



ALBERTA THEATRE PROJECTS

220 – 9 Avenue SE
Calgary, Alberta T2G 5C4
(403) 294-7475
www.ATPlive.com

The Green Room

at Alberta Theatre Projects

Another Home Invasion - Nicola Lipman, *NIX* - Jennie Esdale,
Unity (1918) - Georgina Beaty, Ellen Close and Julie Mortensen,
The Erotic Anguish of Don Juan - Peter Balkwill.
All photos by Trudie Lee Photography.

Meet us in The Green Room ...



Thank you for your interest in joining **The Green Room**, and for supporting Alberta Theatre Projects through your philanthropic gift. Your contribution gives us the financial support we need to produce great theatre

about what's now, what's new, and what's next, and to ensure that a dazzling range of theatrical experiences remains accessible to our diverse and growing community.

Your donation helps us raise the 47% of our overall revenue that must come from supporters like you, if we are to continue to create fresh, original theatre about how it feels to be alive right now. Your gift becomes part of the \$2.2 million dollars we raise annually, from donors, businesses, and government, to bring an abundant showcase of the best Canadian theatre artists to our audience, all season long; to launch the most original new plays in Canada, at our annual Enbridge playRites Festival of New Canadian Plays; and to introduce young people, new audiences, and the wider community to our art form, through our many Lifelong Education and Growth for Artists, Community and Youth programs (known as 'LEGACY' programs.)

Your Green Room Membership offers you opportunities to celebrate with us and the artists you see on our stages. As a member you'll have the opportunity to learn what we have planned for our upcoming season, enjoy priority seating and attend very special events throughout the year. You'll be acknowledged in our playbills and in our Annual Report and you will receive an official tax receipt for your gift.

At Alberta Theatre Projects, 62% of expenses go directly to the art and artists you see on our stage. However, our ticket pricing policy is designed to ensure that a wide range of our community has access to our work. Revenue from tickets covers only 34% of what it costs to produce our season. Through your membership in The Green Room,

you will directly support us in our efforts to bring an abundant showcase of live contemporary theatre to a growing audience of adventurous, passionate Calgarians of all ages and cultures.

We believe that the arts, and specifically theatre, make a real difference in the lives we lead. From youth, to emerging artists, to all of our neighbours, at Alberta Theatre Projects we strive to have an impact on our community, by bringing the artists and the community together, directly, to share and learn from each other. I am proud of our company-wide spirit of mentorship, as embodied in our LEGACY programs, which are growing in impact every year. They are part of what makes us who we are.

Please take a moment to review this brochure. Whichever level you choose to be enrolled in, we are very grateful for your decision to support the work we do, on our stage, and beyond.

I hope you see the value of making a powerful and meaningful contribution to our company. With your help, Alberta Theatre Projects will continue to be fertile ground. A place where great things grow. A dazzling bounce into what's now, what's new, and what's next. Thank you for your support, and see you in the theatre!

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Vanessa Porteous'.

Vanessa Porteous
Artistic Director

Celebrate Creativity, Advance Innovation & Build Capacity Together!

The positive impact of your support of Alberta Theatre Projects through membership in The Green Room is tangible and the benefits accrue to scores of Canadians. While many of the impacts are quantifiable (215,086 patrons have attended Alberta Theatre Projects performances during the past four years), perhaps the greatest impacts are not quantifiable in that they generate enjoyment, lifelong learning opportunities and enhanced ways of living.

The arts help build community, identity and pride, improve quality of life on all socioeconomic levels, engage children and youth in education, and encourage cultural diversity by building bridges of trust and understanding.

Celebrate Creativity

Through your membership in The Green Room, you play an invaluable role in helping Alberta Theatre Projects to **Celebrate Creativity** by producing a season of award-winning contemporary theatre from across Canada and around the globe for the enjoyment of Calgary audiences.

Advance Innovation

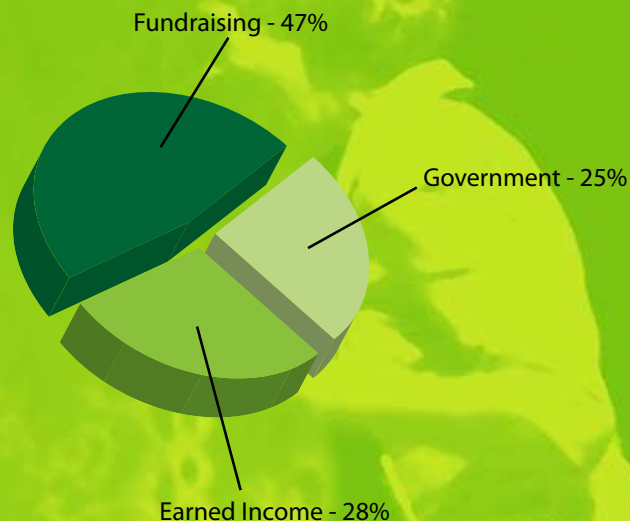
Through your membership in The Green Room you enable Alberta Theatre Projects to **Advance Innovation** by playing a national leadership role in the development of new Canadian plays and Canadian playwriting talent through the Enbridge playRites Festival of New Canadian Plays.

