



POCONO MOUNTAINS
THEATER COMPANY

**POCONO MOUNTAINS THEATER COMPANY
SPONSORSHIP OPPORTUNITIES**

2018 is the third year of operations for Pocono Mountains Theater Company. We are seeking funding for the remainder of our 2018 Season and our upcoming 2019 Season of staged readings and full productions. We need to raise \$18,000 and are actively seeking sponsorships to support our work. Sponsorships would cover production expenses including artists' salaries, design costs, marketing expenses and venue rentals.

Sponsorship Levels: We offer our sponsors recognition at three levels: Participating Sponsors, donation of \$150, Presenting Sponsors, \$500, and one Season Title Sponsor, \$2,000. Our Season Title Sponsor will receive the highest level of benefits and recognition.

Benefit	Participating Sponsor \$150	Presenting Sponsor \$500	Season Title Sponsor \$2,000
Your logo on our website and in programs	✓	✓	✓
A link to your website on PMTC's Facebook page	✓	✓	✓
Two tickets for your representative to all productions and readings	✓		
Four tickets for your representative to all productions and readings		✓	✓
Your advertising materials distributed at our productions and readings		✓	✓
A quote from your representative on our website		✓	✓
Your logo on all PMTC marketing materials			✓
Recognition as the exclusive (only 1) Title Sponsor for the 2018/2019 Season in all programs and at the start of each production and reading			✓

Mission: Our mission is to produce and develop diverse new works by American artists, both local and national; to cultivate and develop audiences in northeast Pennsylvania to support the future patronage of American theater; and to provide a positive, collaborative impact to our community, both culturally and financially.

About PMTC: In our first two seasons, we held 10 publicly staged readings of new plays by national playwrights and produced the world premiere play, *Barely Standing...My Life in Trouble*, by New York actor/comedienne Laura Spaeth. These events attracted over 700 patrons.

- The staged readings were primarily held at East Stroudsburg University in partnership with its Theater Department. The remainder of the readings were held at various venues throughout Barrett Township.
- The list of national artists that participated in our reading series is impressive and includes Karen Allen (*Raiders of the Lost Ark, Starman*), Jeffrey DeMunn (*Shawshank Redemption, The Green Mile, The Walking Dead*), Florencia Lozano (*Narcos, One Life To Live*), Audrey Esparza (*Blindspot, The Following*), Chris Stack (*School of Rock*) and Michael Laurence (*Shades of Blue*).



2018/2019 Programming: In 2018, we have significantly ramped up our programming, producing the following:

Full Productions:

- We're producing two site-specific shows this year using local artists and presented in venues throughout northeastern PA. The first production, **The Amish Project** by Jessica Dickey, occurred in May and ran for 14 performances to a combined audience of over 300 people. The show was so well received that we continue to book it, including a run of three performances at the historic **Shawnee Playhouse**. Our second show, **A Number** by Caryl Churchill, will feature both local directors and actors, and will be performed in October. We expect **A Number** to run over 20 performances.
- For both our site-specific productions, we have partnered with many local businesses to serve as the venues for the performances. These locations include **Siamsa Irish Pub** in Stroudsburg, **Red Stag Pub** in Bethlehem, **Brewworks** in Allentown, **The Pocono Cinema and Cultural Center** in East Stroudsburg, **The Cooperage** in Honesdale, **Artists for Art Gallery** in Scranton, **Posh** in Scranton and **The Waterwheel** in Milford.

Staged Readings:

- We continued our Staged Reading Series in 2018 with two public readings featuring nationally recognized actors. The first reading was Lyle Kessler's **Perp** on April 21st in the Prosser Auditorium at Moravian College in Bethlehem. Lyle is the playwright of the world-renowned play, **Orphans**. By collaborating with a local university, we were able to invite students to attend rehearsals and participate in a Q&A with the actors and playwright, prior to the public reading of the play.
- Our second reading, **A Place for Mom**, was held in July at Tall Timber Barn in Canadensis. The public reading was preceded by a two-day workshop of the play in Lake Naomi and was co-sponsored by New York film and theater producer **Maned Wolf Productions**. For this project, we brought in a New York director and actors, and hired one local actor and an acting student from East Stroudsburg University.

In 2019, we expect to continue the programming format we established this year. That would include two month-long productions in site-specific venues and two more public readings of new works.

PMTC's Impact on Artists: Our goal is to provide opportunities for playwrights, directors, actors and theater designers, both local and national.

- The public readings provide the playwright with an opportunity to hear the play in front of an audience, providing valuable feedback towards the development and editing of the play. Our 2018 productions have allowed local directors and actors to be seen regionally in professional presentations with the high artistic standards PMTC has become known for.
- Over time, we expect to expand our artist development platform to include more productions, residencies for local and national playwrights, developmental workshops for new plays and artist retreats.



PMTC's Impact on the Community: We strive to increase tourism to the region in order to encourage economic growth, foster the arts and provide opportunities for artists at all levels.

