CONTRIBUTION OPPORTUNITIES IN PARTNERSHIP WITH

Hale Centre Theatre
EST. 1947
**OUR MISSION STATEMENT:**

“To provide innovative, professional family theatre and theatre education that involves and elevates our community.”

**A Letter from Mark & Sally**

Thirty-one years ago Sally and I received a call from my grandparents, Nathan and Ruth Hale. Although they had already retired from a wonderful career in the theatre business in southern California, they decided to start another theatre in Salt Lake City. It was in their blood. Grandma asked us if we would open this theatre with them, and when grandma asked, you didn’t say no.

It has been our honor and mission to carry on this cherished legacy…growing from a small-time theatre where our first house was just 18 people, to an astounding 286,000 annual patrons. The foundation that Nathan and Ruth established has not changed; our goal remains to provide excellent, professional family theatre, at prices families can afford.

We now find ourselves at a critical crossroad. For the future success of Hale Centre Theatre, we must grow. We recognize there are many important needs in our society such as hunger, sickness, medical research, and the list goes on. The value that HCT brings to the community, and to families in particular, is a unique escape and food for the soul. Whether through soaring music, hysterical comedy, inspiring drama or dance— the main reason we are in business is to enrich the lives of others.

Over the past 30 years we have been honored to work with some of the nation’s most extraordinarily skilled artisans, actors and directors—all of this talent coming from within our community. This, coupled with remarkable patron and donor support, is the reason for HCT’s singular success.

The future looks bright, but we need your help to make it so. We are excited to expand our regional reach as we move to Sandy City and welcome visitors from across the globe. This one-of-a-kind theatre will be world renown. Our actors’ talents will shine on two new stages, patrons will enjoy more leg room and will revel in magnificent stagecraft enhanced by the latest stage wizardry.

Nathan and Ruth’s dream is thriving in the hearts of the now millions of patrons and thousands of staff and actors who have entered HCT’s doors. This vision is now the community’s and we are happy stewards. A move to Sandy will secure Hale Centre Theatre for future generations. We need your help and are hopeful you will champion this cause with us.

With sincere thanks,

Mark and Sally Dietlein

Co-founders, Hale Centre Theatre
A Message from the Chairman

My family’s love for Hale Centre Theatre goes back to my wife Holly’s lovely dancing on its stage over 20 years ago. Over time, our connection with the Theatre has helped our family grow closer. We’ve laughed and cried, been enlightened and entertained, and always look forward to our evenings together at HCT.

Hale Centre Theatre has mastered family-friendly storytelling, resulting in eleven straight years of sold-out seasons including 286,000 patrons in 2014 alone. The Board’s chief responsibility now is to protect this treasure. We recognize your assistance is critical to safeguard the very future of HCT.

The Theatre’s current lease expires December 31, 2016. The leadership at Sandy City has stepped forward and presented a bold solution to ensure Hale Centre Theatre thrives far beyond 2016. However, this can only be possible with substantial and necessary donations from additional partners.

I invite you to think about your personal experience at the Theatre. Each of us could express individual gratitude for how this organization has enriched our own lives. Further, I hope you will join me in providing essential contributions to this wonderful and joyful cause. I am confident that together we can protect this marvelous, one-of-a-kind community asset so that it can continue to provide a world-class professional theatre experience to a greater number of families, in the near term and for our future generations.

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Robert A. Brough
Executive Vice President, Zions Bank
Chairman of the Board, Hale Centre Theatre

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HCT Board of Trustees

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### Capital Giving Overview

Donations can be fulfilled over a three to five year period. Tiers indicate varying degrees of prominence on the “Wall of Fame.” All naming opportunities are in perpetuity.

**TIER 1**

| $10,000,000 | Naming opportunities of the Performing Arts Center  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
|-------------|-------------------------------------------------------------------------------------------------------------------|
| $8,000,000  | Naming opportunities of the Arena Theatre  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| $5,000,000  | Naming opportunities of the Proscenium Thrust Theatre  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| $3,000,000  | Naming opportunities of the Legacy Room and Balcony  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| $2,000,000  | Naming opportunities of the Founders Room  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| $1,500,000  | Naming opportunities of the Mezzanine  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| $1,500,000  | Naming opportunities of the President’s Room  
Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| $1,000,000  | Portrait on the Portrait Wall  
Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing |

**TIER 2**

| $500,000 | Program Support naming opportunities available  
Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing |

**TIER 3**

| $250,000 | Additional naming opportunities available  
Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing |

**TIER 4**

| $100,000 | Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing |

**TIER 5**

| $40,000 | Wall of Fame, 8 seat plaques, capital campaign playbill listing |

**TIER 6**

| $20,000 | Wall of Fame, 4 seat plaques, capital campaign playbill listing |

**TIER 7**

| $10,000 | Wall of Fame, 2 seat plaques, capital campaign playbill listing |

**TIER 8**

| $5,000 | Wall of Fame, capital campaign playbill listing |

**TIER 9**

| $1,500 | Wall of Fame, capital campaign playbill listing |

**TIER 10**

| $500 | Wall of Fame, capital campaign playbill listing |

**TIER 11**

| $100 | Wall of Fame, capital campaign playbill listing |
A Comfortable and Elegant New Way to Enhance Your Experience at Hale Centre Theatre…

THE FOUNDERS CLUB

Hale Centre Theatre eagerly welcomes you and your guests to an exclusive gathering featuring world-class theatre, a delicious dinner and an opportunity to gain and strengthen important relationships.