Build Capacity

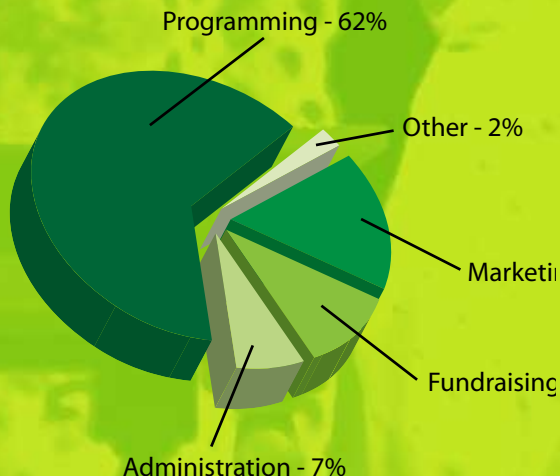
Through your membership in The Green Room you provide the resources necessary for Alberta Theatre Projects to **Build Capacity** by delivering our **LEGACY (Lifelong Education and Growth for Artists, Community and Youth) Program**. Through the many initiatives undertaken under the auspices of the LEGACY Program, Alberta Theatre Projects makes an enduring contribution to our community by engaging in collaboration and mentorship, by offering new perspectives and a deeper appreciation of theatre to our existing audiences, and by inviting, encouraging and educating new audiences.

Your donations at work at Alberta Theatre Projects!

Revenue *



Expense *



* This financial information is an average as provided in the audited financial statements for the 2008/2009 Season.

Membership Privileges

Membership is for a twelve month period and privileges will be provided throughout that period.

Members of The Green Room play a vitally important role in the life of Alberta Theatre Projects, and in recognition of their generosity enjoy the following exclusive privileges:

Supporting Cast Member (\$500 to \$999)

- You'll be invited to attend one Director's Circle event in the Season; The Director's Circle is our Major Gifts program (\$1000.00 donations and up) that offers the membership five exclusive intimate experiences during the year.
- You'll be invited to join members of Calgary's artistic community and the local media to hear Alberta Theatre Projects announce the next season.
- You'll be invited to join our Artistic Director, Staff and Artists as we celebrate the close of our Season. Let us host you with the help of our friends at the Hyatt Regency Calgary to say thank-you for your contribution towards the success of Alberta Theatre Projects.
- You'll enjoy priority seating when you subscribe.
- You'll be acknowledged in our playbills throughout the season and in our Annual Report.
- You'll receive an official income tax receipt for your gift (\$20 & up) pursuant to Revenue Canada Guidelines.

Chorus Line Member (\$200 to \$499)

- You'll be invited to attend one Director's Circle event in the Season; The Director's Circle is our Major Gifts program (\$1000.00 donations and up) that offers the membership five exclusive intimate experiences during the year.
- You'll be invited to join members of Calgary's artistic community and the local media to hear Alberta Theatre Projects announce the next season.
- You'll enjoy priority seating when you subscribe.

- You'll be acknowledged in our playbills throughout the season and in our Annual Report.
- You'll receive an official income tax receipt for your gift (\$20 & up) pursuant to Revenue Canada Guidelines.

Curtain Raiser Member (\$100 to \$199)

- You'll be invited to join members of Calgary's artistic community and the local media to hear Alberta Theatre Projects announce the next season.
- You'll enjoy priority seating when you subscribe.
- You'll be acknowledged in our playbills throughout the season and in our Annual Report.
- You'll receive an official income tax receipt for your gift (\$20 & up) pursuant to Revenue Canada Guidelines.

Walk On Member (Up to \$99)

- You'll be acknowledged in our playbills throughout the season and in our Annual Report.
- You'll receive an official income tax receipt for your gift (\$20 & up) pursuant to Revenue Canada Guidelines.

Alberta Theatre Projects wishes to express its sincere appreciation to the following sponsors for their generosity and support in helping us bring you The Green Room:

