



The Blue Hill Troupe, Ltd.

Announces its 88th Season
in support of the

“I Have A Dream” Foundation - NY

GILBERT & SULLIVAN’S *UTOPIA LIMITED*

or The Flowers of Progress

April 20 - 28, 2012

El Teatro of El Museo del Barrio

1230 Fifth Avenue (at 104th St), NYC

Blue Hill Troupe, Ltd.

OUR 88TH SEASON CHARITY: THE “I HAVE A DREAM” FOUNDATION NEW YORK

The Blue Hill Troupe is proud to partner with the “I Have a Dream” Foundation - New York Metro Area (IHDF-NY) as our charity for the 2011-2012 season. For 30 years, IHDF-NY has been sponsoring entire grade levels of 50-100 students in under-resourced public schools or housing developments, and working with these “Dreamers” from early elementary school all the way through to college. Upon high school graduation, each Dreamer receives guaranteed tuition assistance for higher education.

IHDF-NY began in 1981 with 61 sixth grade children at P.S. 121 in Harlem, when Eugene M. Lang returned to his alma mater and made an impromptu promise to provide college scholarships to the students that graduated from high school. Since then, IHDF-NY has served more than 2,000 youth at 31 program sites in the New York City metropolitan area. Currently, IHDF-NY works with more than 450 students and alumni from low-income communities, motivating them to envision a productive future and achieve their dreams.

IHDF-NY provides their students with a comprehensive program which evolves as the Dreamers progress towards college. These programs provide academic support, mentoring, arts enrichment, health education, and college preparation, among many other activities. Key factors that distinguish IHDF-NY from other programs serving at-risk children are the long-term nature of the initiative and the degree to which the program interfaces with the daily life of Dreamers and their families.

IHDF-NY will use the proceeds from this year’s partnership to provide additional support to Dreamers across the New York Metro Area, while also working to launch a new program site in East Harlem, where the organization began.



WHO WE ARE:

The Blue Hill Troupe brings high-quality theater performances to New York City audiences while raising money for New York City charities. The Troupe has raised nearly three million dollars since its founding in 1924.

Hailing from all walks of life and spanning several generations, Troupers donate time and energy to produce two full theatrical productions a year: a Broadway musical or light opera each fall and a Gilbert and Sullivan operetta each spring.

Although we do boast a number of professional theater people in our ranks, most Troupers make a living in other professions. Troupers sing and act, design and build sets, create costumes and props, wire lighting and sound systems, edit and produce the program, sell tickets and usher - in short, perform all the jobs required to put on a first-rate show - in their spare time and for the love of it. The quality of the performances we put on is testimony to the dedication and effort we are capable of as a group.

The Blue Hill Troupe has twice performed in Carnegie Hall with the New York Pops, and has been featured in the Metropolitan Museum of Art concert series. On television, the Troupe has been profiled on CBS Sunday Morning and the MetroArts/Thirteen performance series.

For more information visit www.bht.org.

Programs are distributed to a highly-educated, professional, and upscale audience of 5,000 people during eight performances at El Teatro of El Museo del Barrio, April 20 - 28, 2012. Net proceeds benefit the "I Have a Dream" Foundation - New York.

ADVERTISER INFORMATION - PLEASE PROVIDE ALL INFORMATION REQUESTED IN THIS SECTION

Advertiser	Ad size	Amount: \$
Address	City/State/Zip	
Telephone	Fax	E-mail
Contact	Contact Phone	Authorizing Signature
Type of business (restaurant, law firm, etc)		

Ad sold by: _____ Affiliation IHDF BHT

ADVERTISING RATES

ADVERTISING SPACE	LIVE AREA	NET RATE**
Full page - BENEFACTOR (gold background)	5" x 8" *	\$5,000
Full page - Sponsor (silver background)	5" x 8" *	\$3,000
Full page	5" x 8" *	\$850
Half page	5" x 4"	\$475
Quarter page	2.5" x 4" vertical; 5" x 2" horizontal	\$300
Two-page spread - bleed	12.25" x 9.25"	\$1,500
Two-page spread - non-bleed each page	5" x 8" - 1" gutter	\$1,500
Outside back cover	5" x 8" *	\$5,000
Inside front, back cover, or inside front facing page	5" x 8" *	\$1,500
Also available : Underwritten editorial pages	two-page spread	\$800
	full page	\$475
I am not interested in advertising but would like to make a contribution in the amount of		\$ _____

I am taking a full page ad out in both fall and spring programs 2 complimentary tickets to the spring show Yes No

*Full page and cover advertisers may run bleed pages 6.25" x 9.25" at no additional charge

** The Blue Hill Troupe program is not commissionable to advertising agencies

ADVERTISING CONTRACT/INVOICE, CHECK AND MATERIAL MUST BE RECEIVED BY MARCH 9, 2012.

Send contract with check and ad material to:

Blue Hill Troupe, Ltd.
c/o Jane Bernd
99 Parkwood Road
Fairfield, CT 06824

make checks payable to :
Blue Hill Troupe, Ltd.
(a non-profit organization)

Ad material may be emailed to:
advertising@bht.org

Credit Card payments:
go to www.bht.org
click on "Advertise with us" link

**MECHANICAL REQUIREMENTS
PRINTING**

Line screen: 133

Trim Size: 6" x 9"

Safety: 0.5" from all edges

Program prints in black ink only. Ad copy must fit into size of ad size purchased or it will be edited as necessary.

Enclosed material is in the following format:

- | | |
|--|---|
| <input type="checkbox"/> Preferred Format: InDesign file - with fonts and digital art packaged | <input type="checkbox"/> Reproducible artwork |
| <input type="checkbox"/> High resolution (Press) Adobe Acrobat .pdf file | <input type="checkbox"/> Copy to be typeset |
| <input type="checkbox"/> Digital file in other format. Please specify _____ | <input type="checkbox"/> Repeat ad |

THIS CONTRACT IS ALSO YOUR INVOICE. RETURN WITH YOUR CHECK. MAKE A COPY FOR YOUR RECEIPT.

Please send me a copy of the final program Yes No