Imagine driving into your reserved parking spot adjacent to the Founders Club entrance. Enter a classy, private reception area. Be greeted by your host who welcomes you and takes your coats. Enjoy a delicious buffet with other Founders Club members. Just prior to the production be escorted to your favorite seats.

At intermission, enjoy private restrooms and an opportunity to choose the exact concessions you desire without waiting in line. At the end of the show your coat will be returned to you with our best wishes.

We hope that as a Founders Club member your families and friendships can grow closer and that your business and networking opportunities will be enhanced. Join us for an unmatched theatre experience. We look forward to seeing you in 2017.
**Performing Arts Center**

*Naming Opportunity Gift: $10 Million*

The **Performing Arts Center** will be widely recognized as a significant contribution to people of Utah, and theatre lovers from around the world. This center will be the new home for Hale Centre Theatre, known for its spectacular performances, acclaimed theatre education, and as a cherished gathering place. The Performing Arts Center will house two separate theatres—a 900-seat Arena Theatre and a 450-seat Proscenium Thrust Theatre.

The Center is located in Sandy City, adjacent to Interstate 15, with a beautiful and large marquee. It will be surrounded by lovely grounds, restaurants, business centers and beautiful vistas of Utah’s Wasatch Range.

**BENEFITS OF GIVING**

- Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
- A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
- Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years
- Invitations to exclusive donor appreciation events
- Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
- Portrait or organizational logo on Portrait Wall
- Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 1
- Name plates on 10 seats in the theatre.
- Complimentary room reservations, based on availability, for a period of ten years.

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**Arena Theatre**

*Naming Opportunity Gift: $8 Million*

This spectacular 900-seat theater is unlike any space in the nation. The uniquely innovative theatre-in-the-round space, for which HCT is known, will exhibit the latest in stage technology, lighting effects, and crystal clear sound; while embracing the immersive and captivating experience HCT audiences adore.

**BENEFITS OF GIVING**

- Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
- A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
- Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years
- Invitations to exclusive donor appreciation events
- Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
- Portrait or organizational logo on Portrait Wall
- Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 1
- Name plates on 10 seats in the theatre.
- Complimentary room reservations, based on availability, for a period of ten years.
Proscenium Thrust Theatre

Naming Opportunity Gift: $5 Million

Hale Centre Theatre is eager to share an incredible experience in a comfortable 450-seat theatre. Here, patrons will see favorites that are better suited for this more traditional format. The thrust portion of the stage creates an intimate space for actors to share their storytelling. HCT also anticipates this stage being an integral piece in the Theatre’s acclaimed education programs.

BENEFITS OF GIVING
• Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of $4 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
• A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
• Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years.
• Invitations to exclusive donor appreciation events.
• Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
• Portrait or organizational logo on Portrait Wall
• Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 1
• Name plates on 10 seats in the theatre.
• Complimentary room reservations, based on availability, for a period of ten years.

Legacy Room and Balcony

Naming Opportunity Gift: $3 Million

The Legacy Room and Balcony is a sizeable space on the second floor of the lobby that will be used in conjunction with Founders Club events and may be reserved for private functions. Located on the north side of the building, the Legacy Room has an outdoor balcony overlooking the Salt Lake valley and the Wasatch Range.

BENEFITS FOR GIVING
• Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of $4 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
• A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
• Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years.
• Invitations to exclusive donor appreciation events.
• Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
• Portrait or organizational logo on Portrait Wall
• Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 1
• Name plates on 10 seats in the theatre.
• Complimentary room reservations, based on availability, for a period of ten years.
Founders Room

Naming Opportunity Gift: $2 Million

The Founders Room is a private VIP space that will be available before and during all HCT productions. This room will allow Founders Club members and their guests a refined opportunity to socialize with peers or enjoy a private event.

Benefits of Giving

• Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
• A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
• Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years
• Invitations to exclusive donor appreciation events
• Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
• Portrait or organizational logo on Portrait Wall
• Recognition on Hale Centre Theatre’s ‘Wall of Fame’ — Tier 1
• Name plates on 10 seats in the theatre.
• Complimentary room reservations, based on availability, for a period of ten years.

Mezzanine

Naming Opportunity Gift: $1.5 Million

The Mezzanine is an integral gathering space for special events hosted at the Theatre. This inviting area will have a lovely view over the lobby and will enhance the architectural beauty of this one-of-a-kind venue.

