

New Rep Premiere Party 2012

TUESDAY, MARCH 20, 2012
THE COMMANDER'S MANSION

Our *New Rep Premiere Party 2012* is just around the corner! As we celebrate the vitality and impact of New Rep, we hope you will join us as a sponsor for an evening of fabulous food and compelling, show-stopping entertainment.

The fun begins with the Overture Party reception at the Commander's Mansion in which sponsors receive a private champagne reception for a party of 10. Enjoy gourmet hors d'oeuvres, champagne, and music at the beautifully appointed mansion property. The Overture Party reception is sure to be a memorable start to the evening's festivities.

Later in the evening, other guests arrive for the *New Rep Premiere Party 2012*, which includes New Rep Board Members, corporate partners, and donors. While mingling in the charming Commander's Mansion, they will enjoy a sneak peek of our 2012-2013 Season and have the opportunity to interact with actors involved with New Rep. There will also be a high end raffle, outstanding food from our local restaurant partners and musical and theatrical entertainment. Mingling with the performers, enjoying exquisite desserts and celebrating New Rep will be the perfect ending to an unforgettable evening.

ABOUT NEW REP:

As one of New England's most critically-acclaimed professional theatres, New Rep annually mounts thought-provoking productions that honor writers, engage audiences, and feature highly-skilled professional actors, designers, and directors. Since 1984, New Rep has produced more than 135 plays, including more than 60 Boston, New England, and World Premieres. Along the way, New Rep has received 22 Elliot Norton Awards and 42 Independent Reviewers of New England Awards. Our productions progressively challenge the imaginations of our audiences and the creativity of our artists. We are known by patrons, colleagues, and critics for our willingness to take risks on complex and difficult works, and for successfully creating powerful and unique theatrical experiences. Recognizing the importance of the performing arts in our community, New Rep makes theatre affordable and accessible to underserved audiences through a multitude of community, educational, and audience outreach programs, including: student matinees; after-school and summer youth programs; a school touring program; discounts for students and seniors; and American Sign Language and Audio Description services. New Rep's flagship educational outreach program, New Rep On Tour, will perform to over 14,000 students in 55 schools this season alone.

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Bobbie Steinbach and Liz Hayes in *Collected Stories*.
Photo by Andrew Brilliant/ Brilliant Pictures.

Join Us for an Unforgettable Evening



Featuring the 2012-2013 Season Reveal!

\$10,000: HEADLINER SPONSORSHIP

- Top billing as 'Headliner Sponsor' on all press releases and print and on-line marketing communications.
- Recognition on all event materials, including 350 program books and 2500 invitations.
- Live 'Thank You's' during Overture Party and *Premiere Party*.
- Naming rights for Overture Party reception.
- Opportunity for sponsor representative to speak at *Premiere Party*.
- One full-page ad in 250 *Premiere Party* programs distributed to all attendees, donors, and sponsors.
- Opportunity to insert gifts/promotional materials into gift bags distributed to 250 attendees.
- Listing with your logo as 'Headliner Sponsor' on New Rep's *Premiere Party* webpage with a link to your website.
- Opportunity to project your full-screen logo in pre-show slideshow for *Long Day's Journey Into Night*, performing in the Charles Mosesian Theater from April 1-22, 2012.
- Opportunity to display a banner with your logo during *Premiere Party* (3' x 6' banner to be provided by the sponsor).
- 10 tickets to the 2012 *New Rep Premiere Party*. Includes Overture Party reception; *Premiere Party* festivities; and After-Show Dessert Party.
- 10 tickets to each production in New Rep's 2012-2013 Season or a Full Page Advertisement in New Rep's 2012-2013 Season program.

\$5,000: STARRING ROLE SPONSORSHIP

- Prominent billing as 'Starring Role Sponsor' on all press releases and print and on-line marketing communications.
- Recognition on all event materials including 250 program books and 2,500 invitations.
- Live 'Thank You's' during Overture Party and *Premiere Party*.
- One full-page ad in 250 *Premiere Party* programs distributed to all attendees, donors, and sponsors.
- Opportunity to insert gifts and/or promotional materials into gift bags distributed to 250 *Premiere Party* attendees.
- Listing at 'Starring Role Sponsor' on New Rep's *Premiere Party* webpage with a link to your website.
- Opportunity to project your full-screen logo in pre-show slideshow for *Long Day's Journey Into Night*, performing in the Charles Mosesian Theater from April 1-22, 2012.
- Opportunity to display a banner with your logo during *Premiere Party* (2' x 4' banner to be provided by the sponsor).
- 6 tickets to the *New Rep Premiere Party*. Includes Overture Party reception; *Premiere Party* festivities; and After-Show Dessert Party.
- 6 tickets to each production in New Rep 2012-2013 Season or one Half-Page Advertisement in the New Rep's 2012-2013 Season program.

