



PROGRAM ADVERTISING

# Blue Hill Troupe, Ltd.

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 nine million dollars (adjusting for inflation) since 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 and a Gilbert and Sullivan operetta.

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](http://www.bht.org).

invites you to place an advertisement in the program for:

OUR SPRING 2018 SHOW

## THE YEOMEN OF THE GUARD, OR THE MERRYMAN AND HIS MAID

Music by ARTHUR SULLIVAN  
Libretto by WILLIAM S. GILBERT

Director/Choreographer: Tom Ridgely  
Music Director: John Liepold

**March 17-31, 2018**

Theatre at St. Jean's  
(150 E. 76th St., New York City)

The darkest of the Gilbert and Sullivan operas, *Yeomen* ends with a broken-hearted main character and at least two reluctant engagements, rather than the usual armful of marriages. However, Gilbert's "pointed" satire and punny one-liners abound, there are plenty of topsy-turvy plot complications, and many believe that the score is Sullivan's finest. Indeed, some enjoy *Yeomen* particularly because of its ever-changing emotional balance of joy and despair, love and sacrifice.

The setting of *Yeomen* is laid in the Tower of London in Shakespearean times. Colonel Fairfax is sentenced to die in an hour on a false charge of sorcery. To avoid leaving his estate to his accuser, and with the help of the Lieutenant of the Tower, he secretly marries Elsie Maynard, a strolling singer, who expects to be a well-paid widow in an hour. With the help of the Merrill family, Fairfax escapes, throwing the Tower and the astonished Elsie into despair. But the disguised Fairfax woos Elsie, and in the end, she loves Fairfax and jilts her intended husband, the jester Jack Point.

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### In support of **GallopNYC**, our 2017-18 Charity Partner

The Blue Hill Troupe is proud to partner with the GallopNYC for our 94th season. GallopNYC is NYC's leading, most multifaceted therapeutic horsemanship program serving hundreds of riders each week – children, adults, and veterans with disabilities – in six locations.

GallopNYC's program uses horseback riding and horse knowledge to develop cognitive, social, and physical skills for each rider. Under the direction of a PATH Intl. certified instructor and supported by trained volunteers, each rider acquires increasingly advanced riding skills. The lessons help riders build physical strength, develop problem-solving skills, increase empathy and improve social skills. Therapeutic riding develops transferable benefits that are vital to helping riders reach their full potential in life.

GallopNYC serves youth with a wide range of disabilities including autism spectrum disorder, cerebral palsy, visual impairment, Down Syndrome, learning disabilities and other physical, cognitive and emotional challenges. The program also serves at-risk and court-involved youth as well as disabled veterans and adults with multiple sclerosis.

Partnering with the Blue Hill Troupe will allow GallopNYC to provide full or partial therapeutic riding fee waivers to youth with disabilities from low- and middle-income families who are currently on a waiting list.

Find out more at our website: [www.GallopNYC.org](http://www.GallopNYC.org).

**Deadline for reservations: please submit your completed advertising contract by 2/16/18 to be included in our program for *The Yeomen of the Guard*.**

Contract/Invoice is on the reverse of this sheet. ⇨

# 2017–2018 Season SPRING SHOW: *The Yeomen of the Guard*

Net proceeds benefit GallopNYC

Programs are distributed to a highly-educated, professional, and upscale audience of **1,990** people during 10 performances at the Theatre at St. Jean's in March, 2018.

**ADVERTISER INFORMATION—PLEASE PROVIDE ALL INFORMATION REQUESTED IN THIS SECTION**

Advertiser		
Address		City/State/Zip
Telephone	Fax	E-mail
Contact Name	Contact Phone	Authorizing Signature

Ad sold by: \_\_\_\_\_ Affiliation  GallopNYC  BHT

ADVERTISING RATES			FALL SHOW		SPRING SHOW		BOTH SHOWS (20% DISCOUNT)	
ADVERTISING SPACE	LIVE AREA (W x H)		✓	NET RATE*	✓	NET RATE*		
	Full page	5" x 8"	6.25" x 9.25"		\$550		\$550	
Half page	5" x 4"			\$350		\$350		
Quarter page VERTICAL	2.5" x 4"			\$250		\$250		
Quarter page HORIZONTAL	5" x 2"			\$250		\$250		
Two-page spread	each page 5" x 8" (1" gutter)	12.25" x 9.25"		\$1,000		\$1,000		
Outside back cover ( full color)	5" x 8"	6.25" x 9.25"		\$3,000		\$3,000		
Inside front cover, inside back cover, or inside front facing page	5" x 8"	6.25" x 9.25"		\$1,500		\$1,500		
Underwritten editorial pages	two-page spread			\$1,000		\$1,000		
	single (full) page			\$550		\$550		
<input type="checkbox"/> I am taking a full page ad or greater in both programs and request my 2 complimentary tickets to the spring show.							<input type="checkbox"/> Yes <input type="checkbox"/> No	
<input type="checkbox"/> I am not interested in advertising, but would like to make a contribution in the amount of:							\$ _____	
Please send me a copy of the final program: <input type="checkbox"/> Printed <input type="checkbox"/> Electronic (PDF) <input type="checkbox"/> No thank you							<b>TOTAL AMOUNT:</b> \$ _____	

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

<b>SUBMISSION DEADLINES</b>	Spring Show Only
Reservation & copy/materials	<b>2/16/2018</b>
Payment in full	<b>3/2/2018</b>

RETURN VIA EMAIL TO: [advertising@bht.org](mailto:advertising@bht.org)  
 MAIL WITH PAYMENT AND AD MATERIALS TO:  
 BHT Advertising  
 P.O. Box 286800  
 Yorkville Station  
 New York, NY 10128

MAKE CHECKS PAYABLE TO :  
 Blue Hill Troupe, Ltd.  
 (a non-profit organization)

FOR CREDIT CARD PAYMENT: Go to [www.bht.org](http://www.bht.org) and click on "Advertise"

**FILE/MECHANICAL REQUIREMENTS: PRINTING**

**Line screen: 133 • Trim Size: 6" x 9" • Bleed: .125" • Safety: 0.5" from all edges**

Program prints in black ink only, except the outside back cover (CMYK).

Ad copy must fit into size of ad size purchased or it will be edited as necessary.

Material may be submitted in the following formats: **PLEASE CHECK ALL THAT APPLY**

- Preferred Format: High resolution (Press) Adobe Acrobat .pdf file
- InDesign file—with fonts and digital art packaged
- High-resolution digital file in other format: (please specify) \_\_\_\_\_
- Reproducible artwork (to be scanned)  Text copy to be typeset
- Repeat ad from: (season/show) \_\_\_\_\_

**Electronic materials (art or copy) may be emailed to [advertising@bht.org](mailto:advertising@bht.org)**

- Submitted via email  Enclosed with this form (as hardcopy, disk or USB drive)

**THIS CONTRACT IS ALSO YOUR INVOICE. PLEASE RETURN IT WITH YOUR CHECK AND MAKE A COPY FOR YOUR RECEIPT.**