



## About Blue Hill Troupe, Ltd.

Each year the Blue Hill Troupe presents two high-quality theatrical productions, the proceeds of which are given to a local charity. A new charity is selected annually, based on a set of criteria which include the charity's ability to generate funds from the sale of tickets and advertisements in our programs. We expect the charity to use the Troupe's productions as a springboard for its own fundraising; to commit to becoming fully-involved in the process of ticket and ad sales; and to appoint a Board member, as well as a staff member, to work with the Troupe throughout the year.

The selected charity's commitment is for a full season, which includes two opportunities to raise funds, first a smaller Broadway-style Fall Show and then a full-scale Gilbert and Sullivan Spring Show, which will generate the greater portion of the year's revenue. Historically, proceeds from the Troupe's ticket sales, as well as from advertising and donations, cover all of our production expenses and fund a grant to the chosen charity. The charity has the opportunity to increase its total award through its own fundraising efforts in connection with our productions. Over the past ten seasons, charities selected by the Troupe have received total proceeds ranging from \$46,000 to \$220,000, averaging \$133,000. The more active the collaboration of the charity in the fund-raising aspects of our season, the more money it is able to realize.

### **The Spring Show**

This is a full-scale Gilbert and Sullivan operetta with a 20-piece orchestra. It is presented in April and runs for eight performances in a 599-seat theatre.

### **Tickets**

Tickets present the greatest single opportunity for a Charity to raise funds. The charity must sell tickets for at least one full house of 599 seats, either on one night or over the course of the run. Ticket prices range from \$28 to \$68. The Troupe handles all aspects of invitation design and mailing, as well as processing ticket orders.

The beneficiary's mailing list is used only once, for the mailing of invitations for the Spring Show of that charity's year. It is coded and merged with the Troupe's list to eliminate duplicates and used for that season's show invitations. However, be advised that any ticket buyers resulting from your mailing list will be subsequently classified as a subscriber and become a part of the BHT database. All subscribers are sent ticket solicitations for future shows.

### **Gala/Pre-Performance Event**

In recent years, our beneficiaries have chosen to hold a special Gala for their major donors. We strongly encourage such an event as it has enhanced fundraising dramatically. Beneficiaries typically place a surcharge on tickets for this event (as much as \$250 or more), and include either a pre-show dinner or a cocktail reception in conjunction with the performance. If this option is selected, the beneficiary's representative may join the Troupe President on stage to welcome its supporters and briefly talk about its mission. The Troupe will collaborate with you to create an appropriate insert for your invitation to major donors. All tickets, including those to a Gala event, will be sold by the Troupe box office.

### **Ad Sales**

The other big money maker is advertising sales, some from the Fall Show, and the bulk from the Spring Show program. A recent Beneficiary sold approximately \$50,000 in ads and underwritten pages. The show program serves as a virtually unlimited opportunity for the charity to raise funds from supporters, vendors, local businesses, and corporations.

The Spring Show ad rates for 2012 range from \$5,000 for the outside back cover to \$300 for a quarter page. Full pages are \$850 and there are opportunities for premium pages with gold or silver background, spreads and underwriting of editorial pages as well.

The deadline for Spring Show program ads is usually around the end of February so we strongly recommend that you mobilize your entire Board and any other teams starting in the fall. Ads are also sold for the Fall Show program, at lower rates than spring, and discounts are offered to those who advertise in both programs. Experience has taught us that Board members often have the connections to secure significant contributions on behalf of your organization.

The importance of selling both tickets and advertising cannot be emphasized enough.

### **The Fall Show**

This is a modest-sized Broadway-style musical with orchestra, costumes and props. It is presented in late October or early November and runs for nine performances in a 160-seat theater.

The beneficiary generally sells tickets for a full house on one night. This is a great way to introduce the Troupe to the charity's supporters. It may also serve as an opportunity for an event for your younger supporters, such as a Young Professionals group. If the charity does not sell a full house on one night it is expected that they will sell the equivalent number of seats over the run of the show.

While our charities have only recently begun to join us in selling ads in the Fall Show Program, it serves as another fundraising opportunity. We encourage soliciting companies early in the season to advertise in both the Fall and Spring Show programs.

### **Contact Information**

To be added to our mailing list to receive charity application information, please send an email with full contact information for the organization to [charity@bht.org](mailto:charity@bht.org).

Please feel free to call or email Georgia Van Dusen, our Charities Committee Chair, if you have any questions. Georgia can be reached at (212) 663-2302 or [charity@bht.org](mailto:charity@bht.org).

Visit our website, [www.bht.org](http://www.bht.org), to learn more about us. You can also find a copy of this year's advertising contract, as well as information on tickets, our 87-year history, and the current year's shows and charity. If you need copies of a previous season's show programs for presentation to or discussion with your Board or staff, please contact us.

### **BHT Board of Directors**

Matthew Hughes, President  
Nancy Raditz, Vice-President  
Ted Cubbin, Treasurer  
Sarah Mahr, Corresponding Secretary  
Jennifer Dorre, Development Secretary  
Michael Macaione, Recording Secretary  
Ken Daniel, Member at Large  
Bob Miller, Member at Large  
Peyton Sise, Member at Large

### **BHT Charities Committee**

Georgia Van Dusen, Chair  
Annabel Bentley  
Richard Chung  
Norm Keller  
Al Loomis  
Elizabeth Sanders  
John Taylor

### **Recent Beneficiaries of Blue Hill Troupe Ltd. Funds**

2012 "I Have a Dream" Foundation - New York  
2011 Carter Burden Center for the Aging  
2010 The New York Foundling  
2009 Inwood House  
2008 Covenant House New York  
2007 The New York Society for the Prevention of Cruelty to Children  
2006 The Doe Fund  
2005 Student Sponsor Partners  
2004 The Jericho Project  
2003 Young People's Chorus of New York City