

# OVERVIEW

LAKE  
COUNTRY  
PLAYHOUSE

## WHO WE ARE

Lake Country Playhouse is committed to providing exceptional community theatre to Lake Country, as well as a wide range of educational opportunities to hundreds of students each year. With focused artistic vision and fiscal stewardship, we nurture young artists, develop new works, and redefine the classics in our intimate signature style.

Located in the heart of downtown Hartland, Lake Country Playhouse is a cleverly converted Masonic Lodge that houses an intimate black box theatre, scenic, paint, and costume shops, and The Playhouse Performing Arts Academy. Together, this facility serves as a vibrant artistic hub in Lake Country which produces compelling dramas, powerful classics, full scale musicals, an annual production of *A Christmas Carol*, and exceptional youth programming.

## MISSION

Lake Country Playhouse aims to entertain, educate, and engage audiences as the recognized home for theatre in Hartland.

## VISION

Lake Country Playhouse is committed to providing exceptional theatre to the Lake Country area, as well as a wide range of educational opportunities to hundreds of students each year. With focused artistic vision and fiscal stewardship, we nurture young artists, develop new works, and redefine the classics in our intimate signature style.

## VALUES

**RESPECT:** We treat our artists, staff and volunteers with respect and dignity, welcoming all to our artistic home.

**ARTISTRY:** We are firmly committed to the art of live theater: its past, present and future. We value our unique and intimate approach to live theater.

**INCLUSION:** We strive to be inclusive, with diverse representation in all aspects of our organization.

**STEWARDSHIP:** We ensure long-term sustainability through prudent collaborations, strategic alliances and sound fiscal planning.

**TRAINING:** We educate and foster developing young artists, teaching them to be intelligent performers.

## THE PLAYHOUSE PERFORMING ARTS ACADEMY



The Playhouse Performing Arts Academy welcomes young artists of all ages and explores theatre through a variety of educational programs. We believe drama is the ideal medium through which to engage kids in fun, significant, challenging and diverse topics, and to motivate them to become the best version of themselves; as actors, students and human beings. Our curriculum is dedicated to fostering the artistic and personal development of children and young adults. These vibrant young actors learn valuable life skills that translate directly to the classroom and stage while also achieving high quality theatre products through creative collaboration, respect, rehearsal and having a whole lot of fun!



# AUDIENCES

## WHO ATTENDS LAKE COUNTRY PLAYHOUSE PRODUCTIONS?

Lake Country Playhouse stages more than 80 performances each season in its intimate black box theatre space. These performances draw more than 6,500 patrons from throughout the Lake Country area. Additionally, The Playhouse Performing Arts Academy enrolls over 150 students annually in various education programs and classes.

While each production attracts its own diverse audience, our core audience is made up of well-educated, middle class go-getters who frequent area restaurants, museums and civic events. We maintain one of the most loyal audience bases, with many patrons having attended for more than 20 years.



# REAP THE BENEFITS

## PARTNERING WITH LAKE COUNTRY PLAYHOUSE

As a partner with Lake Country Playhouse, your benefits are fully customizable to your company's needs and interests. Along with the pride of supporting a local arts organization in Lake Country, your company will have access to our diverse and loyal patrons. Possible benefits include:

- **DISCOUNTED TICKETS** for your employees and clients to one of Lake Country's premier theater companies.
- Invitations to attend **OPENING NIGHT** performances.
- **MEET & GREETs** with the cast before the performance.
- A **FRAMED** and **AUTOGRAPHED** show poster, signed by the actors and the director.
- **BEHIND THE SCENES** access with invites to dress rehearsals and LCPinCONTEXT discussions.

### LOGO APPEARING ON

- All advertising, including print ads
- Direct marketing materials and electronic communications
- Production posters, signage, and other marketing materials
- Lake Country Playhouse website
- All production specific postcards and brochures
- Signage in the Lake Country Playhouse lobby
- Special event invitations

### ACKNOWLEDGEMENT & RECOGNITION

- As a major donor in every program throughout the season
- Verbal recognition during pre-performance announcements
- A full page, color, advertisement in the production program

# SPONSORSHIP LEVELS

Sponsorship opportunities are available for your company to partner with Lake Country Playhouse to cultivate client relationships or reward employees, while supporting live theatre. Opportunities are available for full theatrical production sponsorship, program sponsorship, and event underwriting. We can create a custom benefits package that will highlight your commitment to a flourishing cultural scene, grow your business within the Lake Country community, and offer you numerous hospitality and entertainment opportunities.

