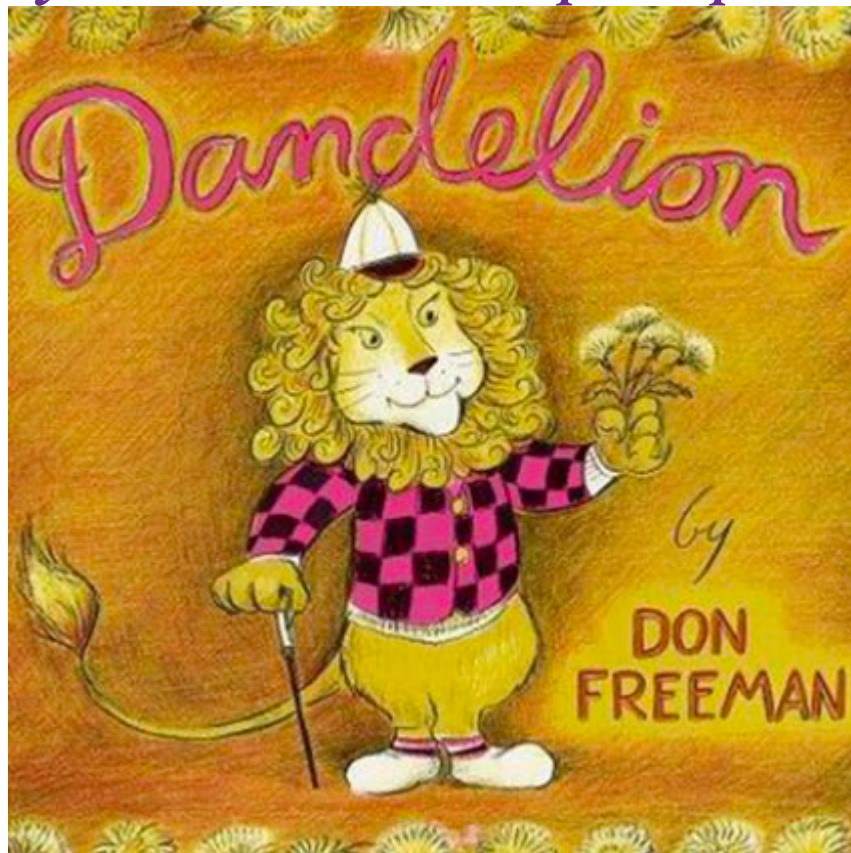


PLAYHOUSE THEATRE GROUP, INC.

Playhouse Theatre Group Inc. presents



**Playhouse on Park | West Hartford, CT
April 25 - May 14, 2023**

A world-premiere play about staying true to yourself!

Dandelion

Thank you for your consideration in supporting Playhouse Theatre Group Inc. (Playhouse on Park) for our upcoming world-premiere of *Dandelion* at Playhouse on Park in West Hartford, CT from April 25 - May 14, 2023.

ABOUT THE PLAY

This musical tells the story of Dandelion, a shy, awkward lion. He is filled with middle-school angst when he is invited to Jennifer Giraffe's impromptu party. Dandelion decides to reinvent himself, but ultimately discovers it is better just to be yourself! In addition to the theme of being yourself, the musical raises issues of bullying and social exclusion.

WHY NOW?

The world-premiere stage adaptation of Don Freeman's *Dandelion* showcases a very familiar rite of passage that we've all experienced during puberty: the awkward and self-conscious nature of attending one's first middle school party. When he and his classmates are invited to an impromptu small gathering held at Jennifer Giraffe's house, Dandelion dissolves into self-doubt. But through the encouragement and support of the other partygoers, Dandelion battles his social anxiety and insecurities to spend time with his friends, who like him just the way he is.

