



210 NE Ford Street — PO Box 245 — McMinnville OR 97128

(503) 472-2227 — gallerytheatre@onlinemac.com — www.gallerytheater.org

October, 2011

Dear Business Owner and Community Arts Supporter:

Gallery's 2012 season has been set and it is now time to begin planning for 2012 advertising. We invite you to renew or place a new ad in our **2012 Gallery Theater Program**. With nearly 80 performances scheduled this season, your ad will be seen by more than 10,000 audience members, ages 4 to 90+; patrons who spend quality time reading playbills during intermission, before and after each performance, and later on at home. Our playbills make great souvenirs.

Playbill advertising tells our audiences that you are a supporter of Gallery and local arts, and that your business cares about the community. Placing an ad in the Gallery Theater program is a great value! Where else can you get a year's worth of advertising at such a great price? Gallery Theater is a local, non-profit, grass-roots organization that has been serving the community for over 40 years! With support of businesses like yours, we will continue to bring high-quality, live theater to our community.

Our ad prices for 2012 have not changed! Your 2012 season ad will receive great exposure and you'll have the satisfaction of knowing that you are helping support high quality, live community theater. Please consider putting a coupon in your ad. Our patrons are very receptive to coupons & discounts. We also offer an option to place an ad for the run of one show in the program insert. These runs can be used to promote a business, congratulate cast & crew, announce a special event, etc.

Our 2012 season includes these great shows: *A Dickens' Christmas Carol: A Traveling Travesty in Two Tumultuous Acts* (January 13-February 4), *Richard O'Brien's The Rocky Horror Show* (February 24-March 17), *On Golden Pond* (March 30-April 14), *Seussical* (May 4-26), *The Will Rogers Follies* (September 7-29), *Lie, Cheat and Genuflect* (October 12-November 3) and *The Best Christmas Pageant Ever* (November 23-December 15).

Please review the enclosed materials and **return the contract with your 50% deposit soon to reserve your space**. If you have any questions, please call Gallery Theater at 503-472-2227.

Sincerely,

Tracy Ewing

Tracy Ewing
Theater Manager