

SEASON 62: 2011–2012
“The Best of the Best”



For the community. By the community.

*Bringing our diverse community together to learn about,
experience, and celebrate the joys of theatre.*

Community Theatre of Greensboro
200 North Davie Street, Box #9 • Greensboro, NC 27401
336-333-7470
www.ctgso.org

Community Theatre of Greensboro's mainstage productions for 2011-2012 are:

Disney's Beauty and the Beast, Jr.

July 15 – 24, 2011

One Flew Over the Cuckoo's Nest

October 7 – 16, 2011

The Wizard of Oz

November 12 – 20, 2011

Driving Miss Daisy

February 10 – 19, 2012

Avenue Q

March 16 – April 1, 2012

Overview

The Community Theatre of Greensboro has served the Triad and its surrounding areas for over 61 years, and is the oldest Arts organization in Guilford County. CTG strives to enrich our community by bringing dramatic arts to everyone. Each year, CTG provides diverse theatrical entertainment in the form of main stage productions, youth theatre productions, and outreach programs. CTG also hosts dozens of classes, camps, and workshops for children, teens, adults, and seniors and has established a generous scholarship program so that all may benefit from exposure to the arts. CTG's mission is to provide the highest quality theatre productions and training possible to the widest audience available, and to foster a broad base of interest in the community in drama and in the dramatic arts. Quality arts productions help to create a vibrant community; one that inspires adults and children to excel and builds understanding across all cultures in the community. CTG productions are open and available to every segment of our community; from young families who look forward to our family oriented shows to our community's senior citizens who participate in and enjoy the performances of SRO – "Seniors Reaching Out" a touring theatre ensemble that tackles many issues facing senior citizens today. Community Theatre of Greensboro is proud of its long history of encouraging diversity—diversity in our staff, programming, volunteers, casts, artistic and technical crews, participants in our educational endeavors, and audience members. Every community benefits from CTG's productions and educational endeavors. Corporations in our community can benefit from integrating the arts into the life of their companies by rewarding employees and their families with tickets to a performance about which they might not otherwise know. Corporate recruiters can promote the Triad's cultural community as a leading reason why people should come here to live and work. The arts experience can change lives and communities.

Theatre Event Details: Season 62 (2011 -2012)



Disney's *Beauty and the Beast, Jr.*

Music by Alan Menken

Lyrics by Howard Ashman & Tim Rice

Book by Linda Woolverton

July 15 – 24, 2011

CTG embarks upon the second season of "Stages for Learning," its summer partnership with Guilford County Schools (GCS). After last summer's rousing success of *Willy Wonka*, CTG and GCS look forward to showcasing the talents of GCS students—both on and backstage—in this presentation of Disney's charming musical. The company will delight your senses with their beautiful singing, acting, and dancing, while the story, imaginative costumes, and colorful set will enchant kids, teens, and adults of all alike! *Winner of two Academy Awards® and one Tony Award®.*

One Flew Over the Cuckoo's Nest

By Dale Wasserman, from the novel by Ken Kesey

October 7 – 16, 2011

Playing crazy to avoid prison work detail, manic free spirit Randle P. McMurphy is sent to the state mental hospital for evaluation. There he encounters a motley crew of mostly voluntary inmates presided over by the icy Nurse Ratched. McMurphy proceeds to instigate group insurrections large and small, ranging from a restorative basketball game to a tragic after-hours party with hookers and booze. Nurse Ratched, however, has the machinery of power on her side to ensure that McMurphy will not defeat her. Still, McMurphy's message to live free or die is ultimately not lost on one inmate, revealing that escape is still possible even from the most oppressive conditions. *Winner of five Academy Awards® (including Best Picture) and a Tony Award® (Best Play Revival).*

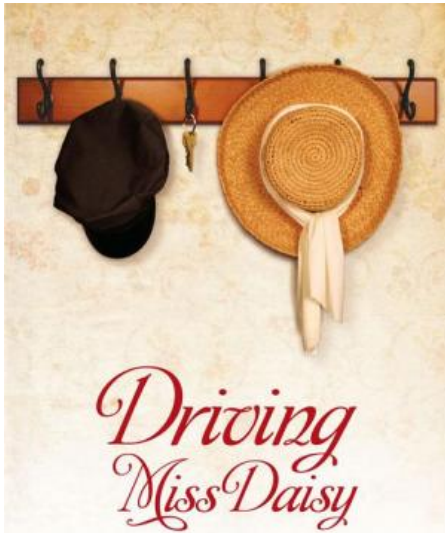


The Wizard of Oz (17th annual)

By L. Frank Baum, Music by Herbert Stothart, with Music and Lyrics of the MGM Motion Picture Score by Harold Arlen and E.Y. Harburg, Book Adaption by John Kane from the Motion Picture Screenplay, Produced by special arrangement with TAMS-WITMARK MUSIC LIBRARY INC., Flying Effects provided by ZFX, Inc.