Benefits for Giving

• Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
• A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
• Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years
• Invitations to exclusive donor appreciation events
• Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
• Portrait or organizational logo on Portrait Wall
• Recognition on Hale Centre Theatre’s ‘Wall of Fame’ — Tier 1
• Name plates on 10 seats in the theatre.
• Complimentary room reservations, based on availability, for a period of ten years.
President’s Room

Naming Opportunity Gift: $1.5 Million

The President’s Room resembles a private suite that one may find at a sporting event. Although patrons cannot view the production from this secluded space, it is directly off of a theatre exit and offers a beautiful pre-show meeting space and private bathrooms. This elegant room will be ideal for small groups desiring complete privacy.

BENEFITS FOR GIVING

• Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
• A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
• Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years
• Invitations to exclusive donor appreciation events
• Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
• Portrait or organizational logo on Portrait Wall
• Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 1
• Name plates on 10 seats in the theatre.
• Complimentary room reservations, based on availability, for a period of ten years.

Portraits Wall

Gift: $1 Million

Hale Centre Theatre is eager to recognize the community builders who help make this dream a reality. Contributions at this level will be acknowledged with beautiful portraiture in a prominent theatre location.

BENEFITS OF GIVING

• Exclusive membership in the Founders Club for ten years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
• A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.
• Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years
• Invitations to exclusive donor appreciation events
• Two Ovations events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
• Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 1
• Name plates on 10 seats in the theatre.
• Complimentary room reservations, based on availability, for a period of ten years.

(Portrait Wall location will be determined in the near future.)
Program Support

Naming Opportunities

**Naming Opportunity Gift: $500,000**

<table>
<thead>
<tr>
<th>Artisan Training Program</th>
<th>Access Theatre Education</th>
<th>HCT Community Outreach</th>
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</thead>
<tbody>
<tr>
<td>Master classes for local artists and professional development for production and design teams.</td>
<td>Year-round theatre education programs that include behind-the-scenes Experience Theatre Live tours, Student Matinee performances, Summer Day Camps and Performing Arts Classes.</td>
<td>Thousands of tickets donated to fundraisers, military families, and KSL Teacher Feature and HCT Applauds recognition for nonprofit organizations.</td>
</tr>
</tbody>
</table>

**BENEFITS FOR GIVING**

- Exclusive membership in the Founders Club for five years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
- A complimentary annual theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for five consecutive years.
- Invitations to exclusive donor appreciation events.
- An allotment of 120 complimentary tickets, in addition to Founders Club tickets. Priority seating is included, based on availability.
- An Ovations event for a party of up to 50 people. Concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
- Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 2
- Name plates on 10 seats in the theatre.
- Complimentary room reservations, based on availability, for a period of five years.

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**Additional Naming Opportunities**

**Naming Opportunity Gift: $250,000**

<table>
<thead>
<tr>
<th>Box Office</th>
<th>Dressing Rooms</th>
<th>Technical Booth</th>
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</thead>
<tbody>
<tr>
<td>Sound Studio</td>
<td>Green Room</td>
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**BENEFITS FOR GIVING**

- Exclusive membership in the Founders Club for three years. The Founders Club includes access to club room for parties of up to twelve people per show (total of 84 tickets per year), dinner (provided on up to six designated dates per show), reserved parking, private restrooms, and refreshments.
- A complimentary annual theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for three consecutive years.
- Invitations to exclusive donor appreciation events.
- An allotment of 120 complimentary tickets, in addition to Founders Club tickets. Priority seating is included, based on availability.
- An Ovations event for a party of up to 50 people. Concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.
- Recognition on Hale Centre Theatre’s ‘Wall of Fame’ – Tier 3
- Name plates on 10 seats in the theatre.
- Complimentary room reservations, based on availability, for a period of three years.
Joseph and the Amazing Technicolor Dreamcoat
2011
HCT Management Team

Mark Dietlein,
President and CEO, Executive Producer, Co-founder

Sally Dietlein,
Vice President, Executive Producer, Artistic Director, Co-founder

Brent Lange,
Vice President and CAO, Treasurer

Michael Fox,
Director of Operations

Kacey Udy,
Technical Director and Scene Designer

David Tinney,
Director of Education and Associate Artistic Director

Quinn Dietlein,
Associate Vice President – Development

Rob Kinmont,
Technical Engineering Manager

Kristy Draper,
Costume Shop Manager

All of the Board and Management have committed a contribution to this campaign.
Team Members

HALE CENTRE THEATRE

Gardner Company

Layton
THE LAYTON COMPANIES

BEECHER WALKER
ARCHITECTS

A NEW VISION FOR
HALE CENTRE THEATRE

WE OFFER OUR SINCERE APPRECIATION FOR HELPING US FULFILL OUR MISSION—AND OUR PASSION.