

# **THEATRE ACROSS AMERICA**



## **A DOROTHY LEEDS PROJECT**

With the success of her one-woman show, ***Good Lessons from Bad Women***, Dorothy Leeds is offering a Win-Win-Win opportunity to assist theatres like yours across America to bring this play to their communities. She can do so because, in addition to being a brilliant actress who performed on Broadway, she is also an internationally recognized corporate consultant specializing in sales development and training. The award-winning author of **The 7 Powers of Questions** and **PowerSpeak**, Dorothy's articles appear in publications such as Forbes, The New York Times, and Business Week.

Dorothy would like to suggest to you this unique Win-Win-Win opportunity. Dorothy is willing to contact three to five corporations in your community and suggest that if one of them would make a significant contribution to your venue by underwriting the costs of bringing and presenting ***Good Lessons from Bad Women*** at your venue, she will provide them with one of her popular keynote talks or sales workshops at no cost. Corporations that have engaged Dorothy's services in the past include IBM, CitiCorp, North Carolina National Bank, Verizon, Boeing, Pfizer, Merrill Lynch, and others. She is passionate about this project because of her life-long dream to help theatres build audiences across America.

How does this work? You provide the names and contact information for large corporations in your area and a letter of intent expressing your interest in presenting ***Good Lessons from Bad Women***. We can provide a template for this letter, however, we find that many organizations prefer to write their own. In it, you provide a brief overview of your theatre and name some of your other major donors. Dorothy will write a letter of introduction to the contacts you provide and request that they agree to a call from her, with your consent, to go over the details of the proposal. (Sample sponsor letter follows).

She will propose that they make a gift to your theatre in an amount sufficient to cover all of the fees to present ***Good Lessons from Bad Women***. Leeds will suggest that you, as the presenting organization will recognize their company for their leadership role in your community. Perks could be provided to the sponsoring organization such as complimentary tickets which they could make available to their employees and their key clients. You will provide the hall, advertising and selling tickets....and keep all of the income you can generate through ticket sales.

Thus, it is a Win for you to present a quality production like ***Good Lessons from Bad Women*** at virtually no cost, it is a Win for the sponsor who will be recognized in the community for supporting quality theatre (plus they will get an income producing workshop/speech from a top sales expert), and a Win for Leeds, who will be realizing her dream of bringing theatre across America!

To contact Dorothy Leeds and explore her gracious offer to assist you in bringing  
***Good Lessons from Bad Women*** to your hall,  
please contact her at (212) 864-2424  
or email her at [dleeds@dorotheyleeds.com](mailto:dleeds@dorotheyleeds.com)  
[www.dorotheyleeds.com](http://www.dorotheyleeds.com)

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Dear [CORPORATE CONTACT NAME]:

On behalf of live theatre across America, and the [NAME OF THEATRE OR PERFORMING ARTS CENTER] in particular, please allow me to introduce you to an opportunity that stands to enhance your company's image, benefit the [NAME OF THEATRE OR PERFORMING ARTS CENTER], increase the productivity of your company, and enrich the quality of life of your employees, their families, and others throughout your community.

As a recognized consultant specializing in sales development and training, author of **The 7 Powers of Questions** and **PowerSpeak**, my articles are published in Forbes, USA Today, The New York Times and Business Week. I am offering to make myself available to lead your employees in a workshop/presentation on a topic that best suits your needs and interests. Sales organizations that have engaged my services include IBM, CitiCorp, North Carolina National Bank, All State, Verizon, Pfizer, Merrill Lynch, and others whom you will find listed in the enclosed materials.

With the success of my business career, I am now in the fortunate position to assist theatres throughout America increase their audiences and community outreach. As an outgrowth of my other career on Broadway, I have developed a one-woman show, **Good Lessons from Bad Women**, that has garnered rave reviews and which the [NAME OF THEATRE OR PERFORMING ARTS CENTER] would very much like to present in your community. However, as you can understand, they, as all not-for-profit organizations, are in need of underwriting assistance in order to continue presenting artists and programs that enrich the quality of life of residents in your community and employees at your company.

If you would be so kind as to consider becoming a sponsor of the [NAME OF THEATRE OR PERFORMING ARTS CENTER] to enable them to present one or more public performances of the play, you would be recognized for your leadership position in your community, and I would provide your company with the direct benefit of one or more of my business services at no additional cost to you. The only cost to the presenter would be the advertising costs which they would surely recover through their own ticket sales. They would also be delighted to work with you to provide other benefits to you, such as a number of complimentary tickets which you could make available to employees, their families and your important corporate clients.

Given the limited details in this letter of invitation, Will you allow us to contact you to schedule a time when we may best explore your potential participation in this national effort? On behalf of theatres across America, we welcome your interest regarding this unique opportunity. Prior to our call, I hope that you might take the time to visit my website at [www.dorothyleeds.com](http://www.dorothyleeds.com).

Sincerely,

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