November 12 – 20, 2011

You all know the story. You all know the music. You and your family can probably perform the whole show with your eyes closed! What you can never replicate is the sheer joy audience members feel year after year as they watch this company (onstage and backstage) of 200+ talented kids, teens and adults present this timeless classic at the glorious Carolina Theatre. CTG's *Wizard* has it all: flying, special effects, a magnificent set and costumes, incredible music and 17 years of being the biggest theatrical production in the Triad. Keep the tradition going or start one with your loved ones by welcoming in the holiday season with Dorothy and her friends as they take you "over the rainbow." *Winner of two Academy Awards®.*



Driving Miss Daisy

By Alfred Uhry

February 10 – 19, 2012

Driving Miss Daisy affectionately covers the 25-year relationship between a wealthy, strong-willed Southern matron and her equally indomitable black chauffeur, Hoke. Both employer and employee are outsiders; Hoke because of the color of his skin, Miss Daisy because she is Jewish in a WASP-dominated society. Hoke cannot fathom Miss Daisy's inability to grasp the social changes that are sweeping the South in the 1960s, nor can Miss Daisy understand why Hoke's "people" are so indignant. It is only when they become elderly that the two fully realize that they've been friends and kindred spirits all along. *Winner of four Academy Awards® (including Best Picture) and the Pulitzer Prize for Drama.*



Avenue Q

Book by Jeff Whitty

Music and lyrics by Robert Lopez and Jeff Marx

March 16, 17, 22, 23, 24, 29, 30, and 31 at 8 pm

March 18, 25 and April 1 at 2 pm

Avenue Q is unlike anything ever seen before on or off-Broadway! With a cast of 11 puppets/actors and three human characters interacting in a Sesame-Street-meets-South-Park style—all wondering why real life is not what the world of children's TV had led them to believe. Profanity-laced and hilarious, this is definitely a show for mature audiences.

Parents must use their own discretion when deciding if their children are mature enough to see this show; as the official Avenue Q website says, "If you do bring your teenagers to Avenue Q, they'll think you're really cool." Winner of three Tony Awards®. with one of CTG's alumni, Ann Sanders, currently starring in the Broadway production as Christmas Eve. Funny, provocative, poignant and wildly entertaining! One of Broadway's longest running shows!!



Soon-to-be-announced Disney production

May 11 – 20, 2012

Community Outreach

“Acting Up” After-school program – Reaching Our Underserved Children

Providing arts education opportunities to children who do not have access to such services is a priority for CTG. The “Acting Up” after-school program will enable us to go out into underserved neighborhood community centers, such as Partnership Village and Eastside Park, and schools to provide after school classes and summer theatre camp experiences for children in grades K-12. Through involvement in this program, children will gain improved communication skills, self-confidence, and team building skills in an environment that is safe and supportive. Program objectives will instill the basics of acting and stage performance as an introduction to the theatre arts. The arts are an essential part of a well-rounded education, often providing the motivation to stay in school. “Acting Up” is another way that CTG is helping to shape the future.

“Stages for Learning” – CTG/Guilford County Schools Partnership

In an effort to provide an opportunity for Guilford County Schools (GCS) students, parents, and teachers who have been negatively impacted by arts education budget cuts, CTG will partner with GCS for the second consecutive year to mount a county-wide main stage musical performance (the 2010 performance was *Willy Wonka and the Chocolate Factory*). Participation in this unprecedented cooperative project will give hundreds of students, parents, and teachers an introduction to or ongoing education in acting, singing, performing, working backstage, set design, and promoting arts events in the community. Utilizing the expertise of Nathan Street, GCS Arts Curriculum Specialist, Dr. John Eldridge, Regional Superintendent – Enrichment Region and CTG staff and artists, this joint project involves a general interest meeting in the Winter of 2011, auditions in Spring 2011, and 8-10 performances at Page High School in July, 2011.

Additional Sponsorship Events



Starry, Starry Night IV (invitation only)

An evening filled with great entertainment, food, and company to benefit CTG.



Oscar Night® America (invitation, limited public promotion)

The only officially sanctioned and approved Oscar watch party/viewing in the Triad.

Children/Education Sponsorship Opportunities

Your Sponsorship Investment Benefits Children and Education

When you invest in Community Theatre of Greensboro, you are also investing in the education of our community's children. Arts education and participating in art activities helps children to gain the tools necessary for understanding the human experience, adapting to and respecting others' ways of working and thinking, developing creative problem-solving skills, and communicating thoughts and ideas in a variety of constructive ways. Consistent with our mission, CTG strives to provide theatre arts education and opportunity to all children in our diverse community.



Centerstage Youth Performing Group is a group of superstars ages 12 to 17 who audition for the opportunity to participate in this theatrical group. One of the major areas of focus of Centerstage is for these young performers to hone their craft by taking their productions to theatre competitions around the country where they have the opportunity to attend theatre workshops and compete with other theatre troupes from all over the United States and foreign countries.

Centerstage, Jr. Youth Performing Group is a group of even younger superstars ages 7 to 11 who audition for the opportunity to participate in this theatrical group. The focus of Centerstage, Jr. is for these young performers to hone their craft and advance up to the Centerstage, CTG Youth Theatre, and/or CTG mainstage shows.

