CONTRIBUTION OPPORTUNITIES IN PARTNERSHIP WITH

Hale Centre Theatre
EST. 1947
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

“To provide innovative, professional family theatre and theatre education that involves and elevates our community.”
## 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 |
| Tier 2       | $8,000,000  | Naming opportunities of the Arena Theatre  
|              |            | Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| Tier 3       | $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 |
| Tier 4       | $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 |
| Tier 5       | $2,000,000  | Naming opportunities of the Founders Room  
|              |            | Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing |
| Tier 6       | $1,500,000  | Naming opportunities of the Mezzanine  
|              |            | Founders Club membership, Portrait Wall, Wall of Fame 10 seat plaques, capital campaign playbill listing |
| Tier 7       | $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 |
| Tier 8       | $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 |
$10,000 Giving Benefits

- An allotment of 48 complimentary tickets. Priority seating is included, based on availability.
- Invitations to exclusive donor appreciation events.
- An Ovations event with a room provided, based on availability. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from the allotment noted above.
- Choose one:
  - Advertising Package (below)
  - Program Support (see pages 10 and 11)

ADVERTISING PACKAGE:
- Logo on sponsor page in playbill for sponsored show
- Half-page advertisement in playbill for sponsored show
- Logo/name on in-house advertisements and website for sponsored show

$1,500 Giving Benefits

- An allotment of 16 complimentary tickets. Priority seating is included, based on availability.
- Invitations to exclusive donor appreciation events.
- An Ovations event with a room provided, based on availability. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from the allotment noted above.
- Choose one:
  - Advertising Package (below)
  - Program Support (see pages 10 and 11)

ADVERTISING PACKAGE:
- Single show sponsorship with logo inside playbill
- Logo/name on website

$5,000 Giving Benefits

- An allotment of 24 complimentary tickets. Priority seating is included, based on availability.
- Invitations to exclusive donor appreciation events.
- An Ovations event with a room provided based on availability. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from the allotment noted above.
- Choose one:
  - Advertising Package (below)
  - Program Support (see pages 10 and 11)

ADVERTISING PACKAGE:
- Logo on sponsor page in playbill for sponsored show
- Half-page advertisement in playbill for sponsored show
- Logo/name on in-house advertisements and website for sponsored show

$500 Giving Benefits

See Capital Giving Overview (pages 6 and 7) for benefit details.

$100 Giving Benefits

See Capital Giving Overview (pages 6 and 7) for benefit details.

Pledges can be fulfilled over a three to five year period. Benefits below are based on the annual payment made toward capital campaign pledge.
Program Support

Choose one of the following programs to underwrite:

1. Access Theatre Education

   Student Matinee Program – Each year 5,000 students from the Intermountain West attend eight daytime performances of a production free of charge.
   Summer Theatre Camps – Three two-week sessions are held every summer. Courses include acting, singing, theater dance/movement, theater art, production, and special seminars.
   Performing Arts Classes – Acting, singing and dancing classes are available throughout the year.
   Experience Theatre Live Tour – A 75-minute interactive “behind the scenes” tour of HCT provided free of charge, with a 2-for-1 ticket voucher given to all participants.

   DONOR BENEFITS MAY INCLUDE:
   • Title underwriter ($100,000 giving level)
   • Name or logo included on education materials ($40,000 giving level)
   • Invitation to Student Matinee performance ($20,000 giving level)
   • Invitation to a Summer Theatre Camp showcase ($10,000 giving level)
   • Invitation to attend an Experience Theatre Live Tour ($5,000 giving level)
   • Logo on hct.org education pages
   • Acknowledgement in playbill and receive HCT annual report

2. Artisan Training Program

   Professional Development – Provides production and design teams the opportunity to attend industry conferences and training to further their knowledge, creativity and networking.
   Master Classes – Quarterly courses for local artists focused on various topics within music, dance and theater.

   DONOR BENEFITS MAY INCLUDE:
   • Title underwriter ($40,000 giving level)
   • Invitation to attend a producer preview rehearsal ($20,000 giving level)
   • Invitations to attend quarterly master classes ($10,000 giving level)
   • A post-show “meet and greet” with actors ($5,000 giving level)
   • Acknowledgement in playbill and receive HCT annual report

3. HCT Community Outreach

   Ticket Outreach – Each year, Hale Centre Theatre donates a minimum of 6,000 tickets for fundraisers, teacher recognition, military families, etc.
   HCT Applauds – HCT honors a non-profit organization during each production with an ad in the playbill and a VIP reception and tickets to the show for their board members and key staff.
   KSL Teacher Feature – One pair of season tickets given to each recipient

   DONOR BENEFITS MAY INCLUDE:
   • Title underwriter ($100,000 giving level)
   • Name or logo included on outreach materials, including KSL Teacher Feature ($40,000 giving level)
   • Invitation to attend an HCT Applauds VIP night ($20,000 giving level)
   • Two season tickets donated to each HCT Applauds recipient in donor’s name ($10,000 giving level)
   • Name or logo on hct.org HCT Applauds page
   • Acknowledgement in playbill and receive HCT annual report
HCT Board of Trustees

Robert Brough, Chairman
Craig Ainge
Amy Rees Anderson
Patrice Arent
Kevin Bauer
Lyle Beecher
Earlene Blaser
Russ Bradshaw
Derek Brown
Aaron Gall
Roger Christensen
Marty Clark
Dave Cole
Rob Corcoran
Lew Cramer
Charles Dahlquist
Jeff Davis
Mark Dietlein
Sally Dietlein
Joan Fenton
Jeff Flamm
Nancy Flamm
Larry Gibson
Terry Grant
Ron Gunnell
Nathan Hale
Christy Alter Haymond
Fred Healey
Todd Heiner
Roger Henriksen
Jason Hewlett
Paul Hutchinson
David Jensen
Sterling Jensen
Jonathan Johnson
Anne-Marie Lampropoulos
Brent Lange
Missy Larsen
David Layton
Al Manheian
Rozanne Marsh
Chris McCandless
Roger Monsen
Natalie Montague
Jefferson Moss
Chris Nelson
Sterling Nielsen
Ellen North
Scott Parson
Jeff Pedersen
Jason Perry
Marc Pinnock
Tyler Ploeger
Sean Reyes
Randy Rigby
Sandra Rigby
Sean Satter
Brent Sloan
Joel Steadman
Jane Stickel
Jeff Swinton
Warren Tate
Thomas Taylor
Matthew Tenney
Dave Tinney
Jon VanderStek
Steve Vincent
Greg Wood
Athelia Woolley

National Advisory
Board of Trustees:
Fred Ball
Ron Burt
William Child
Lauralee Christensen
Kent Collins
K. Newell Dayley
Amanda Dickson
Allan Dietlein
Sandra Dietlein
LaVell Edwards
Robert Graham
Don Gull
Orrin Hatch
Mark H. Huntsman
Elaine Jack
Kelly Matthews
Larry Olson
Robert Pedersen
Joanne L. Rigby
Raymond Short
Ron Smart
Jack Solomon
Constance M. Wall

Previous Chairmen:
Don Gull
Elaine Jack
Ron Smart

HALE CENTRE THEATRE

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

HALE CENTRE THEATRE 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