



Celebrating DSM's 70th Anniversary

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Nederlander Organization

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Curtain Call 2010 Event Chairs

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Curtain Call 2010 Underwriting Chair

Karl Chiao
Corporate Underwriting Chair

Mary Lee Cox
Individual Underwriting Chair

HOST COMMITTEE

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Kalita & Ed Blessing
Diane & Hal Brierley
Toni C. Brinker
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Alicia & John Cheek
Richard H. Collins
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Dolorie & Paul Corley
Mary Lee Cox
Trammell S. Crow
Linda & Bill Custard
Teresa & David Disiere
Laura V. Estrada
Regen & Jeff Fearon
Patti Flowers & Tom S. Swiley
Debbie & Jim Francis
Sara Lee & Stan Gardner
Linda H. Gibbons
Mary & John Gill

Sharron & Al Gonzalez
Louise & Guy Griffith
Jackie & Gary Griffith
Jo & Dean Guerin
Cindy & Chuck Gummer
Ambassador Kathryn Hall &
Mr. Craig Hall
Sara & Robert Hallam
Juli & Bob Harrison
Shyla & Don High
Pat Holder
Roger Horchow
Caroline Rose Hunt
Ray & Kay Bailey Hutchison
Pam & Steve Kernie
Juliann Krumbholz
Joyce & Larry Lacerte
Liz Minaryd Lokey & Paul
Lokey
Nancy Cain Marcus
Sara & David Martineau
Carol & Edd Maxcey
Cynthia & Lester Melnick
Jennifer & Steven C. Metzger

Kay O. Miller
Geraldine "Tincy" &
Vance Miller
Lydia & Dan Novakov
Nelda Cain Pickens
Charles & Regina Pistor
Margie Purnell
Dick Quisenberry
Jane & Wally Reed
Phyllis & Frederick Rerko
Billie Leigh Rippey
Carol Seay
Charles M. Simmons
Carol & Don Spies
Michael & Victoria Steindorf
Barbara & Bob Sypult
Ellen Terry
Sandra K. Thomas
Martha & David Tiller
Dee & Charles Wylly
Angus G. Wynne, III
Drs. Kimberly J. Yamanouchi
& James R. Sackett



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Saturday, May 1, 2010
Music Hall at Fair Park

The Curtain Call Gala, Dallas Summer Musicals' signature annual fundraiser, is a spectacular evening of entertainment preceded by an elegant seated dinner and an exceptional live and silent auction. Expect fine dining, dazzling entertainment, and elegant ambiance, then cap off the evening by dancing the night away at the *Curtain Call Cabaret* late night party.

In celebration of DSM's 70th anniversary, **Curtain Call 2010** will be a grand celebration of sights, sounds, and festivities. This year's gala truly will be a night not to be missed. The main event, directed by Broadway veteran Jeff Calhoun, will feature magnificent performances from a never-before-assembled collection of entertainers highlighting Broadway's best musical theatre from each one of DSM's seven decades. Mitzi Gaynor, David Cassidy, Cathy Rigby, Ben Vereen, Sutton Foster, and Tom Wopat are all scheduled to perform. Expect a few other surprises too!

At the heart of Dallas Summer Musicals is the commitment to produce family entertainment on a grand scale. Year after year, we re-dedicate our promise to introduce children to the magic of artistic expression, nurture the performers of today and tomorrow, and enrich audiences with superb theatrical experiences. Dallas Summer Musicals' Education and Outreach Programs – *Seats for Kids*, *Stage Right*, *Discover Theatre*, *Kids Club*, and *Dallas Summer Musicals Academy of Performing Arts* – bring the magic and joy of live musical theatre to more than 10,000 children annually.

Studies show that youth and community involvement with the arts:

- Improves self-esteem
- Raises academic performance
- Encourages a more literate and qualified workforce
- Positively affects the local social and business climates
- Contributes to an overall quality of life

Proceeds from Curtain Call support Dallas Summer Musicals' mission to bring the best of Broadway to Dallas and provide for children's education and outreach programs.

Thank you for your support of Dallas Summer Musicals and Curtain Call 2010!