- We are involving local and regional high school and college students as both patrons and artists; encouraging entertainment producers (Theater, TV, and Film) to attend events in order to introduce them to the region, and providing an opportunity for local residents to get involved in theater, and possibly, television and film productions.
- In the near-term, we will create a destination for local and regional residents to experience our productions.
- We are committed to broadening our relationships with colleges and universities throughout Northeast PA, giving students and educators the chance to interact with world-renowned writers, directors, and actors. We are very proud of the strong partnerships we have developed with the theater departments at East Stroudsburg University and Moravian College in our first three years of operation.
- It is our long-term goal to expand our reach to attract audiences from Philadelphia, New York City and central PA, resulting in new business for local restaurants, hotels, bed and breakfasts, arts and craft shops, recreational facilities, and local businesses in general.

PMTC's Impact on Audiences: Through our readings and productions, we will provide the northeast PA community the opportunity to see high quality productions, featuring local, national and star talent.

- Our territory of impact will encompass the Pocono Mountains counties of Monroe, Pike and Wayne, and also branch out into Lehigh and Lackawanna counties.
- For the next several years, our shows will be presented in partnership with local theaters, colleges/universities and businesses as we work to aggressively build our patron base community by community, county by county.
- There will be flexible ticket pricing and memberships for high school and college students, under-30 adults, artists, seniors and financially disadvantaged residents to allow them to experience and enjoy this art form.
- There will be numerous talkback sessions and post-show cultivation events to allow patrons to meet the artists and company representatives to discuss the work. The public readings also provide the community with an opportunity to become involved in the development process of new works.

Leadership: PMTC's leadership brings significant experience and achievements from both the arts and business communities. They are actively engaged in realizing PMTC's mission and ensuring its success.

- Artistic Director - Brian Long
 - Brian is a film and theater producer as well as an artist manager. Brian served as the Managing Director of Rattlestick Playwrights Theater, an Obie-Award winning producer of Off-Broadway Plays for nine years (2008-2016). During his tenure, Rattlestick produced 50 shows, including over 40 World Premieres, by some of our nation's most important playwrights, including Annie Baker, Sam Hunter, Jesse Eisenberg, Jose Rivera, Laura Eason, Adam Rapp, Halley Feiffer, Craig Lucas, Charles Fuller and many others. His films include *A Tree. A Rock. A Cloud.* directed by Karen Allen, *Brown Fish*, directed by Troy Deutsch, "*A*" *My Name Is*, directed by Sarah T. Schwab, *19 Daniel Highway*, featuring David Zayas, Judy Reyes and Florencia Lozano and, *Hamlet in Bed*, featuring Annette O'Toole.



Leadership (continued):

- Associate Producer – Maryjane L. Baer
 - Maryjane has been working in professional and Community Theater for over 30 years. She appeared Off and Off-Off Broadway with companies including Acme Stage, Urban Gorillas (an improv troupe), Stamford Theatreworks, and Julliard Artists in Residence. Maryjane has produced and acted with Community Theater groups in New York, Connecticut and recently, Pennsylvania, and served as Board Chair for the St. Bart's Players (NYC) and the Town Players of New Canaan (CT). In addition to her work in the theater community, Maryjane has held senior Human Resources management positions in the retail and energy sectors. She is on the Board for the Pocono Mountains Music Festival and serves as Chair of the PMMF PR Committee.

Marketing: Key to PMTC's success is reaching and engaging with audiences who are keenly interested in the arts and growing the artistic community in northeast Pennsylvania. Our combined outreach and networking with fellow PA theater companies (professional, college/university and community theater) has been successful in connecting us with talent, venues and production partners.

- Social media is a crucial aspect of our marketing.
 - We have seen a 20% growth in our Facebook followers from February 2017 to August 2018 and now have 590 followers. Weekly posts, including information on auditions, upcoming productions, and new works are designed to keep the followers engaged.
 - Since 2017, we have re-vamped our website (www.poconomountainstheatercompany.org) which has resulted in over 1,800 views. Our most recent monthly newsletter to subscribers resulted in a uptick of over 150 page visits,
 - Our mailing list has grown to 200 subscribers, an increase of over 70% to last year at this time.
 - In 2018/2019, we plan to increase our use of Twitter to give our followers up to the minute information about PMTC.
- Media is kept apprised of our current and future work through press releases and individual email contact. For the 2018 season, we have secured feature articles with the Pocono Record, and The Journal of the Pocono Plateau and interviews with Kim Bell at BRCTV13, Gary in the Morning (Pocono 96.7) and Erika Funke (WVIA). We continue to work with The Morning Call and Lehigh Valley Stage to promote the April staged reading at Moravian College.
- In addition to our connection with the Pocono Mountains Visitors Bureau, we have recently reached out to and secured a partnership with the Lehigh Valley Commerce, Bethlehem and Downtown Bethlehem chambers, who are on board to assist us with promoting productions in the Lehigh Valley area.

Funding: Pocono Mountains Theater Company is a fiscally sponsored project through Fractured Atlas a non-profit arts service organization. Contributions for the charitable purposes of then Pocono Mountains Theater Company must be made payable to Fractured Atlas only and are tax deductible to the extent permitted by law.

- To donate, go to: <https://www.fracturedatlas.org/site/fiscal/profile?id=16713>.

I hope you will take this opportunity to provide a donation to mount our 2018/2019 season and allow us to continue to bring professional theater to Northeast PA. For additional information, please visit our website at <http://www.poconomountainstheatercompany.org>.