

hairspray

THE BROADWAY MUSICAL

News

Dear Friends and Families:

As you know, on **July 28, 29, 20 and 31**, your child will be performing in STAGE DOOR CONSERVATORY's production of **HAIRSPRAY** with other members of our talented **ON BROADWAY** ensemble! We are very excited about our upcoming performances and **would like to enlist your help in ensuring that our production is as successful as possible!** There are MANY ways you can help, all listed in detail in this letter, including:

- Buying ticket
- Selling tickets
- Becoming a Sponsor
- Enlisting others to become Sponsors
- Obtaining donations of raffle prizes and services and goods on our wish list
- Volunteering to fulfill your Family Participation Program hours
- Attending our Annual Benefit – *date to be announced*
- Purchasing photos of your child

Buying and Selling Tickets

HAIRSPRAY will be performed at FLORENCE SCHWIMLEY LITTLE THEATER at 7:30 p.m. on Thursday, Friday and Saturday, July 28, 29 and 30 and at 2:00 p.m. on Sunday afternoon, July 31. Tickets (general seating) will be \$15 for youth 18 and under and seniors 65 and older, \$20 for adults and \$35 and \$75 for reserved seating in the first three rows of the theater. Tickets can be purchased either in advance by mail or on our web-site at stagedoorconservatory.org, or at the door on a first-come-first-served basis 30 minutes before show time. Any tickets purchased in advance will be held at will call. There is a \$5 discount on YOUTH and SENIOR TICKETS UNTIL July 26. This discount is reflected on the TICKET ORDER FORM that is attached.

We hope you will use the attached FORM to purchase any tickets you or your family may need for HAIRSPRAY and our Teens on Stage production of LES MISERABLES (School Edition) on August 11- 14 (to be performed at the El Cerrito High School at 540 Ashbury Avenue in El Cerrito). This form can be duplicated and sent to your family and friends with a copy of the postcards you will receive Monday and/or a copy of the flyer that is attached with this email.

Black and white flyers featuring each child will be prepared for distribution in the next week, as well as a color version of our flyer, and will also be sent to you in both email and hard copy versions.

Please give or mail the form and flyer to as many family members and friends as possible and ask businesses (*i.e., grocery and retail stores, restaurants, cafes and movie theaters*) you frequent or libraries, community centers or schools in your neighborhood if they will post the flyers on our behalf.

We hope each family with a child in ON BROADWAY will personally distribute at least 20 flyers to those local businesses they patronize in their community.

To ensure we have the most successful play possible, ***we are asking each family to personally invite at least 50 of their friends and family members to our show*** so we can ensure our young performers have as large and as welcoming an audience as possible for each performance. While this number may seem daunting, please consider inviting:

- Your child's friends
- You family friends
- Relatives
- Current and former class and school mates
- Neighbors
- Members of you or your child's church, synagogue, club or team
- FACEBOOK "friends"
- Current and former acting or performance colleagues

We often find our cast may need encouragement to invite others to see them, so we would like to ask for your oversight in ensuring the process of inviting others occurs.

A FACEBOOK icon is being included with this letter to use on your FACEBOOK page if you have one (and wish to promote our play) as well as a few photos that can be used for promotional purposes.

You and your friends and family may purchase tickets using a credit card on-line at our website at stagedoorconservatory.org (by following the link to "About our Programs"), or mail in the form with payment or credit details to 909 Marina Village Parkway, #501, Alameda, CA, 94501.

Tickets can also be purchased on the days of our performances up to one hour in advances of each show. Cash, checks and credit are accepted.

Beginning this coming Friday, I will be on-site at the EPWORTH COMMUNITY CHURCH each Monday and Friday morning from 9:00 to 10:00 AM to process ticket orders and sell tickets in person.

PLEASE NOTE: You can purchase tickets via the CONSTANT CONTACT event web-site for HAIRSPRAY we recently emailed you, however at present that site can only sell one ticket per transaction. Our web-site is the best method for purchasing tickets electronically or on-line, but will not have the discount option available for youth and seniors available for a few days.

Becoming a Sponsor or enlisting others to become a Sponsor

If you wish to support our programs and production in an additional capacity, we are seeking individuals, families and community businesses and organizations to sponsor our presentation of HAIRSPRAY and LES MISERABLES (SCHOOL EDITION). Sponsors provide invaluable support in the form of cash and gifts or services and goods and are offered promotional opportunities in appreciation for their contribution. At present we are seeking Sponsors able and willing to contribute gifts in the value or amount of \$250 to \$1,500. A Sponsor Packet, listing our sponsorship levels and benefits is attached and includes a sponsorship solicitation letter and relevant attachments and forms. This packet can be duplicated and sent or given to prospects you may know!

Obtaining donations of raffle prizes and services and goods on our wish list

We are also seeking donations of raffle prizes and donations of services and goods (*please see our Wish List*) to assist with our fundraising this summer! This year, we have received many more requests for aid from families with marginal or sadly reduced incomes – single parents and working or unemployed families with children who love to sing, dance act and perform, but who cannot afford the cost of a program like ours, even though we charge much less per child than many other camps. Your support will assist us as we extend opportunities to dozens of children to participate in our programs.

