



## THEATRE PARTNERSHIPS PROGRAM

### Board of Directors

James A. Kleinmann  
President

Susannah Wise  
Vice President

Wendy Bear  
Treasurer

David Glotzer  
Secretary

Robert Allen  
Robert L. Bryant  
David Eisenbud  
Regina Guggenheim  
Richard J. Idell  
Toni Martin  
Barbara Oliver  
Stephen Von Rump

James A. Kleinmann  
Artistic Director

Annie Stuart  
Associate Director

In 2008, PlayGround is launching a theatre partnerships program for Bay Area theatres that will provide participating theatres an opportunity to reach PlayGround's highly targeted audience with general visibility, as well as show-specific advertising and special promotions.

PlayGround attendees are diverse (23% individuals of color, average age 49, 65% with incomes below \$100k) and theatre omnivores (91% regularly attend 2 or more Bay Area theatres and 44% regularly attend 4 or more). Approximately 30% reside in San Francisco, with 59% from the East Bay (the majority living in Berkeley and Oakland) with the balance in Marin, Sonoma, the Peninsula and San Jose. And they're growing (18% increase in paid admissions this season and 27% over the past four years)!

#### Introductory Theatre Partner Package - \$100

##### Sponsor receives:

- Current show listings in all playbills for one year (2,500 impressions)
- Opportunity to offer special discount promotions to PlayGround subscribers/members
- Listing on website as Theatre Partner with link to partner website (1,500 visits/month)
- Theatre partners promotion through PlayGround subscription and membership drives (1,650-patron mailing list and 1,400-patron email list, mailed 2-3 times a year)
- Banner ad on PlayGround homepage, [www.playground-sf.org](http://www.playground-sf.org) (1,500 visits/month)
- Current show listings in PlayGround e-News (1,400-patron list with avg. 26% open rate)

#### Introductory Theatre Sponsor Package - \$250

##### Sponsor receives:

- All benefits listed above, plus:
- 1/4-page ad (h 5"x1.18125" or v 2.375"x3.875") in Festival playbill (1,000 impressions)

#### Introductory Theatre Sponsor-Plus Package - \$500

##### Sponsor receives:

- All benefits listed above, plus:
- Upgrade to 1/2 -page ad (h 5"x3.875" or v 2.375"x8") in Festival playbill

Organization	
Address	
Contact	
Contact Phone	
Contact Email	

To register by mail, please complete this form and send with payment to: PlayGround, 268 Bush Street #2912, San Francisco, CA 94104-3503.