

PLAYHOUSE THEATRE GROUP, INC.

Playhouse Theatre Group Inc. presents



Playhouse on Park | West Hartford, CT
May 31-June 18, 2022

*A timely new work about words in the workplace,
how we define them, and how they define us.*

Webster's Bitch

Thank you for your consideration in supporting Playhouse Theatre Group Inc. (Playhouse on Park) for our upcoming production of Jacqueline Bircher's *Webster's Bitch* at Playhouse on Park in West Hartford, CT from May 31 - June 18, 2022.

ABOUT THE PLAY

When their Editor-in-Chief gets caught using some unexpected profanity, the employees of Webster's Dictionary find themselves at the center of an internet uprising over gender and obscenity in the age of social media. As office politics collide with ambition, morality, and lexicography, the future of the English language hangs in the balance. A play about vulgar words and the people who define them.

WHY NOW?

If navigating the contemporary workplace wasn't difficult enough, *Webster's Bitch* introduces its audience to every office's worst case scenario: a social media firestorm brought on by the boss' inappropriate comments at a public (and recorded) event. In Jacquelline Bircher's play, Webster's Dictionary trends on Twitter once video spreads of the Editor-in-Chief calling his Senior-Editor a bitch during his public lecture at Yale. Overworked lexicographers Ellie and Nick spend the next hour generating a PR strategy from their desks, which only illuminates all of the other workplace problems happening at their company.

While writing *Webster's Bitch*, Bircher circled back to massive cultural moments in the last decade that impacted workplaces worldwide. She followed coverage of the prolific onslaught of Me-Too allegations in the news (example: Harvey Weinstein¹) and cases of cancel culture resulting in the job terminations (example: Justine Sacco²). Then, in 2020, the pandemic arrived and redefined the physical and social rules of the workplace. Many workers were laid-off, leaving any remaining employees to pick up more responsibilities, in some cases without any increase in pay; and remote jobs started to blur the line between home and work life, resulting in some workers never truly clocking out. Almost everything has changed in the working world, and Bircher filed each workplace problem into a play that invites its audience to reflect on the last ten years—which may sound difficult and daunting, but surprisingly, is not.

¹ An American film producer with accusations of sexual harassment, assault, and rape from over 80 women. He was arrested during the height of the Me-Too Movement, where allegations, ranging from 1980 to 2015, were made public. In New York, he was convicted of one count of criminal sexual assault and one count of rape; in Los Angeles, he was convicted of 11 counts of rape, forcible oral copulation, and sexual battery.

² A British PR executive who tweeted, "Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!" before her flight to South Africa took off. In the 10 hours she was offline, her tweet went viral, her job was terminated, and her life was drastically changed forever.

Webster's Bitch is a funny play. "The comedy [...] invites participation. It makes it more relatable, it makes it more accessible," Bircher says, and director Vanessa Morosco couldn't agree more. Outside of directing, Morosco works with multinational corporations to design training programs that focus on the subject matter exhibited in Bircher's play and more. She plans to synergize her expertise in corporate training with her direction for the upcoming production. Like Bircher, she wants to emphasize the universal nature of her Webster's work environment.

"When you come home to your safe space with whoever it is you share these things with[...]," Morosco adds, "when you go to relay the narrative, it's incredibly boring. But [the way you tell the story is] usually highly dramatic and highly charged." Bircher and Morosco want audiences to leave this play talking as if they work at this particular office. "[With] The ideas that are present in this play," Bircher says, "everyone can have an opinion on it because everyone has experience with it."

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 *Webster's Bitch* can be how our community starts the conversation.

PERFORMANCES

This production is scheduled from May 31 - June 18, 2023, for a total of 21 public performances. There are 7 public performances per week.

PRODUCTION BUDGET – WEBSTER'S BITCH by JACQUELINE BIRCHER

Expenses	
Artistic Staff	\$42,094
Production Staff	\$20,315
Technical Budget	\$7,880
Producing Expenses	\$10,010
Marketing	\$3,490
Overhead	\$13,959
Total Budget: \$97,748	

Sources of Revenue	
Individual Ticket Sales	\$53,272
Subscription Sales	\$28,000

Fundraising*	\$16,476
Total Revenue: \$97,748	

**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 Webster's Bitch 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

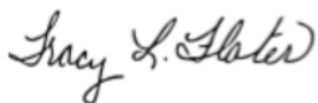
- 2022 Arts Inspiration Award - Greater Hartford Arts Council
- 2019 Non-Profit of the Year - Hartford Business Journal Community Excellence & Non-Profit Awards
- Seal of Approval - League of Professional Theatre Women*
- Noah Webster Award - WH Chamber of Commerce
- Numerous CT Critics Circle Nominations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

(860) 523-5900 x 12



Jasmine Calhoun, Grant Writer
jcalhoun@playhousetheatre.org

(860) 523-5900 x 10

Sign on as a *Webster's Bitch* 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 *Webster's Bitch*
- 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 *Webster's Bitch*
- 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 *Webster's Bitch*
- 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.

Webster's Bitch 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