## EXECUTIVE PRODUCER - \$5,000

### Benefits

- > Six tickets to any one performance
- > Prominently displayed 2'x3' dedicated sign in the theatre lobby recognizing your sponsorship
- > Prime listing in production program as production sponsor on title page
- > Full page inside cover color ad in program
- > Listing on LCP website
- > Listing in all promotional e-blasts for production, with link to your website (approx. 8,000 names)
- > Logo on all printed and online marketing materials

## ASSOCIATE PRODUCER - \$3,000

### Benefits

- > Four tickets to any one performance
- > Displayed 11"x17" dedicated sign in the theatre lobby recognizing your sponsorship
- > Listing in production program as production sponsor on title page
- > Full page, back page color ad in program
- > Listing on LCP website
- > Listing in all promotional e-blasts for production, with link to your website (approx. 8,000 names)
- > Logo on all printed and online marketing materials

## ASSISTANT PRODUCER - \$1,000

### Benefits

- > Two tickets to any one performance
- > Displayed 8.5"x11" dedicated sign in the theatre lobby recognizing your sponsorship
- > Listing in production program as production sponsor on title page
- > Half page color ad in program
- > Listing on LCP website

## SPONSOR - \$500

### Benefits

- > Listing in production program Donor Listing as production sponsor
- > Quarter page color ad in program
- > Listing on LCP website

Thank you for your interest in sponsoring a production at Lake Country Playhouse. We are proud of our long-standing artistic contribution to the Lake Country community, but we cannot do it without the generous support of patrons and local businesses such as you. Your support makes the difference. We cannot do it without you.

**The greatest things are accomplished together. So join us.**

For more information, contact **Nate Groonwald**, *Director of Development* at 262-751-1519 or [devo@lakecountryplayhousewi.org](mailto:devo@lakecountryplayhousewi.org).

# 2017/2018 SEASON

## MAIN STAGE SERIES

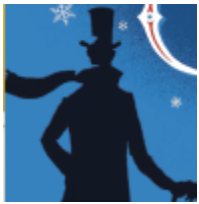
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### **LITTLE WOMEN THE MUSICAL**

**October 5 – 22, 2017**

Based on Louisa May Alcott's life; follow the adventures of sisters Jo, Meg, Beth and Amy March. Jo is trying to sell her stories for publication, but the publishers are not interested – her friend, Professor Bhaer, tells her that she has to do better and write more from herself. Begrudgingly taking this advice, Jo weaves the story of herself and her sisters and their experience growing up in Civil War America. Celebrate the strength and bond of family, and a night filled with laughter, tears and a lifting of the spirit.



### **A CHRISTMAS CAROL**

**November 30 – December 10, 2017**

Ebenezer Scrooge is a prosperous curmudgeon who believes personal wealth is far more valuable than the happiness and comfort of others. With an infuriated "Bah! Humbug!" Scrooge summates his feelings of Christmas tidings and charitable giving, but he's forced to face his selfish ways when three ghosts on Christmas Eve lead him through his Past, Present, & Future. Thanks to their guidance, Scrooge greets Christmas morning with a cheerful "Happy Christmas" in this delightful musical rendition of the Charles Dickens classic!



### **37 POSTCARDS**

**January 26 – February 11, 2018**

After years of traveling abroad, Avery Sutton is happy to return to the comfort of his home in Connecticut. Unfortunately, almost nothing is as he remembered it. The entire house is tilted at a distinct angle, the dog hasn't been fed in five years, and Avery's Grandmother, who everyone thought was dead, is still alive and kicking. Forced to either accept the oddities of his family, or leave them behind, 37 Postcards suggests that you can, in fact, go home again... You just never know what you're going to find.