Social interaction for elementary and middle school kids is integral for their development. In reflection of what *Dandelion* means to her, our production's director, Jill Zarcone, shared her thoughts on the stages of psychological development in which the characters find themselves: "Children develop a basic understanding of their appearance around the ages of 7-8. For girls, it can be as young as 5-years of age! Opinions about attractiveness can stem from just about everywhere, especially social media and cultural messages, and children start worrying how they will be accepted, especially among their peers and friends. This is the dilemma Dandelion faces."

At a certain age—the beginning of puberty—self-perception and one's relation to the world is at the forefront of an adolescent mind. Especially since school days have transformed from fully in-person to partially online, virtual classes, social development and interactions will transform, too, in ways that will redefine schools' social scapes. Today's elementary and middle school-aged kids have the unique challenge of both defining themselves and their roles in their social interactions while also learning to navigate in-person social environments after a socially-distanced school experience.

But the struggle to fit in while staying true to oneself is a timeless quandary. Zarcone thoughtfully defined the focus of her production in a very simple question: "How do you find yourself without having to reinvent yourself?"

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. Your support can manifest as a great learning tool for Greater Hartford classrooms!

PERFORMANCES

This production is scheduled from April 25 - May 14, 2023, for a total of 13 public performances and 1 reduced-cost sensory-friendly performance. Up to eight additional daytime performances per week may be added for student groups to attend through our discounted Literature Alive program. At this time, we anticipate anywhere from 1,500 - 2,000 students to see this production as part of the Literature Alive Field Trip Program.

LITERATURE ALIVE FIELD TRIP PROGRAM

The Literature Alive Field Trip program is a critical part of our Theatre for Young Audience (TYA) Series. The program enables educators to extend the classroom by bringing students to a professional production at Playhouse on Park during the school day. Our Literature Alive Program also includes a study guide and a pre-show workshop with a professional teaching artist from Playhouse Theatre Academy. Students participate in a brief Q&A with actors after the performance. TYA productions tie directly into appropriate grade level curricula and meet common core standards for the State of Connecticut. The student cost is deeply discounted, and teachers, paraprofessionals, and chaperones attend free of charge; as a result, 70% of the money needed to be raised for Dandelion is to supplement student/teacher tickets.

SENSORY-FRIENDLY PERFORMANCES

We make a dedicated effort to have 1-2 sensory-friendly performances per Theatre for Young Audience (TYA) production. With the help of representatives from The Miracle League of CT and CT Alzheimer's Association, we adjust our production to be sensory-friendly and sensitive to the needs of our differently-abled audiences. We want to ensure that our performances are not only accommodating, but affordable for parents who support children with development conditions and/or illnesses. Since the parents of differently-abled children have more added expenses on average, we discount these sensory-friendly performance tickets to account for their potential budgetary needs.

PRODUCTION BUDGET – DANDELION

| Expenses | |
|-------------------------------|----------|
| Artistic Staff | \$26,715 |
| Production Staff | \$20,279 |
| Technical Budget | \$7,480 |
| Producing Expenses | \$4,051 |
| Marketing | \$3,500 |
| Overhead | \$11,705 |
| Total Budget: \$73,730 | |

| Sources of Revenue | |
|--|----------|
| Individual Ticket Sales | \$31,337 |
| Literature Alive Field Trip Program Ticket Sales | \$10,500 |
| Fundraising* | \$31,893 |
| Total Revenue: \$73,730 | |

**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 enters 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 STEM 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 Dandelion 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

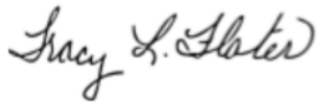
- 2022 Arts Inspiration Award - Greater Hartford Arts Council
- 2019 Non-Profit of the Year - Hartford Business Journal Community Excellence & Non-Profit Awards
- Seal of Approval - League of Professional Theatre Women*
- Noah Webster Award - WH Chamber of Commerce
- Numerous CT Critics Circle Nominations & 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 *Dandelion* 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 *Dandelion*
- 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 *Dandelion*
- 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 *Dandelion*
- 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.

Dandelion 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@playhousetheatregroup.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