



*Animals Out of Paper*

"The Public Theatre has earned a reputation for presenting Maine's boldest and often most accomplished theatre. In both quality and cost, The Public Theatre continues to be the best theater value in the area, far and away."

**-MAINE SUNDAY TELEGRAM**

"Sponsoring The Public Theatre enables us to get the word out to the community about Maple Way Dental and also helps support a cultural cornerstone in the twin cities."

**-DR. ROSEMARIE G. SHELIN**  
*Maple Way Dental*

**SEVEN TIME WINNER - BEST THEATRE** - *Down East Magazine* Readers' Choice Poll

**#1 GEM IN LA**

- *Sun Journal* Readers' Poll

**FOUR TIME WINNER - BEST THEATRE**- *Portland Phoenix* Readers' Poll

**Nationally recognized for its artistic excellence and voted "BEST THEATRE IN MAINE" seven years in a row by Down East Magazine's readers' poll, The Public Theatre is a 307 seat professional theatre committed to creating Broadway quality productions for the people of Maine at an affordable price.**

**Attracting over 17,000 people each season,** The Public Theatre's productions are a highlight of the social and cultural life in Central Maine, creating a fun and vibrant city where people want to live, work and play.

At The Public Theatre we believe high quality professional theatre deserves to be experienced by everyone, and we strive to reach the broadest possible audience by keeping our ticket prices affordable. Only at The Public Theatre will you find an exciting selection of contemporary plays featuring the finest professional actors from New York to Los Angeles for a top ticket price of \$30!

### Did you know?

- The Public Theatre generates an economic footprint of approximately \$1 million per year. We attract audiences who eat, shop and spend money in Lewiston / Auburn and the majority of our operating costs are invested back into the community.
- Approximately 51% of our audience comes from outside of Androscoggin County.
- In 32 seasons, almost 370,000 people have attended over 200 productions.
- In the interest of inspiring meaningful learning through the Arts, The Public Theatre has offered \$5 Student Matinee tickets to schools for 30 years, serving over 107,000 students and educators.
- Every year we donate thousands of dollars in tickets to local charitable groups to use in their fundraising efforts and offer community service groups and educators free preview tickets.

While our productions regularly enjoy sold-out performances, ticket sales account for only a portion of our annual budget. **As a non-profit organization, we rely on the support of businesses to maintain our ticket prices and subsidize our free and reduced rate Educational Outreach programs.**

**We invite you to make The Public Theatre a priority in your corporate giving and join us in enhancing our community.**



Each year thousands of students across Maine attend performances at The Public Theatre.

Our Educational programs offer experiences that have been neglected by budget cuts in the Arts and reach students who would otherwise not have the chance to experience live theatre.

Theatre can meet a very important need right now - filling in gaps in education; teaching empathy, listening and teamwork; expanding joy, connection, and self-esteem.

As theatre professionals we are eager to share the gifts theatre can offer with our future generations.

*With our goal of engaging audiences of all ages and inspiring meaningful learning through the Arts, we hope to instill in our youngest audience members a lifelong love of theatre and a habit of participating in the cultural life of their community.*

## STUDENT MATINEE PROGRAM

**Since 1993, our Student Matinee Program has served over 107,000 students in almost every county in Maine.** For only \$5 per ticket, students and educators attend special matinees held at our theatre during school hours, and participate in post-show discussions with the actors and director. For many, this is a first-in-a-lifetime opportunity that educates and inspires. We also offer transportation assistance and complimentary tickets to students and schools in disadvantaged areas who cannot afford the \$5.

## LIVE CLASSROOM/VIRTUAL WORKSHOPS

We have expanded our educational programming directly into classrooms, offering all teachers in Maine free virtual or live workshops in imagination building, language skills and character development that can be easily incorporated into their curriculum. Since 2020 over 1200 Students have participated in these FREE workshops.

## THE ART OF STORYTELLING

Working in partnership with classrooms throughout the state, this program offers aspiring artists the opportunity to illustrate a story in the public domain that The Public Theatre brings to life on video. We share the final product with our audience, libraries and teachers looking for material for young readers.

