

LAGUNA PLAYHOUSE



Act 3, 2016
Rita Rudner & Charles Shaughnessy
Photo by Ed Kruger

99th ANNIVERSARY
2019-2020 SEASON
CORPORATE PARTNERSHIP

WAYS TO SUPPORT THE PLAYHOUSE

As we approach our 100th anniversary in 2020, we're building on a long tradition of masterful work. From the original Laguna Beach Community Players of the 1920s, to the professional theatre that we are today, we stand on the shoulders of many contributors and artists who have made the Playhouse a proud part of Orange County. I invite you to join us as we continue our artistic evolution and re-invigoration by investing your time, talent and treasure in support of the Laguna Playhouse.

Corporate Sponsorship & Underwriting Opportunities: Businesses and corporations can build strategic partnerships with Laguna Playhouse, gain exposure to a desirable demographic and enhance their business relationships while supporting the arts and practicing good corporate citizenship. 100% of corporate sponsorships support Laguna Playhouse's mission and are tax-deductible to the extent allowed by law.

Grant Opportunities: As a nonprofit corporation, Laguna Playhouse is an eligible beneficiary of support from charitable giving trusts, grant funders, foundations, and government agencies. Laguna Playhouse's artistic and educational programming aligns with the strategic initiatives of many local, regional and national Foundations.

In addition to corporate sponsorships, other giving opportunities include:

- Sponsoring and attending the annual fundraising gala at the Fashion Island Hotel in Newport Beach.
- Purchasing a named seat in the Laguna Playhouse Moulton Theatre.
- Participating in a corporate matching gift program or encourage your employees to make a donation to Laguna Playhouse through the simple process of a payroll deduction.
- Donating on an individual level, including remembering Laguna Playhouse in your estate planning.

We look forward to working with you to help enrich lives through the magic of live theatre, provide educational opportunities for children and adults, and create experiences that stimulate cultural and social interaction that inspire our community.

Thank You,

A handwritten signature in black ink, appearing to read "E. Richard", with a stylized, flowing script.

Ellen Richard, Executive Director

For more information contact:

Doug Vogel, Director of Development

dvogel@lagunaplayhouse.com

MISSION STATEMENT

To enrich lives through the magic of live theatre, to provide educational opportunities for children and adults, and to create experiences that stimulate cultural and social interaction and inspire our community.

This year, we are thrilled to be entering our 99th Anniversary Season with an offering of exciting performances on our stage, which includes:

SUBSCRIPTION SEASON

- Performances include classics, comedies, musicals and the current off-Broadway hits.
- Customizable subscription season designed to meet your needs and schedule.

SPECIAL PERFORMANCES

- Bonus options that can supplement your season subscription or enjoy individually.
- Musical revues, celebrity performances, stand-up comedy, and family-friendly holiday entertainment options available.

YOUTH THEATRE

- A year-round acting conservatory and a variety of classes for youth from age 7 to 18.
- A 3-play Youth Theatre season, directed and designed by theatre professionals and supported by members of the Conservatory.
- Theatre for a New Generation presents thought-provoking stage dramas exploring social, historical and contemporary issues that promote dialogue among teens, families and educators.
- TheatreReach: Bringing Books to Life! – a curriculum-based professional theatre-touring program serving Orange County elementary schools.
- TheatreHope - provides uplifting theatre experiences to homeless youth, military and veteran families, children with disabilities and terminal disease, and those affected by addiction as an inspiration to promote self-sufficiency and introduce participants to new passions and career opportunities.
- Laguna Playhouse and Anaheim Unified School District launched an advanced-level performing arts program which engages Anaheim students in acting and stage production workshops led by the Playhouse's award-winning education staff.



Absolute Brightness, 2017



Motor City Magic, 2014



Hana's Suitcase (Youth Theatre), 2017



Here's Buddy: The Buddy Holly Story, 2014



Chapatti, 2016



I'm Still Getting My Act Together, 2015

SUPPORTING A NATIONAL ARTS LANDMARK

Fifty years ago, the Laguna Community Players began construction on what is now the Laguna Playhouse thanks to a generous gift from Lewis and Nellie Gail Moulton. The Laguna Playhouse Moulton Theatre was named in their honor, and Nellie Gail was an essential part of the theatre's design, incorporating her vision of an inviting Mediterranean-inspired ambiance to match Laguna's mountain to sea terrain.

