



At Parkway Playhouse, we create experiences that inspire, educate and entertain the community.



2019 Sponsorship Opportunities



Our Story

Parkway Playhouse, located in the small Appalachian town of Burnsville, NC, is a haven of **theatre talent**. While people come to the mountains to get away, Parkway Playhouse is a natural **gathering place** to connect. Likewise, we are an extension of traditional mountain talents: singing, dancing, and, foremost, storytelling. By giving rise to **energetic new voices** and through a wide variety of plays and musicals, we invite our audience into experiences that are **thought-provoking, adventurous, and entertaining**. Together we reimagine the world in every live performance, creating dynamic conversations that will last far beyond the curtain call.

Parkway Playhouse Junior

Parkway Playhouse Junior is a theatre arts education program for **preschool through high school** students. At Parkway Playhouse Junior, students work together creatively to make compelling and imaginative choices both on stage and behind the scenes. Instructors encourage budding performers to reflect on the world in inventive ways through movement, song, props, and all aspects of theatre. Students **form lasting friendships**, learn well-rounded technique, and develop a deep appreciation for the performing arts in a **fun, nurturing environment**. Our conservatory program and productions will prepare students for the future by developing **collaboration skills, confidence, and creativity**.



Our 2019 Mainstage Season



Along About Sundown - May 4 - 18, 2019

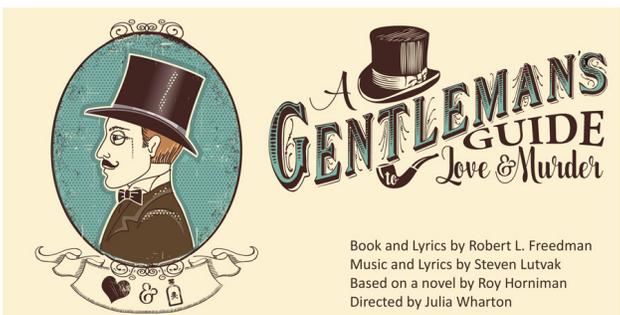
When an aspiring musician Ethan happens into Bascom Lamar Lunsford, the "Minstrel of Appalachia," he embarks on a musical and historical journey. Along about sundown, several musicians meet up on Lunsford's porch for story telling, and, more importantly, a chance to make music together. Lunsford's life and songs inspire musicians and appreciators of Appalachian music everywhere. This original musical, written by two of Lunsford's own granddaughters, is

a charming work sure to leave audiences smiling and humming.



The Dixie Swim Club - June 1 - 15, 2019

Five Southern women, whose friendships began many years ago on their college swim team, set aside a long weekend every August to recharge those relationships. Free from husbands, kids and jobs, they meet at the same beach cottage on North Carolina's Outer Banks to catch up, laugh and meddle in each other's lives.



A Gentleman's Guide ... - June 29 - July 13 When Monty Navarro discovers he is the not-so-distant heir to the D'Ysquith family fortune, he decides to jump the line of succession using a good bit of charm...and a little bit of murder. Along the journey of knocking off his eight unsuspecting relatives, Monty must juggle both matters of the heart and not landing behind bars.



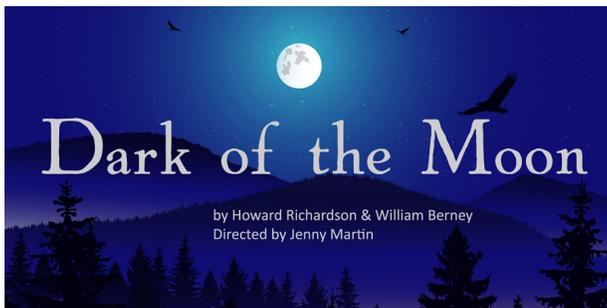
Amélie - July 27 - August 10

Amélie is an extraordinary young woman who lives quietly in the world but loudly in her mind. She covertly improvises small but surprising acts of kindness that bring joy and mayhem. But when a chance at love comes her way, Amélie realizes that to find happiness she'll have to risk everything and say what's in her heart. Be inspired by this imaginative dreamer who finds her voice, discovers the power of connection, and sees possibility around every corner.



