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February 2022

PICT Classic Theatre, celebrating its 25th Anniversary year in Pittsburgh, is seeking both corporate and individual sponsorship for its 2021-2022 productions.

PICT is a company of Pittsburgh, by Pittsburgh and for Pittsburgh – hiring 95% of its staff, artists, and designers locally and partnering exclusively with Pittsburgh-based businesses and organizations every season. PICT is also the first and only resident theater company of the Fred Rogers Studio at WQED – home of the beloved *Mr. Rogers Neighborhood*.

We believe in fair wage and health and pension for all our artists. In September 2020, we became the first theatre in Pittsburgh to be approved for production by Actors' Equity Association, the national union of Actors and Stage Managers. In collaboration with AEA's Safety Committee, we designed a safety protocol that pioneered in-person projects during the pandemic for the entire Pittsburgh theatre community. In November, we expanded upon that plan and once again were approved to put our local artists and technicians to work for our upcoming production of *A Christmas Carol*.

COVID-19 has devastated the arts community nationwide, and as we plan to finally reopen our doors to live, in-person performance after a long hiatus, we need your support now more than ever to make sure our community remains safe in this endeavor.

We believe PICT's unique position in the Pittsburgh presents an exciting opportunity for local companies to gain greater visibility and increase their community outreach while reaching the greatest number of beneficiaries through sponsorship. Just as important is our network of incredible and generous individual donors, who believe in the power and necessity of arts programming and education in Pittsburgh.

We hope you will consider a production or artistic sponsorship with us in our 25th season. Your support is vital to the success of the arts in this region. PICT – and Pittsburgh – are endlessly grateful for your continued generosity to our vibrant community.



Alan Stanford
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Catherine Kolos
General Operations Manager

2021-2022 SPONSORSHIP LEVELS

Single Production Sponsorship - \$10,000

Production sponsorship allows you to reach both the local and international PICT audience, as well as affords you the flexibility to choose the production from the season to which you would like to affix your support. Sponsors at this level receive:

- Exclusive acknowledgement in printed materials and press releases, in e-newsletter promotions, in PICT playbill honor rolls, and in the intro of that production.
- 6 Complimentary Tickets to that production
- Full Page Ad placement in that production's digital playbill
- Online advertisement placement at www.picttheatre.org for the length of the run
- Your logo in print and digital advertising initiatives as per PICT's marketing director.

Artistic Sponsorship - \$5,000

This sponsorship directly supports the salary of one of our local union actors in a single production. PICT works directly with Actors' Equity Association and provides fair wages, health care, and pension support for all artists working under this contract. Sponsors at this level receive:

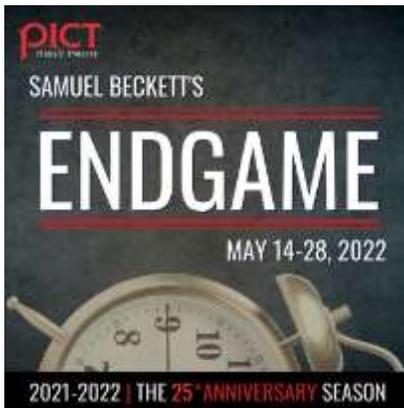
- "Artistic Sponsorship" acknowledgement in printed materials and press releases, in e-newsletter promotions, in PICT playbill honor rolls, and in the outro of that production.
- 4 complimentary tickets to the production
- Half Page Ad placement in the production's digital playbill
- Your logo in print, on our website, and in digital advertising initiatives as per PICT's marketing director.

Design Sponsorship - \$2,500

This sponsorship directly supports the Sound, Costume, or Lighting Design for the production of your choice and underwrites a portion of the equipment rental for the production. Sponsors at this level receive:

- "Design Sponsorship" acknowledgement in printed materials and press releases, in e-newsletter promotions, in PICT playbill honor rolls, and in the outro of that production.
- 2 complimentary tickets to the production
- Half Page Ad placement in the production's digital playbill
- Your logo in print, on our website, and in digital advertising initiatives as per PICT's marketing director.

PICT Classic Theatre is the resident theatre company of the Fred Rogers Studio at WQED, Oakland – the home of *Mr. Rogers' Neighborhood*. Every season we bring you the finest in classic and Irish theatre in three brilliant professional productions October-July.