As one of the longest running theatres in the United States, and the first community theatre built in Orange County, the Playhouse has remained an integral part of your local arts community by providing stage needs for Laguna Live, Laguna Dance, and other artistic entities throughout the last fifty years. As we approach our 100th anniversary, you can help us continue to take a leading role in providing outstanding artistic, education and community outreach programs.

Corporate sponsors provide critical support for artistic, educational and community outreach efforts. In return, you get the opportunity to reach 80,000+ upmarket theatre patrons annually with your name and brand. Corporate sponsors also enjoy goodwill in the community, as well as hospitality and entertainment benefits for their customers and employees.



Nellie Gail Moulton describing her vision of what would soon be the Moulton Theatre Stage.

Fast Facts about the Laguna Playhouse

- The historic Laguna Playhouse was founded in 1920 as a community theatre, and is one of the oldest continuously operating theatre West of the Mississippi.
- 80,000+ theatre patrons attend performances at the Playhouse each season.
- Providing youth theatre educational programs to children ages 8 to 18, the award-winning Laguna Playhouse Youth Theatre has been named "Outstanding Arts Education Entity" by Arts Orange County, and for its "Outstanding Contribution to Education" by the Orange County Department of Education.



Original rendering of the Moulton Theatre

- Notable supporters include Hollywood stars such as Douglas Fairbanks, Bette Davis, Harrison Ford, Charles Durning, Joyce and Dick Van Patten, Rita Rudner, Val Kilmer, Ed Asner, Leslie Caron, Mike Farrell, Hershey Felder, Cloris Leachman, Linda Purl, Charles Shaugnessy, Sally Struthers, Dan Lauria, Wendie Malick, Marina Sirtis, Joley Fisher, Gregory Harrison, French Stewart, and Hal Linden
- In 2015, 2016, 2017, 2018, and 2019 OC Register named Laguna Playhouse "Best in OC" in Live Theatre

REACH AN ENGAGED AUDIENCE

Laguna Playhouse provides a strong, ongoing, supportive commitment to the community by creating local partnerships that contribute to the overall standing of the theatre while fostering local commerce, which in-turn allows us to help you reach an engaged audience.

Demographics Overview

- Geography: 87% live in the 13 South County cities
- 75% live within 15 miles of the Playhouse
- Gender: 55.8% are female; 44% male
- Ages: 46% (largest combined grouping) are ages 35-54
- Education: 30% completed high school; 38% completed college; 32% completed graduate school
- Married: 7%
- Average Income: \$120,000
- Home ownership – 99% are homeowners
- Length of home ownership: 40% have owned their homes 15 years+
- 68% have children present
- 25% have a home value between \$500,000 - \$775,000
- 15% have a home value of \$775,000 - \$999,000
- 32% have a home value of \$1,000,000+
- 52% have a net worth of \$500,000+

**Complete Economic study available upon request*



Footloose, 2015
Photo by Ed Kueger



Hersey Felder Productions

IMPRESSIONS

Based On A \$15,000 Contribution

Corporate Sponsors receive a combination of print ads, website, and Playhouse property recognition. Our captive audience offers you exposure to thousands of up-market consumers that love luxury living, family, and enjoy the finer things in life including dining, theatre, and the arts.

By becoming a Laguna Playhouse Sponsor, you will receive impression benefits similar to placing an ad in the *OC Register* or *Modern Luxury*, with the added bonus of supporting the local arts!

IMPRESSIONS	LAGUNA PLAYHOUSE	OC REGISTER	MODERN LUXURY
Print Circulation	80,000 programs distributed over 325 performances	Daily - 128,900	Monthly - 40,000
Print Readership	100,000	Daily - 392,455	144,000
Digital Circulation	50,000 monthly opt-in subscribers; 100,000 page views per month	N/A	30,000 Opt-in eblasts
Branding Spots	(12) Posters, ads in programs, website, eblasts, property, event invitations, press release, social media, lobby loop	(4) Half page ads only	(3) Full-page color ads only
Community Engagement Builds Personal Relationships	(15) Opening Nights, Artist Salons, VIP Donor Events, Playhouse Women	None	(1) Annual Anniversary Event; sponsors pay to participate in tailored events
Social Media Activity	Facebook 6,127 Likes; More than 90,000 website visitors per month	N/A	Facebook- 5,718 likes; Instagram: 5,670 followers
ROI	15%	4%	4%

Looking for an end-of-year tax write-off, all marketing dollars spent on charity can be written off dollar for dollar!