The Humans - August 24 - September 7

Breaking with tradition, Erik Blake has brought his Pennsylvania family to celebrate Thanksgiving at his daughter's apartment in lower Manhattan. As darkness falls outside the ramshackle pre-war duplex, eerie things start to go bump in the night and the heart and horrors of the Blake clan are exposed.



Dark of the Moon - September 21 - October 5

This perennial favorite is based on the haunting folk ballad of "Barbara Allen." Set in the Smoky Mountains, it recounts the story of John, a strange "witch boy" who upon first beholding the beautiful Barbara Allen immediately falls in love. He is given human form to woo and marry her on the condition that she remain true to him.

Our 2019 Junior Season



Junie B. Jones, Jr - April 12, 13, & 14, 2019

Join Junie B. on her first day of first grade, where many changes are in store: Junie's best friend Lucille has found new best friends – and Junie B. makes friends with Herb, the new kid at school. While in Mr. Scary's class Junie has trouble reading the blackboard – and she may need glasses. Add in a friendly cafeteria lady, an intense kickball tournament and a "Top-Secret Personal Beeswax Journal," and first grade has never been more exciting.



Alice in Wonderland, Jr - July 19 & 20, 2019

The ever-curious Alice's journey begins innocently enough as she chases the White Rabbit. Her adventures become increasingly more strange as she races the Dodo Bird, gets tied up with Tweedle Dee and Tweedle Dum, raps with a bubble-blowing Caterpillar and beats the Queen of Hearts at her own game!



Elf Jr - December 6, 7, and 8, 2019

Buddy, a young orphan, mistakenly crawls into Santa's bag of gifts and is transported to the North Pole. The would-be elf is raised, unaware that he is actually a human, until his enormous size and poor toy-making abilities cause him to face the truth. With Santa's permission, Buddy embarks on a journey to New York City to find his birth father and discover his true identity. Faced with the harsh reality that his father is on the naughty list and that his half-brother doesn't even believe in Santa, Buddy is determined to

win over his new family and help New York remember the true meaning of Christmas.

& Our Many Programs

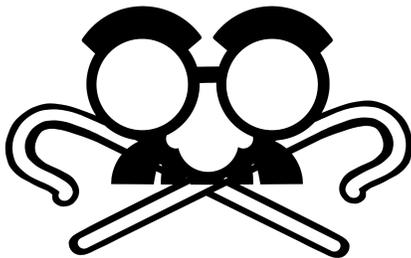


Parkway Players is a reader's theatre troupe comprised of area seniors who create characters, collaborate with their peers, and perform well-rehearsed pieces with script in hand. No more excuses for any age to be involved.



Reading Is Alive is an exciting outreach program for Parkway Playhouse. Based on the theme, "Build a Better World," professional actors will perform for students in the three-county region.

We reached more than **600** children in Mitchell, Yancey, and Avery counties this summer in our **free program** done in collaboration with Avery-Mitchell-Yancey Regional Library and Penland School of Crafts!



Get the Hook is a troupe of teens who are no strangers to the script and demonstrate what they can do OFF-BOOK. They will keep you laughing as they play high energy games based on suggestions from you—the audience.

College Interns

Every summer several college students gain an immersive experience in all aspects of theatre making that leaves them prepared for a future in the arts.

High School Apprentices

With 80 hours at the theater, by the end of the apprenticeship, each participant will leave with a certificate of completion, a thicker resume, some work experience, and fun summer memories!

What's in it for YOU!

Achieve the highest level of visibility among Parkway Playhouse's patrons by sponsoring the entire 6-play Mainstage season or a 3-play Junior season.

