**2018 MainStage  
Sponsorship Opportunities**



**Little Lake Theatre Company**

**About Little Lake Theatre Company**

Little Lake Theatre, founded by Will Disney in 1949, has been an integral part of the western Pennsylvania artistic community for 70 years. The company’s motto is to present community theatre productions at professional standards.   
  
Little Lake presents 15-16 productions each season; 11 MainStage plays for adults, and 4-5 Children’s Theatre plays for young audiences. The company annually presents 150+ performances from mid-April to mid-December, an average of 4-5 shows per week. Over 1,600 actors, almost exclusively volunteers, have stood upon the company’s stage in over 1,000 productions over the past 69 seasons.

In addition to producing plays, Little Lake provides education programming for the entire community. The Lake offers 6-8 weeks of camp for children age 6-18 each summer, introducing young people to the magic of theatre; 2017 featured a 116% attendance increase for these programs. The company maintains a robust Apprentice program for high school students, a core program for over 50 years. Each season 20-30 Apprentices receive theatrical training (acting and tech theatre), perform on our stage, serve as technical staff, ushers, and servers, and participate in master classes and field trips that expose them to the wider theatre world. Little Lake is proud to offer Sensory-friendly programming, ensuring that families with autism and other sensory processing disorders can enjoy live theatre in a comfortable and relaxed environment. 2018 will see an expansion of this programming, thanks in part to a grant from the Washington County Community Foundation. Last, but certainly not least, Little Lake offers acting classes for adults, giving people the chance to try their hand at performing for the very first time. Many graduates of our “I Can Do That” acting classes join the company as actors in our productions or as audience members and volunteers.   
  
Little Lake Theatre is managed by Jena Oberg, Artistic Director, and Andrew Seay, Managing Director. Jena has been an actress, director, and instructor with the company for over 20 years, taking over as Artistic Director in July 2016. Andrew joined the company in November 2016 as Managing Director, having spent 12 years managing arts organizations big and small, including a long tenure at the Pittsburgh Symphony Orchestra and as co-founder of Three Rivers Ringers, Pittsburgh’s premier handbell ensemble.

Little Lake Theatre Company is a 501(c)3 nonprofit organization and is registered with the Pennsylvania Bureau of Charities.

**Sponsorship Opportunities**

**Presenting Sponsorships**

The 2018 mainstage season is the 70th at Little Lake Theatre, a major milestone for the company. The 2018 season is an homage to theatre and to our history as a company and features some favorite shows from our history, as well as some of the greatest works of theatre ever written. Eleven spectacular plays and musicals make up the season, featuring stories of adventure and discovery, comedy and drama, love and mystery. The season truly has something for everyone.

Little Lake Theatre performances run Thursday, Friday, and Saturday evenings (8:00pm), with occasional Sunday matinee performances (2:00pm). All performances are at the theatre in Canonsburg.

**2018 MainStage productions available for sponsorship**

***The Dresser  
April 19 – May 5 (10 performances)  
By Ronald Harwood***

Backstage at a London theatre during a WWII air raid, Sir, the last of the great breed of English actor/managers, is in a bad way tonight and refuses to perform. Sir’s dresser, Norman, tries valiantly to prepare him to go on stage as King Lear. With Herculean effort on the part of Norman, Sir finally makes it on stage for the performance of his lifetime in this classic love letter to the theatre.

“A stirring evening [that]…burns with a love of the theatre that conquers all…Perfectly observed, devilishly entertaining backstage lore.” – The New York Times

“Enthralling, funny and touching. Lovingly delineated dramatic portraits…Almost any actor would jump at them.” – New York Post

***A Flea in Her Hear  
May 10 - 26 (10 performances)  
Adapted by Greg Leaming, from the play by Georges Feydeau***

Laura Chandler believes that her husband Victor is having an affair with another woman, and tricks him into meeting her at a local “love” motel to catch him in the act. In doing so, she involves a huge range of characters, including a Tom Jones wannabe, a lascivious doctor, the owner of the Pussycat Motel, a very jealous Spanish nobleman and his wife, and a drunken porter named Potts, who happens to be Victor Chandler’s doppelganger. Hilarity ensues in this all out laugh riot farce set in the 1960’s.

***Arcadia  
May 31 – June 16 (10 performances)  
By Tom Stoppard***

Arcadia is a tale of secrecy and intrigue that’s been hailed by critics as a masterpiece. Set in both 1809 and the present day, it’s a mystery wrapped up in a love story, wrapped up in a scandal. In its unraveling, Tom Stoppard playfully zigs and zags through many realms, including mathematics, poetry, sex and gardening.

“Pure entertainment for the heart, mind, soul…The best Broadway play for many, many a season. It is a work shot through with fun, passion and, yes, genius.” – The New York Post

“Stoppard’s richest, most ravishing comedy to date, a play of wit, intellect, language, brio and…emotion. It’s like a dream of levitation: you’re instantaneously aloft, soaring, banking, doing loop the loops… The playwright is a daredevil pilot who’s steady at the controls.” – The New York Times

***Hay Fever  
June 21 – July 7 (10 performances)  
By Noel Coward***

Novelist David Bliss and his wife Judith, a retired actress, are hoping for a quiet weekend in the country with their guests. When their high-spirited children Simon and Sorel appear with guests of their own, a houseful of drama ignites as misunderstandings fly and tempers flare. The Bliss family lives up to its name as the ‘quiet weekend’ comes to an exhausting and hilarious finale.

“An evening of intoxicating escape.” – The New York Times

“Light, luminous, and charming, and hilariously funny.” – The New York Post

***A Streetcar Named Desire  
July 12 - 28 (10 performances)  
By Tennessee Williams***

Fading southern belle Blanche DuBois arrives unexpectedly on the doorstep of her sister, Stella, searching for an escape from the realities of her life. But the sultry New Orleans summer proves too much for the former beauty whose brutish brother-in-law, Stanley, cruelly exposes the cracks in Blanche’s genteel façade and drives her to a tragic end. Explosive, passionate, and heartrending, *A Streetcar Named Desire* is theatre at its best.

***Steel Magnolias  
August 2 – 18 (10 performances)  
By Robert Harling***

Anyone who is anybody comes to Truvy’s salon to have their hair done. With the help of her eager new assistant Annelle (who is not sure whether or not she is still married), the outspoken, wise-cracking Truvy dispenses shampoos and free advice to the town’s beloved personalities; rich curmudgeon, Ouiser, (“I’m not crazy, I’ve just been in a bad mood for forty years”); an eccentric millionaire, Miss Clairee, who has a raging sweet tooth; and the local social leader, M’Lynn, whose daughter, Shelby (the prettiest girl in town), is about to get married. Stop by for some great laughs and unforgettable friendship.

***Little Miss Sunshine: The Musical  
August 30 – September 15 (10 performances)  
Book by James Lapine; Music & Lyrics by William Finn***

Based on the Academy Award-winning film, *Little Miss Sunshine* is an outrageously funny and surprisingly touching musical. The Hoover family has seen better days. Richard, the father, is a floundering motivational speaker, Grandpa’s been kicked out of his retirement home and Uncle Frank’s been dumped by his lover. Moody teenager, Dwayne, has taken a vow of silence, and overextended mom, Sheryl, can do little more than slap on a smile. But, when the youngest Hoover, energetic Olive, enters a regional children’s beauty pageant, the family thinks that their luck could change and embarks on a cross-country trek, chasing the coveted title of “Little Miss Sunshine.”

***Macbeth  
September 20 – October 6 (11-13 performances, including 2 special student performances and 2 performances in local parks)  
By William Shakespeare***

A modern and seductive version of Shakespeare’s classic. Enticed by a trio of witches, consumed by ambition, and spurred to action by his wife, Macbeth murders King Duncan and takes the Scottish throne for himself. Wracked with guilt and paranoia, Macbeth is forced to continue his bloody spree to protect himself from enmity and suspicion and soon becomes a tyrannical ruler. The bloodbath and consequent civil war swiftly take Macbeth and Lady Macbeth into the realms of madness and even death.

***Sherlock Holmes and the West End Horror  
October 11 – 27 (9 performances)  
By Marcia Milgrom Dodge & Anthony Dodge***

A despicable theatre critic has been murdered, and Holmes and Watson are soon visited by George Bernard Shaw, an aspiring Irish playwright who entices Holmes to take the case. As they cross swords with the most famous literary luminaries of the day — Oscar Wilde, Gilbert & Sullivan, Henry Irving, Bram Stoker, and a young H.G. Wells, Holmes and Watson come face to face with their own celebrity as they pursue the killer in this rollickingly funny whodunit.

***The Lion in Winter  
November 1 – 17 (9 performances)  
By James Goldman***

Brimming with sibling rivalry, adultery and dungeons, *The Lion in Winter* is a modern day classic.  Comedic in tone, dramatic in action – The Plantagenet family are locked in a free for all of competing ambitions to inherit a kingdom. The queen, Eleanor of Aquitaine, has been kept in prison, since raising an army against her husband, King Henry II.  Let out only for holidays, she leads her family in a fight for control of the kingdom. As Eleanor says, “every family has its ups and downs,” and this royal family is no exception.

***A Christmas Story: The Musical  
November 23 – December 16 (15 performances)  
Book by Joseph Robinette, Music & Lyrics by Benj Pasek & Justin Paul***9-year-old Ralphie Parker is on the quest for the Holy Grail of Christmas gifts—an Official Red Ryder carbine-action 200-shot Range Model air rifle. Rebuffed at every turn with a similar echoing response (“You’ll shoot your eye out”), Ralphie schemes to achieve his desperate desire for the coveted BB gun. Join us for this holiday musical treat, based on the movie classic!

**Sponsorship Packages & Details**

*Mainstage Benefits (customizable upon request)*

* Ten (10) complimentary tickets for use during the production run for the chosen play.
* Special recognition signage in the theatre for the duration of the production
* Verbal recognition during the curtain speech, a short message delivered before the performance begins
* One (1) full-page ad in the playbill for the entire 2018 season
* One (1) post-performance meet and greet with members of the cast and production staff, if requested
* Company highlight email campaign to the Little Lake email list (approximately 6,500 households as of January 2018)
* Prominent logo placement and recognition on all production-specific email, web, or print materials, including performance tickets (if available); exact marketing materials/plans vary by production

**What Sponsorship Supports**

* Sponsorship supports the following cost areas of producing a play
  + Performance royalties
  + Scripts/Music scores
  + Production staff fees (Director, Musical Director, Technical Director, Properties Master, Musicians)
  + Production costs (Costumes/Makeup, Lighting, Props, Sets)
  + Advertising and marketing costs
* Sponsorship also supports the local community
  + Educational opportunities for our high school apprentices
  + Three weeks of exceptional theatre performances for families in our region
  + Opportunities for actors and technical staff to share their passion, skills, and art form, with the community

**Little Lake’s Audience Base: Your Potential Customers**

* Little Lake Theatre draws audience members from a wide geographic area, including Allegheny, Beaver, Butler, Fayette, Greene, Lawrence, and Washington counties.
  + Canonsburg/Washington is the strongest geographic segment for audience members-27% of tickets over the past three seasons were sold to residents of either city
  + Communities in the south hills of Pittsburgh (Bridgeville, Carnegie, Castle Shannon, Dormont, Greentree, Mt. Lebanon, Upper St. Clair) make up 21% of tickets during the same time period
* Over 11,700 patrons attended MainStage performances in 2017.
  + We anticipate that each mainstage production will bring between 800 – 2,100 patrons to the theatre during each run, many of whom we anticipate will be new attendees to the theatre.
* Little Lake audiences are very community oriented and choose to support local businesses in their area; many are small business owners themselves. Audience members frequently mention that they appreciate being able to enjoy quality theatre experiences without having to travel to downtown Pittsburgh.

**Sponsorship Fees/Terms:**

* MainStage production Presenting Sponsorship Fees:
  + *A Christmas Story: The Musical:* **$7,500.00**
  + *Little Miss Sunshine: The Musical:* **$5,000.00**
  + All other productions: **$3,000.00**
* Payment terms are negotiable, but full payment must be received by the final performance for the chosen play.
* Little Lake Theatre reserves the right to sell lesser sponsorship packages (Associate Sponsors, Supporting Sponsors, etc.) for MainStage productions.

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***Thank you for your consideration and your support.***