UNDERWRITING LEVELS & BENEFITS

Presenting Sponsor..... \$50,000

Two Sponsorship Opportunities; subject to availability

- **A night at the musicals for 24!** – for the DSM show and performance of your choice during the 2010 Season (based on availability)
 - Special three-course pre-show dinner in the Lynn Moroney Suite
 - Twenty-four tickets to the show
 - Complimentary valet
 - Acknowledgement as a performance sponsor on signage in the lobby of the Music Hall for the run of the show
- Prominent recognition as Presenting Sponsor in all print and promotional materials (logo if applicable)
- Prominent recognition as Presenting Sponsor at the gala (logo if applicable)
- Two tables of 10
- **Highest priority** seating in the theatre
- Invitation for 10 to the Patron Party
- Two-page, color ad in Curtain Call Playbill
- Welcome letter in Curtain Call Playbill
- Opportunity to make remarks at Announcement and Patron Parties

Shining Star Sponsor..... \$25,000

- **A night at the musicals for 16!** – for the DSM show and performance of your choice during the 2010 Season (based on availability)
 - Special three-course pre-show dinner in the Lynn Moroney Suite
 - Sixteen tickets to the show
 - Complimentary valet
 - Acknowledgement as a performance sponsor on signage in the lobby of the Music Hall for the run of the show
- Prominent recognition in all print and promotional materials (logo if applicable)
- Prominent recognition at the gala (logo if applicable)
- One table of 12
- **Priority** seating in the theatre
- Invitation for 8 to the Patron Party
- Full page, color ad with premium placement in Curtain Call Playbill

Shimmering Star Sponsor..... \$15,000

- **Special recognition** as the sponsor of one of the following (subject to availability):
 - Gala Patron Party
 - Curtain Call Cabaret late night party
 - Gala Logo Cocktail Napkin Imprint
 - Gala Invitations
 - Gala Valet Parking
- Recognition in all print and promotional materials
- One table of 10
- **Preferred** seating in the theatre
- Invitation for 6 to the Patron Party
- Full page, black and white ad in Curtain Call Playbill

Star Struck Sponsor..... \$10,000

- Recognition in all print and promotional materials
- One table of 10
- **Preferred** seating in the theatre
- Invitation for 4 to the Patron Party
- One 1/2-page, black and white ad in Curtain Call Playbill

Starry Night Sponsor..... \$2,500

- Recognition in all print and promotional materials
- Two Patron tickets
- **Priority** seating in the theatre
- Invitation for 2 to the Patron Party

2010 SEASON RECOGNITION & BENEFITS

All Curtain Call Underwriters will receive the following benefits throughout DSM's 2010 Season:

- Recognition in all DSM donor listings (logo placement for \$25,000+)
 - DSM 2010 Season Playbills
 - DSM Website (link to company website for \$25,000+)
 - DSM Donor Wall and Donor Email
 - Donor appreciation advertisement in Dallas Business Journal
- VIP Handling of DSM ticket purchases
- VIP Parking (complimentary valet for \$25,000+)
- Special invitations to DSM events such as meet & greets, cast parties, and backstage tours (for \$10,000+)

Host Table..... \$5,000

- One table of 10
- One 1/4-page, black and white ad in Curtain Call Playbill

OUR MISSION

Dallas Summer Musicals (DSM) is the preeminent non-profit presenter of Broadway theatre in North Texas. DSM produces, presents and promotes excellence in live musical theatre with year-round performances for diverse audiences of all ages, impacting the lives of children and families through community outreach and education, and enriching the cultural landscape of Dallas/Fort Worth, North Texas and the Southwest Region.



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UNDERWRITING CONTRACT

DONOR INFORMATION

I am an anonymous donor All benefits are declined

Donor Name (as it should appear in donor listings):

Contact Name (Ms./Mr./Mrs./Other): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: () _____ (Circle One: Office Home)

Email: _____

PAYMENT INFORMATION – Print deadline is April 9, 2010.

Amount Due \$ _____

I would like the following naming opportunity: _____

I am unable to attend this year, but want to support DSM with the enclosed gift of \$ _____

Enclosed is my check made payable to Dallas Summer Musicals.

Please charge my: Visa Mastercard American Express

Card Number: _____ Exp. Date: _____

Name on Card: _____

Please accept this as my pledge and bill me or process above card on: _____

All Pledges must be paid by April 23, 2010.

Donor Signature: _____ Date: _____

Please retain a copy for your records.

Return to:
Lori Sirmen
Dallas Summer Musicals
P.O. Box 710336
Dallas, TX 75371-0336
or fax to 214.426.2994

For more information about Curtain Call, please call 214.413.3961



Dallas Summer Musicals is a 501(c)(3) non-profit organization.
All contributions are greatly appreciated and are tax-deductible to the extent allowed by law.
The amount that may be considered tax-deductible is the amount of the contribution less the fair market value of goods and services provided.