*The mainstage season runs May through October and Junior season is April through December, but our marketing and promotion of your business begins in December 2018, so **the value of your sponsorship spans more than a calendar year.***

2019 Season Sponsor

\$3,000
(Mainstage)

\$1,500
(Junior)

BENEFITS

- Company logo prominently displayed on the Parkway Playhouse season brochure cover and on playbill covers for each production.
- Full-page color ad in each playbill.
- Logo on all promotional materials, including banners, posters, rack card, and postcards.
- Logo on Parkway Playhouse website linking to your home page.
- Acknowledgement in all press releases and curtain speeches.
- Opportunity to "Spotlight" in Parkway Playhouse e-newsletters.
- A block of discounted tickets for company employees throughout season.
- Opportunity to host a corporate night at the theatre with dedicated signage.
- Opportunity to display and offer patrons marketing materials and giveaways at a table in the lobby during one performance of each show.
- A hyperlink from each show's webpage to your company website.

Single Show Sponsor

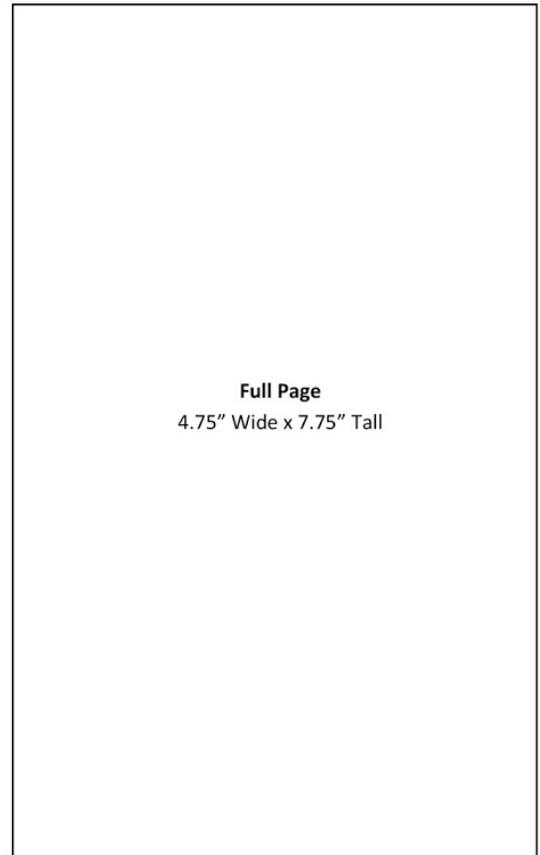
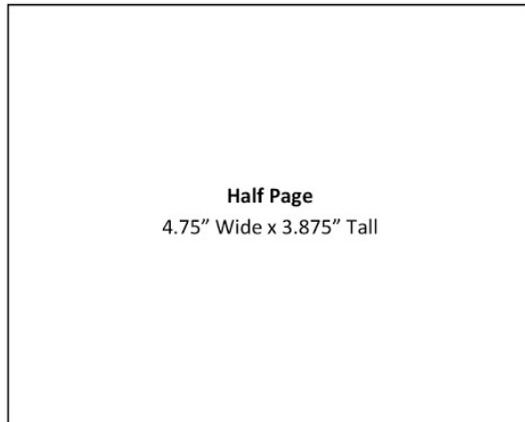
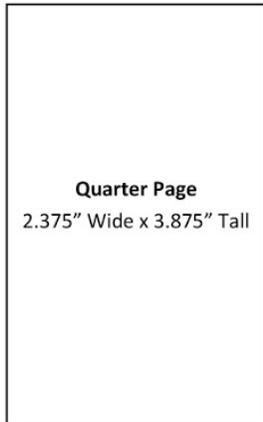
\$800
(Mainstage)

\$500
(Junior)

BENEFITS

- Exclusivity: Only one Single Show Sponsor per play.
- Company logo on the playbill insert for the sponsored show.
- Half-page black and white ad in the playbill insert for your show.
- Logo on all promotional materials for the production, including banners and posters.
- Acknowledgement in all press releases and curtain speeches.
- A block of discounted tickets for the sponsored show.
- Opportunity to display and offer patrons marketing materials and giveaways at a table in the lobby during one performance of the sponsored show.
- A hyperlink from the show's webpage to your company website.

