



RIVERFRONT  
PLAYHOUSE  
1620 East Cypress  
Redding, CA 96002



## Riverfront Playhouse Mission Statement

Theatre celebrates the human experience.

It enriches our collective soul. **Riverfront Playhouse** provides the stage for all within our community to explore, experience, and learn all aspects of live theatre.

# Letter from the Committee

Dear Friends,

**Riverfront Playhouse** was created in 1981 by a few local theatre lovers who had a vision of providing a community theatre for the Redding area. It is Redding's only surviving community theatre and has consistently provided quality live entertainment for North State audiences. We have produced 200 plays, including 16 musicals and 12 summer youth productions, totaling more than 2,100 performances in a warehouse-like facility with limited parking and a leaky roof.



Now **Riverfront Playhouse** is looking forward to a new theatre in a new location in downtown Redding and being a part of the revitalization of the downtown area. It is time to set the stage for this new facility and ensure the success of the \$2million capital campaign to make this a

the past. Your help is now needed to provide the Redding area with a first-class community theatre.

With sincere thanks for your assistance,

<b>Lloyd Arnett</b>	<b>Danielle Dickinson</b>	<b>John Mathena</b>
<b>Jeff Avery</b>	<b>Barbara Harrison</b>	<b>Anne Peterson</b>
<b>Dan Kupsky</b>	<b>Jim Koenigsaecker</b>	<b>Russ Peterson</b>
<b>Steve Main</b>	<b>Francie Sullivan</b>	<b>Kim Price</b>
<b>Larry Morgon</b>	<b>Darrell Burrell</b>	<b>Carol Robeson</b>
<b>Carol Skill</b>		<b>Nancy Schultz</b>

**Mary Forbes**

Capital Campaign / Development Committee Members



## Setting the Stage for Community Theatre \$2,000,000 Capital Campaign

Donor Levels	
<b>Grand Benefactor</b>	\$100,000 +
<b>Founder</b>	\$50,000 +
<b>Producer</b>	\$25,000 +
<b>Director</b>	\$10,000 +
<b>Performer</b>	\$5,000 +
<b>Patron</b>	\$1,000 +
<b>Sponsor</b>	\$500 +
<b>Friend</b>	\$25 +

Donations of \$1000 or more will receive permanent recognition on our donor wall.

All gifts are tax deductible to the fullest extent of the law. Riverfront Playhouse is a 501 (C) 3 tax exempt nonprofit benefit corporation. Fed. ID #94-2821538

Total Pledge \$  Paid herewith \$  Balance \$

to be paid:

Annually over a period of  1  2  3 years starting \_\_\_\_\_ month \_\_\_\_\_ year

One-time gift You may publish my name as a donor   I wish my gift to be anonymous.

Name(s): \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I would like to name the \_\_\_\_\_ for \$ \_\_\_\_\_

This is my  personal  company  company matching gift.

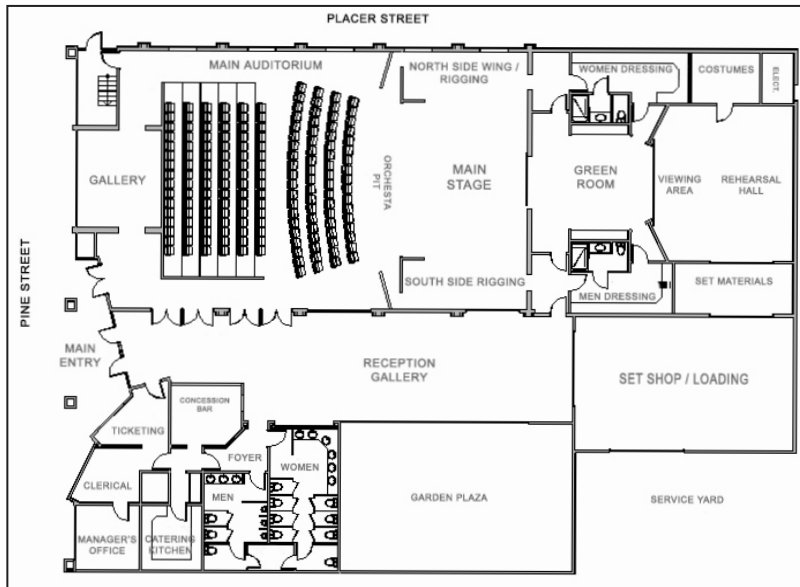
Please make checks payable to **Riverfront Playhouse**