If you have or know someone with a special talent or skill, or can approach businesses in your community for any of the items we have listed, we would be immensely grateful. At this time, we are especially eager to identify and recruit donors/sponsors who can:

- Donate the use of wireless mics for our rehearsals and production nights
- Print our two programs – *each four to six 8.5 x 11 pages, printed two sides, black and white on standard text weight paper and bound*
- Provide prizes for our raffle – *a trip for 4 to a popular get-away destination, catering for an event for 10 – 15, electronic, entertainment or sports equipment, dinners and lunches for 4 at local restaurants, gift certificates for acting and dance workshops or classes or theater performances, gift certificates for spas, local jewelry stores, massages, etc.*
- Donate wood and/or carpentry services

A raffle solicitation letter and reply form are also attached and can also be duplicated and disseminated to prospective donors or your choice! Please remember that local businesses often enjoy supporting local organizations like ours if a patron asks them directly for their support AND we will promote the business in our programs and signage!

Buying and Selling Raffle Tickets

This year we have a wonderful raffle, featuring prizes such as an iPad2, a “Dance through the Century” Dance Party, a theater lover’s package with tickets to shows at four Bay Area theaters, and an audition preparation class with Simon Kaplan and many other great prizes. Buy a book of 8 tickets for \$30, and sell them to your friends and family. The top seller of tickets will get a special prize!

Volunteering to help with our Family Participation Program

As I am sure you recall, each family with a child in either ON BROADWAY or TEENS ON STAGE is asked to volunteer four hours prior to the conclusion of our summer programs if possible. As a volunteer, you can help in one or more areas, including in the event promotion and fundraising described in this letter.

If you do not wish to focus on this kind of outreach, other possibilities include but are not limited to: helping with costuming and set and prop development, stage management, ushering, box office or load-in or strike duties during our production weekends, providing beverages or snacks backstage for our actors during our show weekend, etc. *(Please see your form for more details!)* If you have not returned it

already, please complete and return the Volunteer Pledge Form included with this packet as soon as possible! We are hoping to confirm most person's volunteer roles by the end of June.

If you would like to help now, or have free time in the weekends ahead please consider:

HELPING WITH COSTUMES: Please email Anida Weyl at aluckymom@gmail.com.

HELPING WITH SETS: Please email Carrie Mullen at minniemullen@yahoo.com

We have scheduled several weekend days at **1936 Alhambra Avenue in Martinez** to work on the sets for HAIRSPRAY. These days include:

Saturday, July 16th: 9:30 AM - evening
Sunday, July 17th: 11:00 AM – evening
Friday, July 22: 6:00 PM – 9:00 PM

The following work days will also be held, though will occur at the **Florence Schwimley Little Theater**, NOT Martinez

Saturday, July 23rd: 10:00 AM – evening
Sunday July 24: 11:00 AM – evening
Sunday July 31st: 4:00 – 9:00 PM

Attend our Annual Benefit – JULY 20 at 7:00 PM

Once a year, Stage Door Conservatory holds a annual benefit **Ice Cream Social and Talent Show** with the goal of raising \$3,000 in one evening for our scholarship program. This year, you will have an opportunity to see your child and other children from Stage Door, as well as some of our staff and volunteers perform in a program of skits, songs and dances – sure to entertain the whole family. While you enjoy the show, we'll serve as many ice cream sundaes as you and your family can eat. This year our event is scheduled for the night of JULY 20 at 7:00 p.m. Please plan on attending and invite your friends and family to join you! Everyone is welcome! Admission if \$20 per person – except for performers, who we ask to pay \$10 for the ice cream social portion of our event.

Purchase photos of your child

On Monday, June 27, your child and other members of the HAIRSPRAY cast were photographed in costume by professional photographer, Dana Davis. Copies of all photos are available for sale for \$10 - \$25. A catalogue with the available photos will be circulated via email and will also be displayed at our benefit! Please consider buying a keepsake of your child's experience! Photos will be sold framed or unframed!

Buying an ad in the ON BROADWAY program

You can buy a congratulatory ad in the ON BROADWAY program to show your support to your young STAR! Simply complete the PROGRAM RESERVATION form! Ads are only \$50 for a standard size and we'll do all the artwork -- you just supply the words! If you have a business you would like to promote, please consider a larger ad --whole pages sells for \$250, with half pages costing \$150!

We hope your child will enjoy his or her participation in HAIRSPRAY! I would be happy to answer any questions you may have. I can always be reached at 510-521-6250 or 415-533-9724 (my personal business number).

In addition to receiving information via phone and email, this year we will send out a weekly HAIRSPRAY News Bulletin each Sunday night. We will also be on-site each MONDAY and FRIDAY morning from 9:00 – 10:00 AM to distribute and pick-up materials from you (TICKET SALES FORMS, RAFFLE TICKETS, etc.)

Sincerely, and with warm regards and thanks,

Rawna Romero
General Manager

RESERVATION FORM
Program Advertising

ADVERTISING BENEFITS

- Approximately 400 people are expected to attend each of our performances
- Audiences are drawn from throughout Alameda and Contra Costa counties
- Audiences are comprised mostly of multi-generational families with children
- Adult audience members reflect the diversity of the Bay Area

Please make **check payable** to Stage Door Conservatory and mail to:
909 Marina Village Parkway, #501, Alameda, CA 94501

Program Ad Order Form

		Cost	# of Ads	Total Due
Business Card (<i>Vertical</i>)	2" x 3½"	\$50		
Business Card (<i>Horizontal</i>)	3½" x 2"	\$50		
Half Page	4" x 3¾"	\$150		
Full Page (<i>Inside page</i>)	4" x 7¾"	\$250		
Full Page (<i>Back Cover</i>) *Please call to reserve	4" x 7¾"	\$500		
Total Due				

Please provide CAMERA READY ARTWORK in an electronic PDF, WORD or JPEG file and email it to stagedoorconservatory@yahoo.com. We can also design an ad for you at no cost. THANKS.

Due date for ON BROADWAY is July 15 and August 1 for TEENS ON STAGE!