HGMC 35 and Still Alive! Playbill Overview Draft

To: Lawrence, Chris, Paul and Stephanie

Background: HGMC playbill production has been a responsibility of the Annual Campaign. Our main purpose for a playbill, as opposed to a set list, is to be able to use it for advertising income. Coordination with the production and pr committee is obviously necessary to include information appropriate to the concert, and chorus activities. I thank each of you in advance for your assistance with preparing our playbill this year.

Planned Content: format is standard playbill – folded letter page – half booklet

Cover art (usually a variation on the promotional artwork) Will need venues and dates (with year!) outside page in color!

Set list – songs, acknowledgement of composers, arrangers, etc. (May be nice to include year first sung by HGMC)

Participant list -

Welcome and concert overview – Usually provided by Artistic Director, but Chris may want to include something

regarding our 35th Anniversary

Acknowledgements and thank you

Bios for staff and head shots

Sponsor list

Paid Advertising

Exchange Advertising

Angel list -deceased former members

Silent Auction Ad

Join the chorus page or ½ page

Additional promotional – facebook page, join our mailing list, donate – would likely use to fill in blank spaces

What’s coming page – next season preview

Historical pages – reflecting on our 35 years (I’m thinking ½ or full page for every 5 years – photos, graphics, etc.)

Grant acknowledgement

**Timeline**

April 19 – Annual campaign with program advertising and sponsorship requests starts

April 19 – Requests for exchange ads from our partners

April 25 – ideas for historical components

May 8 – historical components finalized for proofing

May 16 – complete non-advertising components as possible for proofing

May 20 – final day for advertising

May 25 – finalize layout. Proof for review

June 1 – last day to get to printer

June 8 - pickup

Responsibilities

Steve – I will be receiving and, likely adjusting, advertising. Will take care of sponsor list and grant acknowledgements. Plan to work on historical pages (help and ideas appreciated). Will finalize layout and printer arrangements.

Please let me know what you can assist with. If you can only provide text copy, we can get it into a print ready format. If you can provide print ready materials, excellent!