

**IT'S A TONY!**  
**GALA**  
**October 25, 2018**

**HONORING:**     **LISA KRON**  
"Fun Home" Tony Award-winning Playwright and Lyricist  
for her artistic achievements as a playwright and actress

**GOLDSTEIN HALL PLLC**  
Attorneys at Law  
for their long-time commitment to La MaMa, and for their work on  
behalf of not-for-profit organizations in New York City

**LOCATION:**        La MaMa, 66 East 4th Street, New York, NY (btwn Bowery & 2nd Ave)

**GALA CHAIRS:**   **RICHARD PINNER and DARREN SUSSMAN**

**EVENING SCHEDULE:** 6:00 Cocktails; 7:00 Dinner, Tributes, and Entertainment

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La MaMa's gala will celebrate our 2018 Regional Theatre Tony. We expect more than 300 leaders in the entertainment, philanthropy and business worlds in attendance. Each year, special guest artists join us (2018 artists TBA). Proceeds from the gala provide critical support for our 57th Season. At La MaMa, during these challenging times, we continue to support strategies that enlarge opportunity for conversation between the artist and a diverse, engaged audience whether onsite or online. La MaMa continues to support artists as they examine, provoke, and inspire. Artists have the capacity to dive deep into the world's pressing social issues at the most profound human level.

La MaMa is committed to supporting the artist and all aspects of the theatre. Founded in 1961 by Ellen Stewart, La MaMa is recognized as a seedbed of new work by artists of all nations and cultures. La MaMa is the only original Off-Off Broadway theatre still in operation. To date, La MaMa has presented more than 150,000 artists from 76 nations. Each season, we offer more than 70 productions and receive 34,000 visits from people of all ages and backgrounds, who attend performances, exhibitions, educational activities and the Archives.

Amiri Baraka, Blue Man Group, Robert DeNiro, Harvey Fierstein, Philip Glass, Adrienne Kennedy, Diane Lane, Meredith Monk, David and Amy Sedaris, Sam Shepard, Lanford Wilson, and Joel Zwick are just a few of the artists who worked at La MaMa early on in their careers. La MaMa has been honored with the 2018 Regional Theatre Tony, more than 30 Obie Awards, dozens of Drama Desk, Bessie and Villager Awards. La MaMa has become a world-renowned cultural institution that has 88,000 square feet of space dedicated to artists that includes four theatres, an art gallery, rehearsal studios, a dormitory, and an extensive archive documenting the history of Off-Off Broadway.

***For more information, contact: 212-254-6468 or [laura@lamama.org](mailto:laura@lamama.org).***

Mia Yoo  
*Artistic Director*

Mary Fulham  
*Managing Director*

Beverly Petty  
*Producing Director*

**IT'S A TONY!**  
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**October 25, 2018**  
**Sponsorship Opportunities**

**\$50,000 GALA TITLE SPONSOR**

- 1 Gala Table with seating for 10 in an optimum location
- Option to have a La MaMa artist at your table
- Onstage acknowledgement at the Gala and Photo Opportunities
- Two-page ad spread prominently placed in the Gala Program
- A personal tour (for up to 12 people) of La MaMa's Archive containing rarely seen materials from 50 years of Off-Off-Broadway history with Archive Director, Ozzie Rodriguez
- Sponsor listing/logo/link on website and all programs through June 30, 2019
- 30 Tickets to La MaMa's 57<sup>th</sup> Season productions of your choice (*subject to availability*)
- Invitations to private dress rehearsals, artist meet-and-greets, and opening-night parties

**\$25,000 GALA CO-SPONSOR or CORPORATE CHAIR**

- 1 Gala Table with seating for 10 in a premium location
- Option to have a La MaMa artist at your table
- Onstage acknowledgement at the Gala and Photo Opportunities
- Full page ad prominently placed in the Gala Program
- Sponsor listing/logo/link on website and all programs through June 30, 2019
- 20 Tickets to La MaMa's 57<sup>th</sup> Season productions of your choice (*subject to availability*)
- Invitations to private dress rehearsals, artist meet-and-greets, and opening-night parties

**\$10,000 TABLE SPONSOR**

- 1 Gala Table with seating for 10
- Full page ad in the Gala Program
- Sponsor listing/logo/link on website and all programs through June 30, 2019
- 10 Tickets to La MaMa's 57<sup>th</sup> Season productions of your choice (*subject to availability*)
- Invitations to private dress rehearsals and opening-night parties

**\$5,000 SPONSOR**

- 4 Gala Patron Tickets
- Half-page ad in the Gala Program
- Sponsor listing on website and all programs through June 30, 2019
- 6 Tickets to La MaMa's 57<sup>th</sup> Season productions of your choice (*subject to availability*)
- Invitations to opening-night parties

**\$2,000 COMMITTEE MEMBER**

- 2 Gala Patron Tickets
- Committee Listing in Invitation (pledges before August 20) and the Gala Program
- 4 Tickets to La MaMa's 57<sup>th</sup> Season productions of your choice (*subject to availability*)
- Invitations to opening-night parties

*Contributions are tax-deductible to the extent allowable by law. The fair market value is \$150 per person.*

**IT'S A TONY!**  
**GALA**  
**Thursday, October 25, 2018**  
**Sponsorship Reply Form**

YES, I (we) are pleased to Sponsor at the level indicated below. Please record my (our) name(s) on promotional materials as follows:

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***Please print name(s) exactly as you wish it (them) to appear.***

**\$50,000**     **\$25,000**     **\$10,000**     **\$5,000**     **\$2,000**

**CONTRIBUTION** – I/We are unable to attend but would like to make the following contribution: \$\_\_\_\_\_.

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Name

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Company

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Address

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City

State

Zip Code

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Daytime Phone

Fax

Email

**METHOD OF PAYMENT:**

- Enclosed is a check made payable to **La MaMa** (Tax ID #13-2620861)
- Please invoice me at the above address
- Please charge my (our) credit card:     Visa             MasterCard             AmEx

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Name on Card

Card #

Security Code

Exp. Date

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Signature

Reply by email: [laura@lamama.org](mailto:laura@lamama.org) or mail: **La MaMa, 74a East 4<sup>th</sup> Street, New York, NY 10003.**