



PROGRAM ADVERTISING

Blue Hill Troupe, Ltd.

announces its 96th Season spring production:

The Sorcerer

Music by ARTHUR SULLIVAN

Libretto by WILLIAM S. GILBERT

April 22-26, 2020

El Teatro of El Museo del Barrio
(1230 Fifth Avenue)

When you're in love, you want everyone else to be in love! Or - do you?

Magical mix-ups and mayhem ensue in Gilbert & Sullivan's first full-length operetta, which features Sullivan's most buoyant and festive score and giddy Upstairs/Downstairs complications from Gilbert. Wishing his fellow villagers to discover true love as he has, young Alexis Pointdextre hires a sorcerer to spike the tea at his engagement party with a powerful love potion. Alack! Every possible mishap occurs, and Alexis and the sorcerer must race against the clock to reverse the magic before wedding bells ring for the wrong lovers – including Alexis' own betrothed! Will they succeed? Come find out!

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 over 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.

In support of our 2019-2020 charity partner:

ROCKING THE BOAT

Blue Hill Troupe is proud to partner with **Rocking the Boat** for the second time this season.

Rocking the Boat empowers young people from the South Bronx to develop self-confidence, set ambitious goals, and gain the skills necessary to achieve them. Students work together to build wooden boats, learn to row and sail, and restore local urban waterways, revitalizing their community while creating better lives for themselves. Kids don't just build boats, boats build kids.

Rocking the Boat is committed to helping its participants:

- Stay in high school until they graduate or receive an equivalency diploma
- Enroll in college or trade school and be prepared academically and emotionally to succeed there
- Develop technical skills such as sailing, boat handling, navigating, chart reading, carpentry, sample collection and testing, scientific observation, and recording data, all of which reinforce STEM concepts and put them into a practical context
- Develop soft skills such as leadership, communication, teamwork, problem solving, and critical thinking

Deadline for reservations: 3/6/20 for *The Sorcerer*.

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

2020 Spring Production: Gilbert & Sullivan's *The Sorcerer*

Net proceeds benefit **Rocking the Boat**

Programs are distributed to a highly-educated, professional, and upscale audience of **3,500** people during 6 performances at the El Teatro of El Museo del Barrio, April 22-26, 2020.

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 Rocking the Boat BHT

ADVERTISING RATES			FALL SHOW		SPRING SHOW		BOTH SHOWS (20% DISCOUNT)	
ADVERTISING SPACE	LIVE AREA (W x H)		✓	NET RATE*	✓	NET RATE*	✓	NET RATE*
	Full page	5" x 8"	6.25" x 9.25"				\$850	
Half page	5" x 4"					\$480		
Quarter page VERTICAL	2.5" x 4"					\$300		
Quarter page HORIZONTAL	5" x 2"					\$300		
Two-page spread	each page 5" x 8" (1" gutter)	12.25" x 9.25"				\$1,500		
Outside back cover (full color)	5" x 8"	6.25" x 9.25"				\$3,000		
Inside front cover, inside back cover, or inside front facing page	5" x 8"	6.25" x 9.25"				\$1,500		
Underwritten editorial pages	two-page spread					\$850		
	single (full) page					\$480		

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: Printed Electronic (PDF) No thank you **TOTAL AMOUNT:** \$ _____

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

SUBMISSION DEADLINE	Spring Show Only
Reservation & copy/materials	3/6/2020
Payment in full	3/27/2020

RETURN VIA EMAIL TO: 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 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

- 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.