ADVERTISEMENT BENEFITS

Combine Your Marketing and Philanthropy by Supporting the Historic Laguna Playhouse

We offer a wide range of comprehensive advertising mediums that are custom designed to maximize your organization's exposure to our captive well-qualified patrons. All program ad pricing below is in color, based per insertion, and subject to availability.

	1x Insertion	4x Insertion	8x Insertion	Special Pull Out Restaurant/Hotel LB Lifestyle Section
Back Cover	\$3,500	\$3,000	\$2,500	N/A
Premium Positions <i>Inside covers or first right page</i>	\$2,000	\$1,600	\$1,400	N/A
Full Page <i>5.5"w x 8.5"h add bleed .125</i>	\$1,800	\$1,500	\$1,200	\$900
1/2 Page <i>5.25"w x 4"h</i>	\$1,600	\$1,200	\$800	\$600
1/4 Page <i>2.5"w x 4"h</i>	\$600	\$500	\$400	\$300

4x Frequency Value - All 4x ads, 1/2 page or larger, receive 2 complimentary tickets to any Main-Stage production (based on availability, excluding opening nights & special events – value \$125).

8x Frequency Value - All 8x ads, 1/2 page or larger, receive 2 complimentary season subscriptions (best seating available, excluding opening nights & special events – value \$700).

DEADLINES

Play 1: Mamma Mia!

July 5 – July 28, 2019

Space Reservation: May 10, 2019

Artwork Due: May 24, 2019

Play 2: Yoga Play

September 25 – October 13, 2019

Space Reservation: August 2, 2019

Artwork Due: August 16, 2019

Play 3: The Lion in Winter

November 6 – 24, 2019

Space Reservation: September 13, 2019

Artwork Due: September 27, 2019

Play 4: To Sir, with Love

January 29 – February 23, 2020

Space Reservation: December 6, 2019

Artwork Due: December 20, 2019

Play 5: Barefoot in the Park

March 11 – April 5, 2020

Space Reservation: January 17, 2020

Artwork Due: January 31, 2020

Play 6: Anna & Sergi

April 15 – May 3, 2020

Space Reservation: February 28, 2020

Artwork Due: March 13, 2020

Play 7: Ann

May 13 – June 7, 2020

Space Reservation: March 27, 2020

Artwork Due: April 10, 2020

HONORARY PRODUCER

Honorary Producers choose one production to sponsor, which can be used for a corporate opening night event for up to 10 guests. Become a Season Sponsor and maximize your visibility!



Mamma Mia! - As wedding festivities commence on an idyllic Greek island, a young bride to be schemes to discover the identity of her father by inviting three men from her mother's past. ABBA's timeless hits provide the backdrop for this unforgettable musical experience.



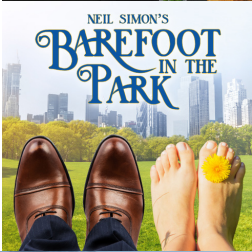
Yogo Play - At the top of their game, yoga apparel giant Jojomon is hit with a terrible scandal that sends them into freefall. Desperate to recover their earnings and reputation, newly hired CEO Joan stages everything on an unlikely plan.



The Lion in Winter - Before *Game of Thrones* there was *The Lion in Winter*. It's Christmas 1183, and King Henry II is planning to announce his successor to the throne. The jockeying for the crown, though, is complex. Comedic in tone, dramatic in action - the play tells the story of the Plantagenet family, who are locked in a free-for-all of competing ambitions to inherit a kingdom.



To Sir, with Love - When Rick Braithwaite arrives to teach a totally undisciplined class at a rough East End London high school, he's hopeful he won't be there long. Battling through teenage rebelliousness, he discovers he has more in common with these kids than originally thought. This world premiere musical is based on the 1967 cult classic.



