



The Young Shakespeare Players

West Lawn & Spooner

Tax Exempt # ES40318*

Get advertising and recognition three different ways when you help support YSP with your donation to our *Celebrate Shakespeare Silent Auction!*

Dear Merchants:

Greetings from the Young Shakespeare Players! We bring free classical theater, performed by actors age 7 and up, to families throughout the area. Through this program, which started in 1980, the young actors who perform at YSP gain the chance to learn life skills in a way no school could ever teach.

In addition to our namesake programming of 16 productions of Shakespeare (**uncut – the only program in the world where children have this opportunity**), we have also staged plays by G.B. Shaw and dramatic readings including Charles Dickens' *A Tale of Two Cities*, and many more.

In the last few years, we have reached **many new milestones**: Now in our 35th season, we've performed two **10-hour productions** from Charles Dickens (*Nicholas Nickleby* and *Our Mutual Friend*, the latter adapted for the stage by founder Richard DiPrima). We've **published several books** by Mr. DiPrima, among them **the 850-page manual**, *The Actor's (And Intelligent Reader's) Guide to the Language of Shakespeare*.

Here are a few further highlights of this past year's **achievements and accolades**:

- We've **published a new book**: *More Things in Heaven and Earth: What the Young Shakespeare Players Have Taught Us All About Human Potential* by Richard DiPrima.
- *Madison Magazine* has named The Young Shakespeare Players as 2015's **Gold Winner** in two "Madison's Best" categories: **Best Youth Performing Arts Group** and **Best Kids' Entertainment**.
- The Young Shakespeare Players were voted **Madison's Favorite Theater Troupe** and **Madison's Favorite After-School Program** in the 2014-2015 Isthmus Annual Manual survey.
- The Young Shakespeare Players will be **featured in the upcoming MOOC** (Massive Open Online Course) from the **University of Wisconsin-Madison**, *Shakespeare in Community*. Although it doesn't start until April 26, **nearly 10,000 subscribers worldwide have already signed up**.
- An upcoming episode of the **PBS series *This American Life***, devoted to YSP, is now in production.

The credit for these achievements is largely due to our young actors. With no paid staff, everything is done by the kids and by other volunteers. We have never turned anyone away for financial reasons, so many of the participants rely on scholarships. Our scholarship fund has always been a linchpin of our ability to keep this program true to its vision.

How can you participate in this wonderful work? Donate an item or gift certificate to YSP's **Silent Auction** by April 1, and for the entire year of June 2015-May 2016, your advertisement will be displayed on YSP's website and you will be listed in our playbills. **That's 2 of the 3 ways we'll help you get exposure. The third is our Silent Auction.**

The Silent Auction kicks off on **April 12** at our annual **Celebrate Shakespeare! Open House** and continues online through **May 3**. Items for sale (**and donor info**) will be on display at the Open House and on our website during the auction. Proceeds go to replenish YSP's scholarship fund.

Please note: You can send advertisements to Gypsy Fleischman at gfleischman@hotmail.com.

Frequently Asked Questions:

What is The Young Shakespeare Players (YSP)?

Now in its 35th year, YSP is a non-profit, 501(c)3 program that performs full-length Shakespeare, Shaw, Dickens, and Thurber with actors 7 and up. Scholarships are available to all who need them. We rehearse and perform year-round in the playhouse behind Trader Joe's.

Why advertise in the YSP playbills?

Your business advertisement with YSP is **an affordable and effective way to reach a significant number of Madison families**. Your advertisements will be **seen by a large and appreciative audience**.

How many times will advertisements be seen over the coming year?

In a 12-month period, a single advertisement or listing in the playbill can be seen over 1,500 times by a receptive audience. The website exposure is harder to predict, but what we do know is that **both the upcoming MOOC and the PBS documentary will be seen and experienced by large numbers of people**, many of whom will visit our website and notice your presence.

Again, **thank you so much for your support** for The Young Shakespeare Players! Please feel free to email or call with further questions.

All the best,

Rita Horvath
rita@naturally-organized.org

Call me at 497-0884 or email me at rita@naturally-organized.com and we will pick up your donation, OR mail gift certificates to:

Young Shakespeare Players
Attn: Rita Horvath
6901-H Chester Dr
Madison, WI 53719

NEW! If you would like to support YSP further, you can also become a Member! Members (individuals, families, and businesses) are listed both in our playbills and at the theater entrance. A one-year membership is \$50 for an individual and \$100 for a family or business. (A membership is a donation to YSP, and may be tax-deductible.)

___ Enclosed is my membership for \$_____. Please include the following name in the YSP Members Listing:

Name(s): _____