Fall & Spring Classes

Meets once a week for 6 to 8 weeks. Traditionally there are 15 to 20 students. Sponsor opportunities range from being a title sponsor to in-kind sponsorships for supplies and other assistance.

CTG Summer Theatre Camps offer a myriad of camps for preschool through high school-aged. A mainstage production is presented by the multi-week camp at The Broach Theatre. (4 to 5 public performances) CTG offers a generous scholarship program so that all may benefit from exposure to the arts!

Producing Partner Benefits for Mainstage Productions

As a sponsor of a Community Theatre of Greensboro production, your company will receive a comprehensive package of benefits dependent upon your level of sponsorship:

Title Sponsorship Benefits of a \$10,000 Musical or \$5000 Drama/Comedy:

A title sponsorship provides the highest level of recognition affording the sponsoring company complete ownership of a production.

Visual Advertising

As a title sponsor, you will:

- Be printed on the playbill cover, which will be received by all theatre goers throughout the run of the show.
- Be printed on a theatre lobby placard or displayed on our marketing display.
- Receive special recognition as a producing partner on the CTG website with a link to your company website.
- Have the opportunity to place an advertising/marketing insert in all playbills for each production.
- Be printed on all posters displayed in local businesses and all other distribution points.
- Be printed on all postcards mailed to Greensboro and surrounding area households.

**Items that have previously been produced and distributed prior to your confirmed sponsorship will not contain your sponsor logo.*

Media Advertising

CTG's media spend for each production is a combination of budgeted funds allocated for the purchase of advertising along with in kind contributions from local newspaper, print, radio, network and cable television stations.

As a title sponsor, you will be:

- Included on all press releases promoting the show, as printed or announced by the media receiving the press release.
- Printed on all display advertisements in local newspapers for the show.*
- Included in all radio spots and television spots broadcast on area television and radio stations.*

**If CTG purchases advertising, we are allowed to add our title sponsors to the advertisement. If the advertisement is an in-kind donation from the media source, many times they will not include our for-profit sponsors.*

General Benefits

As a leading sponsor, you will receive a block of 200 tickets good for any musical and 100 tickets good for any play throughout the run of the show. These tickets may be used at the Producing Partner's discretion; given to employees and their families or given as part of a customer appreciation promotion. You may have the use of the Carolina Theatre's beautiful Renaissance Room for a reception before or after *The Wizard of Oz*, subject to availability.

Premier Sponsorship Benefits of a \$5000 Musical or \$2500 Drama/Comedy: Premier sponsorship provides great exposure affording your company a shared sponsorship opportunity at a great price!

As a sponsor, you will:

- Appear on all advertising and promotional materials.
- Receive recognition in the production playbill and on a sign in the theatre lobby or displayed on our marketing display.
- Receive special recognition at a specific performance including an on-stage, pre-show presentation.
- Receive special recognition as a sponsor on the CTG website with a link to your company website.
- Have the ability to place an insert in all the playbills throughout the run of the production.
- Receive a block of 150 tickets for a musical or 70 tickets for a drama/comedy.

**Items that have previously been produced and distributed prior to your sponsorship will not contain your sponsor logo.*

Full Sponsorship Benefits of a \$2,500 Musical or \$1250 Drama/Comedy: Full sponsorships are the foundation of CTG's community support and will provide your company the following benefits:

As a sponsor, you will receive:

- Recognition in the production playbill and sign in the theatre lobby or displayed on our marketing display.
- Heightened recognition at a specific performance including on-stage mention.
- Special recognition as a sponsor on the CTG website with a link to your company website.
- A block of 100 tickets for a musical or 50 tickets for a drama/comedy

Co-Sponsorship Benefits of a \$1,250 Musical or \$625 Drama/Comedy:
Co-sponsorship allows your company to be involved in the support of CTG at an affordable rate!

As a sponsor, you will receive:

- Recognition in the production playbill and on a sign in the theatre lobby or displayed on our marketing display.
- Special recognition as a sponsor on the CTG website with a link to your company website.
- A block of 50 tickets for a musical or 20 tickets for a drama/comedy

Quarter Sponsorship Benefits at the \$625.00 Musical or \$500 Drama/Comedy:
Quarter Sponsorship allows your company to be involved in the support of CTG at an affordable rate!

As a sponsor, you will receive:

- Recognition in the production playbill.
- Special recognition as a sponsor on the CTG website with a link to your company website.
- A block of 20 tickets.

Thank You for the Opportunity

Thank you for your consideration in becoming a Producing Partner for Community Theatre of Greensboro's 2011-2012 season and for choosing to make an important investment in the community in which we both live and serve. Feel free to contact me or the CTG staff concerning any questions or thoughts you may have concerning this sponsorship proposal and other marketing opportunities.

Contact Information:

Rich Gilliland
Director of Operations
rgilliland@ctgso.org
336-333-7470 X-202

Mail:

Community Theatre of Greensboro (CTG)
Greensboro Cultural Center
200 North Davie Street, Box #9
Greensboro, NC 27401

Office:

Community Theatre of Greensboro (CTG)
Greensboro Cultural Center
200 North Davie Street, Suite 321
Greensboro, NC 27401

www.ctgso.org