## CHILDREN'S THEATRE CAMP

Led by professional theatre artists, this inspiring summer program provides children ages 8 to 13 with a fun and engaging environment to explore theatre, develop self-confidence and collaborate with others.

## NO TEACHER LEFT BEHIND NIGHT

All Maine teachers are invited to attend a preview performance of each production free of charge. This expresses our appreciation for the important role educators play in our community and allows them to see, first hand, the experience they can share with their students.

## YOUTH TICKET

Our \$15 youth ticket for any child 18 and under, offers families the affordable opportunity to attend professional theatre together, instilling a love of Arts in their children.

## FREE THEATRE

The Public Theatre offers complimentary tickets to a number of local groups, half-way houses and service organizations who serve the elderly, infirm, indigent and abused.



With an affordable ticket price and Broadway-quality productions, The Public Theatre attracts over 17,000 audience members from Central Maine and beyond. Investing in The Public Theatre raises your business' profile within the community, while exposing your company to a diverse audience of potential new customers.

"Throughout my tenure as President & CEO of Androscoggin Bank, support of The Public Theatre was an integral part of our overall strategy to help build a stronger, more vibrant community for the benefit of all the constituencies we served."

—STEVE CLOSSON  
Former President & CEO  
Androscoggin Bank

## *When you invest in creativity your brand benefits.*

When you support The Public Theatre you will enjoy a wide range of visibility through our extensive marketing plan and then recognition in the theatre.

### *Depending on your sponsorship level, your Business Benefits can include:*

- Verbal Acknowledgement at Performances
- Your Logo on Season Brochure (11,000 printed / 7,000 mailed)
- Your Logo on Posters (700 per show)
- Your Logo on Direct Mail Show Postcards (7,000 per show)
- Your Logo or Name on Study Guides
- Your Logo or Name appears in Emails (6,000 contacts)
- Your Name or Logo on our Website - with link to your website
- Your Name in Radio Ads
- Your Name listed in Newspaper Ads
- Your Name listed in Magazine Ads
- Your Name in press releases
- Ads in our Playbill
- Your Logo or Name on Lobby Video Display
- Your Name in Playbill for Entire Season

### *You and your clients and employees will enjoy:*

- Complimentary Tickets
- Invitations to Opening Night Receptions
- Group Rate Tickets for Your Employees

## **SPONSORSHIP VISIBILITY AND REACH**

- Direct mail postcards, approx. 7,000 per production
- Emails, 6,000 addresses
- Posters, 700 distributed over 80 mile radius
- Radio ads, approx. 200
- Print ads appear in:  
Sun Journal  
Portland Press Herald  
Maine Sunday Telegram  
Times Record (Brunswick)  
Twin City Times
- Annual Attendance, over 17,000 spanning an average radius of 80 miles



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**□ SEASON UNDERWRITER**

*Starting at \$10,000 cash / \$12,500 in-kind*

Sponsor an entire Public Theatre season through a gift of cash or an in-kind donation

**□ CORPORATE SPONSOR / EDUCATIONAL UNDERWRITER**

*Starting at \$5,000*

Receive all the benefits of a Corporate Sponsor with added recognition as an Underwriter for all of our Educational Programming

**□ CORPORATE SPONSOR**

*Starting at \$2,500*

Sponsor a specific show within the season

**□ YOUNG AUDIENCE SPONSOR**

*Starting at \$2,500*

Sponsor a show for elementary school-age children

**□ YOUNG AUDIENCE CO-SPONSOR**

*Starting at \$1,500*

Co-sponsor a show for elementary school-age children

**□ EDUCATION PARTNER**

*Starting at \$1,000*

Support all aspects of The Public Theatre's Educational Programming

**□ PERFORMANCE SPONSOR**

*\$350 per performance (multiple performances available)*

Sponsor a single performance of a show

**□ TICKET SPONSOR**

*\$350 per show*

Put your ad or incentive coupon directly into our patrons' hands on our full-page tickets and gain powerful name recognition for your business

**□ DINING PARTNER**

*\$350 per year*

Put your name and website in front of our audience when they are looking for a place to dine out before or after a show

**□ SEASON SUPPORTER**

*Starting at \$250*

Your contribution benefits all aspects of our programming and gets recognition all year long

Join us and you'll be in GREAT COMPANY!