Barefoot in the Park - Neil Simon's hit comedy about free-spirited Corie and her buttoned-down husband Paul struggling to adjust to married life in their too expensive, run-down, New York walk-up. Throw in a loopy meddling mother, an eccentric Bohemian upstairs neighbor, and a double date that goes disastrously wrong.



Anna & Sergei - 1928 New York. Set at the Garden City Hotel in Long Island, this is the story of the great composer Sergei Rachmaninoff crossing paths with someone he believed to be a descendent of Czar Nicholas II.



Ann - Written by award-winning actress and writer Holland Taylor ("Two and a Half Men"), Ann is an intimate, no-holds-barred portrait of Ann Richards, the legendary 104th Governor of Texas. Performed by Emmy Award-winner Jayne Atkinson (TV's "House of Cards", "Madam Secretary"), Ann takes a revealing look at the impassioned woman who enriched the lives of her followers, friends, and family.

SUPPORT YOUTH THEATRE

Help us cultivate new theatre goers and the next generation of artists.

Can you imagine never seeing a live theatre performance? For children with access to theatre, it is a life-changing experience, one that plants a love of this powerful art to last a lifetime. Laguna Playhouse's Youth Theatre is growing and, as a non-profit organization, maintaining quality theatre education and production requires a lot of financial support. Please consider supporting these under-served youth with your tax-deductible contribution.

Thanks to donors like you, *TheatreReach: Bringing Books to Life* is an award-winning program that brings professionally staged productions to Southern California schools. These engaging, interactive, one-hour plays adapt popular children's books that are approved by the California Dept. of Education for K-6 literature and history curriculum. Content is similar to G-rated films.

We are also able to provide study guides, teacher resources, and teacher/student workshops to schools in advance of each performance. Post-performance question-and-answer sessions further enrich the educational value of the experience.

The role of *TheatreReach* in promoting literacy is validated in teacher evaluations that consistently indicate that, after seeing a performance, students demonstrate:

- 75% of students experienced greater interest in their Literature & History curricula after it was brought to life through the theatrical performance
- 90% of students demonstrated increased engagement in their schoolwork
- 85% of students showed greater interest in oral story telling
- 100% of teachers who completed surveys reported that TheatreReach is a helpful resource for remedial or limited English-speaking students.



Wizard of Oz (Youth Theatre), 2016
Photo by Karah Gravatt

RECOGNITION & BENEFITS

Businesses can enrich lives through the magic of live theatre when they donate to Laguna Playhouse. When you become a corporate partner you have the unique opportunity to invest in your community and reach an engaged demographic. Each corporate giving level will help expand your company's reach by placing your information in the hands of potential buyers and patrons. Philanthropic investments generate measurable returns, including brand equity, customer loyalty, employee satisfaction and retention, in addition to building positive community relationships.

Presenting Season Sponsor: \$50,000 (1 available)

- Corporate recognition in Playhouse print and online marketing as Presenting Season Sponsor of Laguna Playhouse's MainStage productions, including title page credit in all MainStage season programs.
- Eight (8) tickets to every Laguna Playhouse Opening Night plus six (6) additional tickets available during the first two weeks of the run of each show. Opening night includes pre-show reception and post-show champagne reception with cast.
- Four (4) complimentary parking passes for each of four (4) opening night performances plus one parking pass for every two (2) tickets requested during run of show.
- Prominent Corporate recognition and sponsorship language on the Laguna Playhouse website.
- Complimentary premium full page ad in every Laguna Playhouse MainStage program.
- Prominent donor recognition in the Moulton Theatre lobby for the duration of the season.
- Plus all benefits below noted with an "*"

Center Stage Sponsor: \$25,000+ (6 available)