\$2,500: FEATURED PLAYER SPONSORSHIP

- Prominent billing as 'Featured Player Sponsor' in 250 program books.
- One quarter-page advertisement in 250 *Premiere Party* programs distributed to all attendees, donors, and sponsors.
- Opportunity to insert gifts and/or promotional materials into gift bags distributed to 250 *Premiere Party* attendees.
- Listing as 'Featured Player Sponsor' on New Rep's *Premiere Party* webpage with a link to your website.
- Listing as 'Featured Player Sponsor' in pre-show slideshow for *Long Day's Journey Into Night*, performing in the Charles Mosesian Theater from April 1-22, 2012.
- 4 tickets to *Premiere Party*. Includes Overture Party reception; *Premiere Party* festivities; and After-Show Dessert Party.
- 4 tickets to each production in New Rep 2012-2013 Season or one Half-Page Advertisement in the New Rep's 2012-2013 Season Program.

NOTE: Individuals purchasing 10 *Preview Party* tickets will also receive 'Featured Player' Sponsorship recognition in program books and on webpage but 10 tickets will be provided in lieu of additional benefits.
(no ad, no gift bag, no season tickets)

\$1,000: INGÉNUÉ SPONSORSHIP

- Prominent billing as 'Ingénue Sponsor' in 250 program books.
- One quarter-page advertisement in 250 *Premiere Party* programs distributed to all attendees, donors, and sponsors.
- Listing at 'Ingénue Sponsor' on New Rep's *Premiere Party* webpage.
- Listing as 'Ingénue Sponsor' in pre-show slideshow for *Long Day's Journey Into Night*, performing in the Charles Mosesian Theater from April 1-22, 2012.
- 2 tickets to the 2012 *New Rep Premiere Party*. Includes Overture Party reception; *Premiere Party* festivities; and After-Show Dessert Party.

\$500: ENSEMBLE SPONSORSHIP

- Billing as 'Ensemble Sponsor' in 250 program books.
- One quarter-page advertisement in 250 *Premiere Party* programs distributed to all attendees, donors, and sponsors.
- Listing as 'Ensemble Sponsor' on New Rep's *Premiere Party* webpage.
- 2 Tickets to the 2012 *New Rep Premiere Party*. Includes Overture Party reception; *Premiere Party* festivities; and After-Show Dessert Party.

\$1,500: OVERTURE PARTY TICKET PACKAGE

10 tickets to private champagne reception prior to *Premiere Party* for 10 friends. Includes *Premiere Party* and After-Show Dessert Party.

\$125: PREMIERE PARTY INVITATION

One ticket to the 2012 *New Rep Premiere Party*, including After-Show Dessert Party.

BOARD OF DIRECTORS

Daniel Newton, *Chair*
Paul Levine, *Vice Chair/Treasurer*
Michael McCay, *Immediate Past Chair*
A. W. Chip Phinney, *Clerk*
Lillian Sober Ain
Marcy Crary
Carol Fischman
Nancy Fisher
Richard Jacobs
Jodi Goodman Kahn
Stanley B. Kay
Chris Klaehn
BJ Krintzman
Shari Malyn
David McIntosh
Chris Meyer
Joan Parker
Bonnie Clendenning Snyder
Sharon Rich
Pamela Taylor
Miriam Gillitt Winer

ADVISORY COUNCIL

James Bourdon
Gregory E. Bulger
Diane DiCarlo
Richard Dix
Thomas Elkind
Jane Feigenson
Chris Flynn
Ralph Fuccillo
Margo Howard
Blake Jordan
H. Peter Karoff
Ted Kurland
Stephen Lorch
Charlie Marz
Fred Miller
Peter Nessen
Elizabeth Pozen
Mary Rivet
Stuart Sadick
Dan Salera
Richard Walker
Curtis Whitney



Eve Kagan and Robert St. Laurence in *RENT*.
Photo by Andrew Brilliant/ Brilliant Pictures.

Sponsorship Response Form

Name: _____
Contact Name/Position: _____
Address: _____
City, State, Zip: _____
Telephone: _____
Fax: _____
E-mail: _____

We are pleased to support the **2012 New Rep Premiere Party!**

SPONSORSHIP LEVELS

- ___ \$10,000 Headliner Sponsorship
- ___ \$5,000 Starring Role Sponsorship
- ___ \$2,500 Featured Player Sponsorship
- ___ \$1,000 Ingénue Sponsorship
- ___ \$500 Ensemble Sponsorship
- ___ \$250 Quarter Page Program Ad

INDIVIDUAL TICKETS AND ADVERTISING

- ___ \$1,500 Preview Party Ticket Package (Includes 10 tickets and private champagne reception)
- ___ \$125 Premiere Party

Please make your check payable to New Repertory Theatre, and return with this form to:

Heather Darrow
Development Director
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Watertown, MA 02472
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f 617-923-7625
e heatherdarrow@newrep.org

___ We are unable to sponsor the *2012 New Rep Preview Party* but would like to make a tax-deductible contribution to support your work in the community. New Rep's Tax ID# is 22-2831171.
Contribution Amount: \$_____

Deadline for inclusion on invitation is **December 16, 2011**
Deadline for inclusion in *Premiere Party* program is **February 15, 2012**