digital and hard copy ad - \$125

- Vertical – 420px w x 160px h

Please see attached document for demonstrated advertisement sizes.

Bandstand Sponsor/Advertisement Form

Company Name: _____

Company Contact: _____

Address: _____

Town: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Type of Sponsorship Level/Advertisement _____ Total Amt. Due \$ _____

Check Enclosed (make payable to Playhouse Theatre Group, Inc.)

Visa MasterCard Discover American Express Capital One

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 Theatre Group Inc. with my program ad and/or company logo in the deadlines provided at the time of this agreement.

Signature: _____ Date: _____

A signed agreement form, with payment must be to ensure inclusion in season materials.

Please contact us if you need graphic design services. We can assist you for a fee.

For submitting forms and questions, please contact Emma Mills Cook at

ecook@playhousetheatregrp.org / 860-523-5900 x 15.

Thank you!

Ad Specifications

Advertising dimensions for Audience Access

All color ads should be RGB color mode

Ads should be submitted no less than 72dpi, JPG, PNG or GIF format

We can not 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 apart 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

FULL PAGE

420px Width by 640px Height

All text and logos should be within this space

HALF PAGE

420px Width by 320px Height

All text and logos should be within this space

QUARTER PAGE

420px Width by 160px Height

All text and logos should be within this space