*Investing in The Public Theatre raises your business' profile within the community, while exposing your company to a diverse audience of potential new customers.*

Please join the following businesses and foundations who have provided support for our programming:



Sun Journal



## SIGN ME UP!

CONTACT NAME

COMPANY NAME

EMAIL

STREET

CITY, STATE, ZIP

PHONE

CONTRIBUTION LEVEL

### FOR MORE INFORMATION CONTACT:

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Actors' Equity Foundation  
Androscoggin Bank  
Androscoggin Home Healthcare  
+ Hospice  
Auburn-Lewiston YMCA  
Auburn Manufacturing  
Bangor Savings Bank  
Baxter Brewing Co. & The Pub  
Berube's Complete Auto Care  
Butler Bros.  
Carrabassett Coffee Company  
Central Maine Healthcare  
Cross Insurance Agency  
The Davis Family Foundation  
Evergreen Custom Printing  
Evergreen Subaru  
Helen & George Ladd Charitable  
Corp.  
Hilton Garden Inn Auburn  
Riverwatch  
The Italian Bakery

L/A Children's Foundation  
LA Metro Magazine  
Lee Auto Malls  
Liberty Mutual  
Lisa Laliberte State Farm Insurance  
Maine Arts Commission  
Maine Community Foundation  
-Maine Theater Fund  
Margaret E. Burnham Charitable  
Trust  
Maine Community Bank  
NAPA Coastal Auto Parts  
Norway Savings Bank  
The Onion Foundation  
Roy I. Snow, Inc.  
Sherwin-Williams - Lewiston  
Twin City Times  
Visbaras Law & Excalibur Title  
Warp + Weft  
YWCA of Central Maine



# the PUBLIC THEATRE

## 2023-24 Season



### Paint Night

by Carey Crim

October 20-29, 2023 included in Subscription

#### *A world premiere!*

Imagine *Steel Magnolias* with modern day issues, as six women get together for a much-needed girls' night out.

### My Witch: The Margaret Hamilton Stories

by John Ahlin, performed by Jean Tafler

November 10-12, 2023 sold separately from Subscription

Spend a delightful and spellbinding time with Margaret Hamilton, whose *Wicked Witch of the West* left an indelible mark on all of us. Take a trip down memory lane from her home in Boothbay Harbor as she shares entertaining stories from her long career, including ones from *The Wizard of Oz*.

### A Christmas Carol

by Charles Dickens, adapted by Christopher Schario

December 8-10, 2023 sold separately from Subscription

This beloved Lewiston/Auburn holiday tradition returns to The Public Theatre! Six actors and a fiddler perform the Dickens out of this beloved holiday classic—in a way you've never imagined and will never forget. *Children 18 and under only \$15!*

## ThePublicTheatre.org

### 207-782-3200

31 Maple St, Lewiston

**7** TIME WINNER  
**BEST THEATRE  
IN MAINE**

DownEast Magazine Readers' Choice Poll

### Incident at Our Lady of Perpetual Help

by Katie Forgette

January 26 - February 4, 2024 included in Subscription

Get ready for heartwarming laughter and all the polyester you can handle! Whether you grew up Catholic, lived through the 1970's, or your family resembles the "fun" in dysfunctional – this nostalgic and heartfelt new comedy is for you!

### Secret Hour

by Jenny Stafford

March 15-24, 2024 included in Subscription

Married couple Kate and Ben invent a game called "Terrible Secret Hour" where they each confess an unflattering truth and promise to love one another regardless. But is being truthful the same thing as being true to oneself? Entertaining, humorous, poignant, and thoughtful, you'll be talking about this provocative new play all the way home.

### Lunenburg

by Norm Foster

May 3-12, 2024 included in Subscription

When Iris's husband is unexpectedly killed in a plane crash, her lawyer reveals she has inherited a beautiful home in Lunenburg, Nova Scotia - that she never knew existed! What follows is the perfect combination of mystery, comedy, and romance, as she begins a laugh-filled, poignant road trip North to unravel the mystery of her husband's secret life.