MasterCard Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

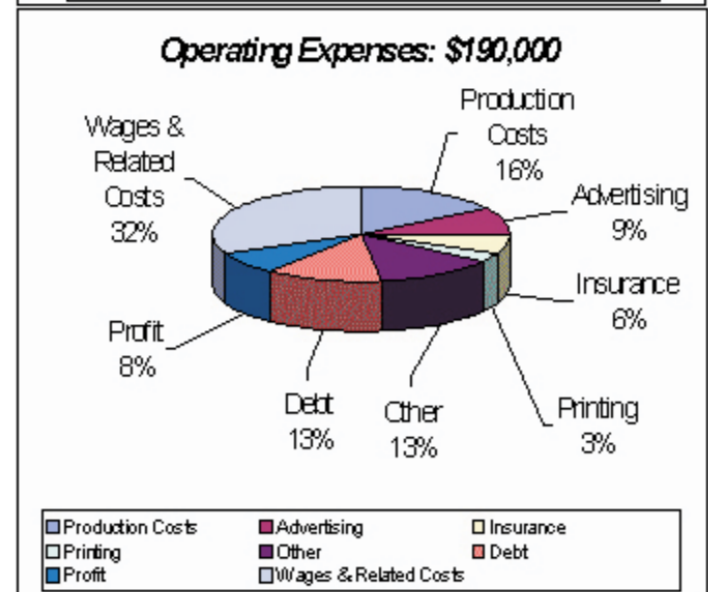
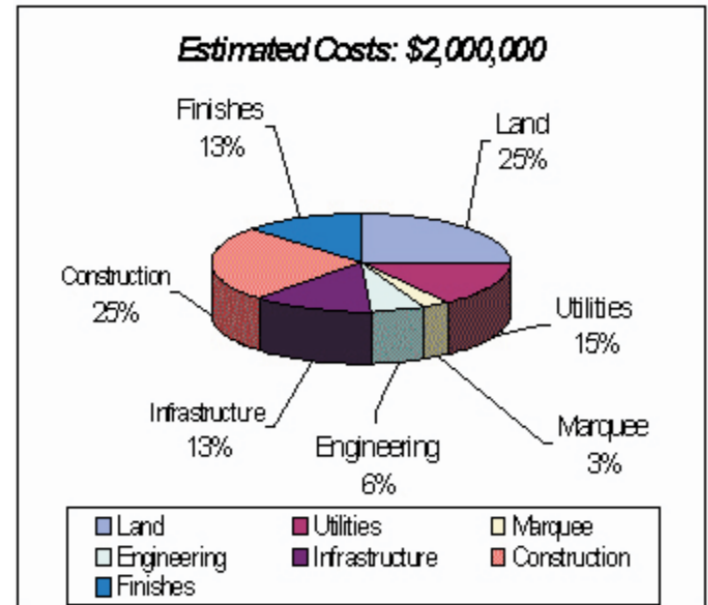
Visa Date \_\_\_\_\_ Signature \_\_\_\_\_

**Riverfront Playhouse** 1620 East Cypress Redding, CA 96002 530-221-1028

# What It Will Look Like



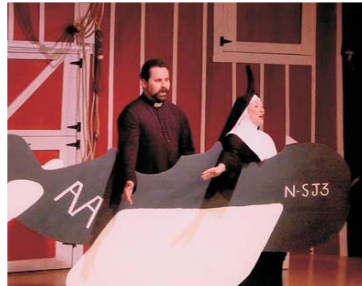
# How It Will Operate



# RIVERFRONT PLAYHOUSE

## Naming Opportunities Naming Amount

Main Auditorium	<b>SOLD</b>	\$100,000
Main Stage		\$75,000
Back Stage		\$75,000
Rigging		\$50,000
Grand Curtains		\$35,000
Marquee	<b>SOLD</b>	\$30,000
Manager's Office		\$30,000
Stage Theatrical Lighting		\$25,000
Backstage Curtains		\$25,000
Light & Sound Control		\$25,000
Garden Plaza	<b>SOLD</b>	\$20,000
Concession Area		\$20,000
Kitchen Area		\$20,000
Men's Dressing Room		\$20,000
Women's Dressing Room		\$20,000
Women's Lounge		\$20,000
Men's Lounge		\$15,000
Green Room	<b>SOLD</b>	\$15,000
Main Lobby	<b>SOLD</b>	\$15,000
Box Office	<b>SOLD</b>	\$15,000
Mechanical / Electrical		\$15,000
Art Gallery	<b>SOLD</b>	\$10,000
Costume Room	<b>SOLD</b>	\$10,000
Staff Office		\$10,000
Orchestra Pit	<b>SOLD</b>	\$10,000
Makeup Area (6)	<b>6 SOLD</b>	\$5,000 each



# Rationale for the Campaign

**Riverfront Playhouse** needs a larger facility in a more visible location. The new theatre being planned in the downtown area will allow for expanded seating and better availability for more productions. Our proximity to the **Cascade Theatre**, the **Redding Convention Center**, and the downtown business community will create a theatre district that will benefit the entire downtown revitalization effort. Redding will have a 184-seat state-of-the-art community theatre that will:

1. Occupy a central location to better serve the needs of the community. The facility, with its separate rehearsal and set-building space, will allow for more productions.. Also, the community will be able to rent the facility for films, speakers, recitals, and other special events.



2. Provide more educational programs and opportunities for local students and community members by providing workshops, classes, competitions, and opportunities to use the theatre. Youth scholarships currently being given will be increased and summer productions for youth will be enhanced.

3. Have expanded seating and storage capacity. The new theatre will have double the seating capacity and provide areas for set construction and costume storage.

4. Provide offices with efficient work space and secure record keeping.

5. Attract more directors, actors, and others interested in theatre arts.



**Riverfront Playhouse** needs a state-of-the-art theatre in which to produce a variety of entertainment and educational programs. The greater Redding area deserves a first-class community theatre.