- Corporate recognition in Playhouse print and online marketing as Underwriting Sponsor of one Laguna Playhouse MainStage production, including title page credit in the underwritten MainStage season program.
- Ten (10) tickets to the underwritten Laguna Playhouse Opening Night. Includes pre-show reception and post-show reception with cast.
- Five (5) parking passes for the underwritten Laguna Playhouse Opening Night.
- Four (4) tickets to remaining Laguna Playhouse Opening Night performances plus two (2) additional complimentary tickets available during the run of each remaining show. Opening night includes pre-show reception and post-show reception with cast.
- Two (2) complimentary parking passes for remaining Opening Night performances plus one (1) parking pass for every two (2) tickets requested during run of show.
- Prominent Corporate logo recognition and sponsorship language on the Laguna Playhouse website.
- Prominent recognition in the Moulton Theatre lobby during the run of the underwritten show.
- Full page ad in the Laguna Playhouse MainStage program for the show being underwritten.
- Plus all benefits below noted with an "*"

Producer: \$15,000 (Limited availability)

- Corporate recognition in Playhouse print and on-line marketing as Producer of one of Laguna Playhouse's Main Stage productions.
- Invitation for eight (8) to the Laguna Playhouse Opening Night of the sponsored production (and four (4) parking passes). Includes pre-show reception and post-show reception with cast. Additional tickets may be purchased at a 20% discounted rate via Laguna Playhouse Development.
- Two (2) tickets to all remaining Laguna Playhouse MainStage Opening Nights (excluding the Holiday Panto production) plus two (2) additional complimentary tickets available during the run of each remaining show. Includes pre-show reception and post-show reception with cast.

- One (1) complimentary parking pass per each remaining opening night (excluding the Holiday Panto production) plus one (1) parking pass for run of each remaining show. Prominent Corporate logo recognition and sponsorship language on the Laguna Playhouse website.
- Half page ad in every Laguna Playhouse MainStage program.
- NOTE: Corporate Presenting Sponsorship credit of the Laguna Playhouse annual Donor Recognition Event is available at this level for an additional \$5,000. Limited to one opportunity.
- Plus all benefits below noted with an “*”

Director: \$10,000

- Presenting Sponsorship of one Youth Theatre production of your choice (limited to 2 opportunities).
- *Ten (10) tickets to one Youth Theatre production of your choice.
- Corporate logo and name listed in Playhouse print and online marketing associated with chosen Youth Theatre production.
- Two (2) tickets to every Laguna Playhouse Opening Night (excluding Holiday Panto) including one (1) parking pass for each Opening Night. Includes pre-show reception and post-show reception with cast.
- Prominent Corporate logo recognition and sponsorship language on the Laguna Playhouse website.
- Corporate Presenting Sponsorship credit of the Laguna Playhouse annual Volunteer Recognition Event (Exclusive Opportunity).
- Quarter page ad in every Laguna Playhouse MainStage program.
- *Private reception for 12 guests including a tour and tickets to a Mainstage production.
- Plus all benefits below noted with an “*”

Patron: \$5,000

- Presenting Sponsor of one Laguna Playhouse Stage Talk, donor event, or Salon (limited opportunity).
- Invitation for two (2) to one of the seven Laguna Playhouse MainStage Opening Nights. Includes pre-show reception and post-show reception with cast. (Excludes Summer Musical and Holiday Panto).
- Prominent Corporate logo recognition and sponsorship language on the Laguna Playhouse website.
- *Donor recognition in the Moulton Theatre lobby for the duration of the season.
- *Additional tickets may be purchased at a 20% discounted rate via Laguna Playhouse concierge service.
- *Exclusive ticket services via Laguna Playhouse Development Department.
- *Complimentary invitation for two (2) to all Artist Salons.
- *Advance notice of performance, programs & special events.

Star: \$3,000

- Invitation for eight (8) to one of our MainStage plays (subject to availability).
- Complimentary beverage for each of eight (8) guests at Moulton Theatre lobby bar.
- Prominent company recognition at your Corporate Night Out

NOTE: Due to limited parking, parking passes are subject to availability.

Photo by Ed Kueger



King of the Road: The Roger Miller Story, 2017



By the Great Horn Spoon (TheatreReach), 2017



Christmas Memory, 2016



Photo by Ed Kueger

Billy and Ray, 2016



Photo by Stephanie Hager

BoxCar Children (Youth Theatre), 2016



To learn how your corporation can get involved contact:
Doug Vogel, Director of Development
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949.204.5341

*The Laguna Playhouse is a 501(c)(3) non-profit organization. Contributions are tax-deductible to the extent of the law.
Your generous support is welcomed and appreciated. Tax ID: 95-1509541.*