



2010-2011 SEASON

corporate partnerships

LEADING THE WAY

Penfold Theatre Company is the first professional theatre specifically dedicated to serving north Austin metro and its over 350,000 residents. The 2010-11 Season is our third season, and with your help, we can make our biggest impact ever, reaching some 2,800 people in north Austin, Pflugerville, Round Rock, Cedar Park, Georgetown and Leander.

As a 501(c)(3) organization, Penfold relies on the tax-deductible contributions of businesses like yours to produce an annual season of stellar plays and musicals, along with a series of innovative education programs and free arts events the entire family can enjoy.

Here are some highlights from our 2009-10 season:

- Over 1,000 people attended our two-show season.
- 8 local award nominations, including "Best Drama," "Best Musical," and "Best Director."
- 7 new members of the Board of Directors
- 3 new programs: the Artists in Schools Program, Student Apprentice Program and the StarCo Reading Series.
- Our Student Apprentice Program was recognized by Round Rock Independent School District as an outstanding partnership in education.

Together, we can make 2010-2011 even better! Your partnership will allow us to offer additional shows, expand our education offerings, and start plans for a brand new venue in Round Rock!

Penfold Theatre Company

P.O. Box 81044
Austin, TX 78708
(512) 850-4849
www.penfoldtheatre.org
info@penfoldtheatre.org

*"Bringing live, professional theatre
home to north Austin"*

∞

As a corporate partner, you can...

Access the arts for yourself and your employees, family and friends.

Reach your own audience through a variety of marketing and sponsorship opportunities.

Support the first professional theatre in north Austin.

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This year...

Your gift will reach some 300 students and 2,500 patrons by supporting our award-winning programming. You will also have a hand in kick-starting plans for a brand new venue in downtown Round Rock.

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Want to learn more?
Visit www.penfoldtheatre.org
Or call (512) 850-4849

Board of Directors

Natalie Bogue
Julie Cowan
Ryan Crowder
Charles Dupre
Nathan Jerkins
Cathy Kincaid
Sean Martin
Judy McLeod
Michael McKelvey
Lisa Roebuck
Kris Whitfield

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From the critics

"Penfold's productions demonstrate extraordinary skill."

- Austin American-Statesman

"Few young stage companies risk as much or succeed as well as Penfold Theatre Company."

- Austin Chronicle

"Penfold proves once again that they're a company to look out for, and with their current trajectory, they are sure to make an even bigger name for themselves in the future."

- The Examiner

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From our patrons

"A friend and I attended the performance today and could not have been more impressed. It was absolutely wonderful, and we want to thank the entire cast and crew for a job well done."

- Bobbi

"I had a great time, and the show was so powerful. In fact, there was a couple in particular in front of me who kept on talking about how wonderful everything and everyone was. My hats off to you for a(nother) job very well done!!"

- Cameron

MAINSTAGE SEASON

With your help, 2010-11 will be our biggest season yet! Including three main stage productions and our first annual fundraising event, this year's season lineup is filled with love, laughter and raw dramatic power only possible in live theatre!

The Complete Works of Shakespeare (Abridged)

August 2010 in the Round Rock Amphitheater

Three guys, one dead playwright, and thirty-seven plays, all in under two hours. In this free event, the whole family will enjoy watching three phenomenal actors as they compress the complete works of Shakespeare into 90 minutes of high-speed, over-the-top hilarity! Knowledge of Shakespeare's works is helpful, but not at all necessary. Bring a picnic blanket and come with us on a fast-paced romp as we celebrate (and abuse) the Bard's beloved cannon!

This production is offered in partnership with the City of Round Parks and Recreation Department.

Going with Jenny

January 2011 in the Round Rock Public Library Complex

Ever wish you could read your spouse's mind? Join us as we eavesdrop on the secret thoughts of a young married couple on the brink. Loaded with urgency and charm, their sometimes laugh-at-loud inner monologues betray deep rooted anxiety over domesticity, fleeting youth, fidelity, and the intriguing notion that a person's entire life-course can hinge on one hasty decision.

