

PENTACLE BENEFIT PROGRAM

Draft 1/19/2011 - (Approved 2/14/2011)

A. PURPOSE

1. To solidify Pentacle as integral part of the Salem/Willamette Valley community.
2. To provide fundraising opportunities to local non-profit organizations.
3. To offer seats to a Pentacle production as promotional opportunities to local businesses.
4. To make available to Pentacle barter opportunities to help support its operations.
5. To give Pentacle occasional opportunities to provide charitable support to selected non-profits that have a unique connection to one of our productions – and in doing so, to gain potential PR benefit for both Pentacle and the non-profit.
6. To introduce members of our community to live theatre – and make them aware of upcoming Pentacle’s productions and opportunities to volunteer.

7. CATEGORIES

There are four categories of Pentacle Benefits:

1) Non-profit

Allows non-profit organizations to buy our whole house at a reduced rate and then sell tickets at a higher price. The net is their fundraising profit.

2) Commercial

This allows commercial, for-profit organizations, to purchase the whole house of a non musical performance to use as employee-, customer-, or client-appreciation nights. Fees for performances are \$1000 more than those for non-profits.

3) Barter

For-profits may also enter into a barter agreement with Pentacle whereby Pentacle waives all or part of its fee for one musical performance in exchange for products and/or services from the organization that will enhance Pentacle's operations.

4) Special

Pentacle will look for connections between individual productions and local non-profits in order to make special, charitable contributions to them. The organizations will pay a flat fee to be determined for the entire house of one non-musical performance. Pentacle and the organization will work together to market this special event and gain PR benefit for both. (Example: Pentacle sells a performance of "Fiddler on the Roof" to Temple Beth Shalom. The synagogue clears approximately \$4,800 and shares a very positive cover story with Pentacle in the *Statesman Journal*.)

B. POLICY

The following policies are for non-profit organizations. Variations for the other benefit categories will be noted in **bold**.

1. The Benefit Committee is charged with selling benefit opportunities to the community. This is accomplished by holding a lottery for all shows after the season is announced. All non-profits are welcome to attend the lottery. After the lottery, members of the Benefit Committee may approach additional organizations and offer benefit nights. For-profit nights may be offered but are limited to the guidelines listed in this document.
2. Announcement of the benefit opportunities will be made when the entire season is announced – at the time of the Salem Art Fair.
3. Benefit Nights are scheduled for the first Wednesday and last Tuesday of the run of a straight show and for the last Tuesday of the run of a musical.
4. Benefit prospects will receive an email at the time of the announcement, inviting them to the benefit lottery.
5. The lottery will take place approximately six weeks after the announcement of the season. This will give interested organizations the opportunity to review details of the program and scripts of the shows, determine their preferences and attend the lottery – prepared to sign contracts and submit checks for the \$500 deposit, which will be required at the time of the lottery.

Organizations considering commercial or barter benefits may not participate in the lottery. They will be offered only benefit slots for of a non musical performance that remain after the lottery takes place. Commercial and barter benefits will be executed by Pentacle's managing director.

Pentacle Theatre Policy

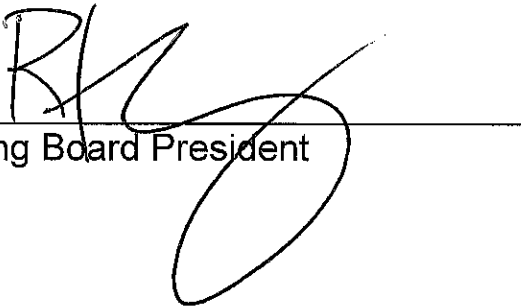
6. Organizations may purchase the whole house on one of the pre-offered nights for any of our productions. Benefit performances will be determined by the board when the season is selected.
7. The Governing Board reserves the right of refusal to any group or organization.
8. The Governing Board sets dollar amounts charged for the whole 191 seats. Currently, prices are as follows:

<u>Organization</u>	<u>Non-Profit</u>	<u>Commercial</u>	<u>Barter</u>	<u>Special</u>
Non-musical	\$ 1,500	\$ 2,500	\$ TBA	\$ TBD
Musical	2,000	N/A	N/A	N/A

9. **A maximum of one for-profit benefit night may be offered per show.**
10. **Commercial and barter organizations will not receive the two additional tickets to a future Pentacle performance. Only non-profits will get this additional benefit.**
11. A signed contract will be entered into between Pentacle Theatre and both non-profit and for-profit organizations (copies are attached and become part of this policy).

ADOPTED : Date 2/14/2011 by action of the Governing Board.

Signed:



Governing Board President