### **THE BRIDGES OF MADISON COUNTY – Southeast Wisconsin Premiere!**

**March 29 – April 15, 2018**

Francesca Johnson, a beautiful Italian woman who married an American soldier to flee war-ravaged Italy, looks forward to a rare four days alone on her Iowa farm when her family heads to the 1965 State Fair. When ruggedly handsome, National Geographic photographer, Robert Kincaid, pulls into her driveway seeking directions, what happens in those four days may very well alter the course of Francesca's life forever.



### **UNNECESSARY FARCE**

**May 18 – June 3, 2018**

In an economy motel room, an embezzling mayor is supposed to meet with his female accountant. In the room next door, two undercover cops are supposed to catch the meeting on videotape. But there's some confusion as to who's in which room, who's watching the video, who's taken the money, who's hired a hitman, and why the accountant keeps taking off her clothes.



### **FIRST DATE – Wisconsin Premiere!**

**July 6 – 22, 2018**

When blind date newbie Aaron is setup with serial-dater Casey, a casual drink at a busy New York restaurant turns into a hilarious high-stakes dinner. As the date unfolds in real time, the couple quickly finds that they are not alone on this unpredictable evening. In a delightful and unexpected twist, Casey and Aaron's inner critics take on a life of their own when other restaurant patrons transform into supportive best friends, manipulative exes and protective parents, who sing and dance them through ice-breakers, appetizers and potential conversational land mines.

## ACADEMY SERIES

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### LITTLE WOMEN THE MUSICAL (Youth Cast)

**October 27 – 29, 2017**

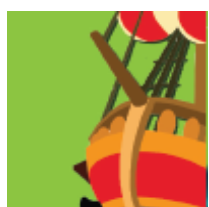
Based on Louisa May Alcott's life; follow the adventures of sisters Jo, Meg, Beth and Amy March. Jo is trying to sell her stories for publication, but the publishers are not interested – her friend, Professor Bhaer, tells her that she has to do better and write more from herself. Begrudgingly taking this advice, Jo weaves the story of herself and her sisters and their experience growing up in Civil War America. Celebrate the strength and bond of family, guaranteeing a night filled with laughter, tears and a lifting of the spirit.



### HEAR MY SONG: A JASON ROBERT BROWN CABARET

**March 15 – 17, 2018**

In 2018, the Playhouse Performing Arts Academy students put their technique, artistry, and performance skills to the test while mastering a new generation of musical theatre genius! We explore the world of the man who brought us *Songs for a New World*, *The Last Five Years*, *Parade* and *The Bridges of Madison County*, the exceptional Jason Robert Brown. Our pre-professional ENSEMBLE immerse their audiences in the modern musical theatre world of JRB in a special one of a kind performance!



### PIRATES OF THE CURRY BEAN, JR.

**July 26 – 29, 2018**

Anchors away for a swashbuckling pirate adventure on the high seas in this piratical musical that's sure to shake your booty! Young twins Jack & Liza Periwinkle yearn for adventure, so imagine their joy at discovering a real life treasure map! But when the infamous Redbeard and his pungent *Pirates of the Curry Bean* steal the map and kidnap their mother, the race is on to rescue her, reclaim the map, and find the treasure!



### PIRATES OF PENZANCE, JR.

**August 2 – 12, 2018**

Wacky, irreverent, and as entertaining as its predecessor from 1879, *Pirates of Penzance Jr.* spins a hilarious farce of sentimental pirates, bumbling policemen, dim-witted young lovers, dewy-eyed daughters and an eccentric Major-General, all morally bound to the often-ridiculous dictates of honour and duty. Set sail for this piratical tale based on the ever-popular Gilbert and Sullivan operetta.

## SPECIAL EVENT

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### LAKE COUNTRY SINGS DISNEY

**September 15, 2017**

Celebrate the magical music of the wonderful world of Disney! Featuring lost gems, beloved classics, and new favorites, this one-night-only benefit concert will feature the best talent Lake Country has to offer!

All proceeds to benefit the **Your LCP Campaign** – a campaign to renovate our historic home on Capitol Drive and ensure the future of community theatre in Hartland.