



## YOUR SPONSORSHIP IS ESSENTIAL TO THE ESSENTIAL THEATRE!

Over the past eleven years, the Essential Theatre has become a leading voice in the support and development of new plays by Georgia writers. Our annual Essential Theatre Playwriting Award is the only competition of its kind, exclusively dedicated to the work of playwrights from the Peach State. Along with a cash prize, the winner gets to see his or her play given a World Premiere production in the Essential Theatre Festival, along with Regional Premieres by such nationally acclaimed authors as Sam Shepard, Christopher Durang, Paula Vogel and Rita Dove.

Please help us to support the development of new work by Georgia Playwrights! Become a sponsor today!

### ESSENTIAL OPPORTUNITIES

**Playbill Ad Sponsor-Half Page (unlimited) \$250.00** advertise in our playbills and reach over 1500 dedicated theatre attendees. 1/2 page advertisement: (5"wx3.75"h, 300dpi); *Your logo will be displayed on EssentialTheatre.com, EssentialTheatre.blogspot.com, Essential Theatre Facebook Page, Essential Theatre Facebook Group, Twitter @ATL\_Essential and inclusion in the Essential Theatre Email Newsletter for over 5000 additional impressions.*

**Playbill Ad Sponsor-Full Page (unlimited) \$400.00** advertise in our playbills and reach over 1500 dedicated theatre attendees. full page advertisement: (5"wx8"h, 300dpi); *listing on EssentialTheatre.com, EssentialTheatre.blogspot.com, Essential Theatre Facebook Page, Essential Theatre Facebook Group, Twitter @ATL\_Essential and 4 placements in the Essential Theatre Email Newsletter* Your logo and a paragraph about your business to will be sent to members of our opt-in email list for over 20,000 additional impressions.

**2010 [Your Name] Essential Theatre Playwriting Award Sponsor:** Playwriting Award naming rights are available for \$1,500. Recognition in the program and the curtain speech, as well as two tickets to the Playwriting Award production and recognition on the award certificate

#### **Starring Sponsor (6 spaces available) \$750.00**

You will receive a letter of thanks for tax purposes, name/logo recognition in the Essential Theatre Festival program and on our website for a year and 4 Festival Passes good for all 3 plays in the upcoming Festival.

#### **Essential Sponsor (3 spaces available) \$2,500.00**

As a donor in this elite category, you will be identified by name and logo as a Production Sponsor on all promotional materials, including posters, postcards, flyers, e-mailers and on our website, during the curtain speech and in the playbills. You will also receive a letter of thanks for tax purposes, 10 Festival Passes and an invitation to our Festival Opening Reception. If the sponsor has a business, employee discounts for performances can be arranged, and space for a free half-page ad in the Festival program will be offered.

#### **Featured Sponsor (1 space available) \$5,000.00**

As a donor in this singular category, you will be identified as the Presenting Sponsor for this years Power Play Festival. This means your name and logo will appear on all promotional materials, including posters, postcards, flyers, e-mailers and on our website. You will also receive a free full-page ad in the Power Plays Festival playbill. In addition, you will receive special mention in each night's curtain speech and appear on special promotional banners at the event. You will also receive a letter of thanks for tax purposes, reserved VIP Seating for your 10 Festival Passes for all 3 plays, and an invitation to our Festival Opening Reception. NOTE: *If the Featured Sponsor is a business, performance discounts and special seating can be arranged for employees (up to 6 per play).*

#### **Special Event Sponsor \$1,500-3,500**

Purchase 50 tickets or more and we can arrange a pre- or post-performance reception for your organization or business. You can say thanks to your clients or employees with an exciting evening of theatre.

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*For more information, please email [mperloe@ivf.com](mailto:mperloe@ivf.com) or call 404-561-2229.*

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The Essential Theatre is proud to announce the line-up for the 2010 Essential Theatre Festival, to be presented at the Actor's Express Theatre at King Plow Arts Center. This will be our twelfth year of presenting exciting new plays to Atlanta audiences – all we do are World Premieres and Regional Premieres.

The 2010 Essential Theatre Festival will feature the world premiere of Jason Gabriel Dean's *QUALITIES OF STARLIGHT*. Theo Turner is a young, prolific astronomer, living with his wife in California, on the verge of publishing a cosmological theory that would blow apart the foundations of modern astronomy. But Theo's "big bang" isn't just theoretical. Theo's universe explodes when he and his barren wife, Polly, travel back to the Appalachian South to visit his aging parents and deliver the news that the State of California has approved them for adoption, pending interviews with his parents. In the three short years since Theo has seen his parents, they've drifted light years away from their son—the aging couple has a rampant addiction to crystal meth. While Theo's father, Junior, is in constant denial about their addiction, Theo's mother, Rose, plunges into a heavy, but hilarious, meth induced psychosis filled with hissing lizards, Elvis impersonations and grown men in baby diapers. *Qualities of Starlight* is a modern comedy that presents a new picture of the contemporary South. It's a story about the frailty of faith, the unspoken bonds of family and the ethereal expansion of the universe. Winner of the 2010 Essential Theatre Playwriting Award

We'll also be presenting *SALLY AND GLEN AT THE PALACE* by Artistic Director Peter Hardy, the Georgia Premiere of a comic drama about the growing friendship between two very different college students working together in the lobby of a 1970's movie theatre in a southern university town. "Love stories come in all different shapes and sizes." Winner of a New Southern Theatre Festival Playwriting Award.

The third play is *THE DARKER FACE OF THE EARTH* by Rita Dove, the Professional Southeastern Premiere of a stunning tragic drama by a Pulitzer Prize-winning African-American poet and former United States Poet Laureate. The play takes classical Greek myth of Oedipus is re-imagined on a slave plantation in the American South. The daughter of a plantation owner sleeps with a slave and gives birth to a son, who is sold into slavery. Twenty years later the son returns to the plantation as a newly-purchased slave, unknowing of his connection to this place. He and his mother, now head of the plantation, are drawn to each other and become lovers, even as he plots to lead a slave rebellion against her. This is an epic play of powerful and poetic tragedy, a story of ancient curses and the inescapability of fate.

#### About the Essential Theatre

The Essential Theatre is a non-profit 501(c)3 professional, non-Equity theatre company dedicated to giving Atlanta audiences the opportunity to enjoy exciting new plays and to supporting Georgia artists by encouraging the creation of new dramatic literature and giving local actors, directors and designers the chance to work on exciting new plays that have not yet been produced in this area – all World Premieres and Regional Premieres. We invite the participation of audiences in developing the work of these playwrights through workshops, staged readings and full productions.

For more than a decade we have produced the **Essential Theatre Play Festival**, an annual three-play repertory festival featuring all World Premieres and Regional Premieres, including several productions that were named by local papers in their "Best of the Year" lists. In 2001, we began the annual **Essential Theatre Playwriting Award**, the only such competition exclusively dedicated to Georgia playwrights.

[www.essentialtheatre.com](http://www.essentialtheatre.com)