This production will be the second time *Going with Jenny* has been produced anywhere. Playwrights Thomas and Sherry Jo Ward of Baylor University are collaborating with the rest of the artistic team to re-imagine parts of the story. Special conversations with the authors, as well as presentations about the art of playwriting, will be offered through the Round Rock Public Library.

A Marvelous Party!

March 2011 at Kindred Oaks in Georgetown

Get away for a magical evening of music, fine-dining and the sparkling comic imagination of Noel Coward. The grounds at Kindred Oaks provide a beautiful, central Texas backdrop against which guests will enjoy an elegant meal while actors and singers from Austin's vibrant theatre community delight with selections from the Noel Coward canon.

Proceeds from this special event will support Penfold Theatre Company's efforts to open a new performance venue in Round Rock, as well as the 2011-2012 season.

The Lion in Winter

May 2011 in Austin

An aging and conniving King Henry II plans a reunion where he hopes to name his successor. Joining him are his scheming but imprisoned wife; his mistress, whom he wishes to marry; his three sons, all of whom desire the throne; and the young but crafty king of France. With the fate of Henry's empire at stake, each member of the royal family will use every weapon in their power to make their claim to the throne.

EDUCATION PROGRAMS

Your partnership can also support one of Penfold's three dynamic education programs:

Artists in Schools. Theatre professionals visit middle and high school classes to teach innovative workshops.

Student Apprenticeships. High school students work alongside professionals on an actual production.

Classes and Camps (new!) A new series of classes to begin in the fall of 2010, serving all ages from elementary to senior citizens.

On education

"My Artists in Schools teacher was great and I'll be using him next year. He was very flexible and did an amazing job with even some of my really difficult kids."

- Stony Point High School

"Once I became a Student Apprentice, I felt like I was welcomed into the family.

The best part was getting to know everyone and working in many different capacities. It was such a great opportunity."

- Alex

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As a corporate partner, you may...

Sponsor a specific production or education program.

Contribute to the 2010-11 General Fund.

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Penfold Theatre Company

is a 501(c)(3) nonprofit organization, and your gift is tax-deductible to the fullest extent allowable by law.

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Act now!

By partnering with Penfold Theatre Company today, you not only invest in one of Austin metro's fastest growing arts organizations, you also make sure that you receive the maximum benefit for your company. *(See next page)*

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Current corporate partners

ACUTheatre

BLGY Architects

Nancy Ledbetter & Associates

Pioneer Vision

BENEFITS OF CORPORATE PARTNERS

When you become a corporate partner, you, your company, your family and your friends receive the benefit. Here are our standard benefit packages. If you have a special interest not reflected below, contact us and we'll be happy to work with you.

Company Sponsor (starting at \$5,000)

- Company name displayed prominently at every performance for three productions.
- Company recognized in curtain speech for three productions.
- Company logo featured in all print and web marketing for three productions.
- Company mentioned in press releases for three productions.
- Full page advertisement/recognition in Playbill for three productions.
- Thirty complimentary ticket vouchers.

Season Sponsor (starting at \$2,500)

- Company recognized in curtain speech for three productions.
- Company logo featured in all print and web marketing for three productions.
- Full page advertisement/recognition in Playbill for three productions.
- Twenty complimentary ticket vouchers.

Lead Sponsor (starting at \$1,000)

- Company recognized in curtain speech for one production.
- Company logo featured in all print and web marketing for one production.
- Full page advertisement/recognition in Playbill for one production.
- Ten complimentary ticket vouchers.

Associate Sponsor (starting at \$500)

- Company name featured in all print and web marketing for one production.
- Full page advertisement/recognition in Playbill for one production.
- Ten complimentary ticket vouchers.

To express our gratitude for **smaller contributions**, we will happily provide you advertising space in one of our Playbills:

- \$400 Level, Full page advertisement
- \$300 Level, Three-quarter page advertisement
- \$200 Level, Half page advertisement
- \$100 Level, Quarter page advertisement

**Begin your partnership today by calling (512) 850-4849
or giving online at www.penfoldtheatre.org.**

Penfold Theatre Company is a 501(c)(3) nonprofit organization dedicated to opening and operating a professional theatre in the north Austin metro area. Our mission is to empower artists to create work of the highest caliber and to engage diverse audiences through stories that inspire and impact our community.