ENDGAME by Samuel Beckett

May 14-28, 2022

Pay-What-You-Can Previews May 12 & 14

Continuing in our tradition of excellence in Irish programming, we are thrilled to bring one of the greatest works of the 20th Century in a magnificent and timely new production. *ENDGAME* is an exploration of Ending – ending life, ending time, and what we find at the conclusion. At once wickedly funny and deeply poignant, this production reunites PICT Resident company members Martin Giles, James FitzGerald, Ken Bolden & Karen Baum under the direction of Alan Stanford.



THE BOYS IN THE BAND by Mart Crowley

June 18-July 9, 2022

Pay-What-You-Can Previews June 16 & 17

Our 25th Season will close with one of the most influential plays in the LGBTQIA+ canon. In 1968 Manhattan, seven friends gather for a raucous birthday party. Flowing drinks and uninvited guests cause tensions to rise and deeply hidden truths to be revealed.

“A true theatrical game-changer, *THE BOYS IN THE BAND* sparked a revolution by putting gay men's lives onstage – unapologetically and without judgement - in a world that was not yet willing to fully accept them.” Nicole Rosky, BroadwayWorld.com



NEW! EXPAND THE CANON Staged Reading Series

Curated by Associate Producer Sharon McCune

November 2021-May 2022 at Rodef Shalom, Oakland

Over the course of the year, join PICT for six unique staged readings that bring the voices & perspectives of women and People of Color to the forefront. These are classic stories true of their time and for all time, that celebrate the specificity of the human experience from all over the world. Presented FREE to the public, once a month.

PICT offers a wide range of Educational opportunities throughout the Season, including pre- & post-show events, student matinees, weekly webinars and mentorship programs.

2022 Events

- **PICT Talk Back:** Post-Show talkback with Cast & Crew (February 13, June 19)
- **PICT Lecture Series:** A pre-show discussion on the themes of our current production with Artistic Director Alan Stanford. (February 16, June 22)
- **Culinary Fridays:** Enjoy a pre-show tasting menu & discussion prepared by a guest chef or mixologist inspired by the current production. Our most popular event! (February 18, June 24)
- **Community Conversations:** A post-show panel discussion exploring how the social & political themes of each production manifest in our local community. (February 20, June 26)

Join us every Friday at 2pm ET on YouTube for our PICT Educates weekly **webinar series.** These lectures are appropriate for all ages and are available for free. Over 80 unique programs are accessible through our [YouTube channel here](#).

Mentorship & Training

NEW! PICT Junior Company

10 middle and high school students will be mentored throughout the season by our Resident Acting company in performance skills such as dialects, script analysis, acting and stage movement. Their training will culminate at season-end in a self-produced showcase of their work on our stage at WQED. As a member of the junior company, these young artists are community representatives of PICT, receive free tickets to each production, participate in curtain speeches and ushering, and will be encouraged to shadow our Resident Artists during productions when the students are not cast in a show.

NEW! Emerging Designer Fellowships

Three early-career designers will be chosen to shadow our resident Designers in Costume, Set, Lights, and/or Sound Design for the 2021-2022 season, and will be mentored by our design team as they take on one of our productions as head designer. This program is intended to provide a professional launching pad for their design careers in both a real-world and educational setting.



SEASON SPONSORSHIP

2021-2022 Season Sponsorship Form

Company Name: _____

Contact Name: _____

Contact Phone: _____ EXT _____

Contact Email: _____

Company Address: _____

Sponsorship Level:

Production Sponsorship - \$10,000

- Endgame* *Boys in the Band*
 Expand the Canon Series

Artistic Sponsorship - \$5,000

- Endgame* *Boys in the Band*
 Expand the Canon Series

Design Sponsorship - \$2,500

- Endgame* *Boys in the Band*
 Expand the Canon Series

How would your company prefer to be acknowledged in written materials?

A dropbox link will be provided for all logos and advertising requests once this form and payment are fully processed.

Payment

Completed forms and payment by check should be sent to:
PICT Classic Theatre, Attn: Sponsorship, PO Box 8168, Pittsburgh, PA 15217
or emailed to General Operations Manager Catherine Kolos at ckolos@picttheatre.org.
Checks made payable to PICT Classic Theatre

If you would prefer to pay by EFT, please contact us directly at 412-561-6000 x 207.