SUBMISSION GUIDELINES FOR PLAYBILL ADS



AD SIZES:

- Full Page:** 4.75" Wide x 7.75" Tall
- Half Page:** 4.75" Wide x 3.875" Tall
- Quarter Page:** 4.75" Wide x 1.95" Tall
2.375" Wide x 3.875" Tall
- Eighth Page:** 2.375" Wide x 1.95" Tall

FILE FORMAT: We accept artwork as "print ready" only if it is in PDF or JPEG format. PDF is the preferred format as it will keep your text nice and crisp. If you use JPEG then it must be the highest quality you can make it. Make sure your artwork is at least 300dpi.

We cannot accept the following file formats: Microsoft Word (.doc), Microsoft Publisher (.pub), Microsoft PowerPoint (.ppt), Corel Draw (.cdr). Files sent in these formats will be sent back to you to be prepared in the proper format. Printed business cards cannot be accepted as "print ready" artwork.

RESOLUTION: To ensure your files print clearly, all artwork, including images, must be supplied at a resolution of at least 300dpi; anything lower than this may result in blurry, bitmapped or pixilated print. Images used from the web are 72dpi and although they look fine on screen, they are not suitable for full color printing.

We are not responsible for your ad printing in lower quality if you submit artwork at a resolution lower than 300dpi.

COLORS: CMYK (Cyan, Magenta, Yellow and Black) is an industry-standard formula designed to give the most precise color reproductions. Artwork received using Pantone, Spot or RGB (commonly web colors) will be converted into CMYK format; this may cause colors to change. Please prepare your artwork as CMYK to ensure the best reproduction of your ad.

FONTS: Due to the vast number of different fonts, all fonts used MUST be embedded or outlined before sending us the final artwork. Failure to do this could result in an alternative style being substituted automatically.

We are not responsible for ads printing incorrectly if fonts are not outlined or embedded properly.

AD SIZES: Please refer to the sizes provided above. Please remember to add a 1/8" bleed on all edges if you plan on having a color background or artwork that goes to the edge of your ad.

We cannot accept ads that are not submitted in the correct size. Artwork submitted with the incorrect size will be sent back to you to be corrected.

BLEED: A bleed is used when any part of an image, background or color is to print to the very edges of your finished ad. For example, if you wanted the background of your ad to be red, the color must bleed past all edges. If not, white lines could be seen on some or all of the edges of your ad. The bleed requirement is 1/8" on each side of the ad.

BORDERS: When preparing your art, please do not place a border around the outside of your ad. This will be done when the ad is inserted into the playbill.

Email your ad artwork to:
playbillad@parkwayplayhouse.com



2019 Season Sponsorship Form

Please fill out the following form completely.

LEVELS OF SPONSORSHIP

- \$3,000 Mainstage Season Sponsor
- \$1,500 Junior Season Sponsor
- \$ 800 Mainstage Single Show Sponsor*
- \$ 500 Junior Show Sponsor*

* 1st Choice: _____ 2nd Choice: _____

Please list your first choice and second choice shows.

Your name as you wish it to appear and any kind of acknowledgement the theatre might publish.

Street Address _____ City _____ State _____ Zip _____

Phone Number _____ Email Address _____

AMOUNT ENCLOSED
(payment in full is due by February 15, 2019):

Visa Mastercard Check (make payable to Parkway Playhouse)

Card Number _____ Expiration Date _____ Signature _____

Check here if you wish to remain anonymous.

Parkway Playhouse
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