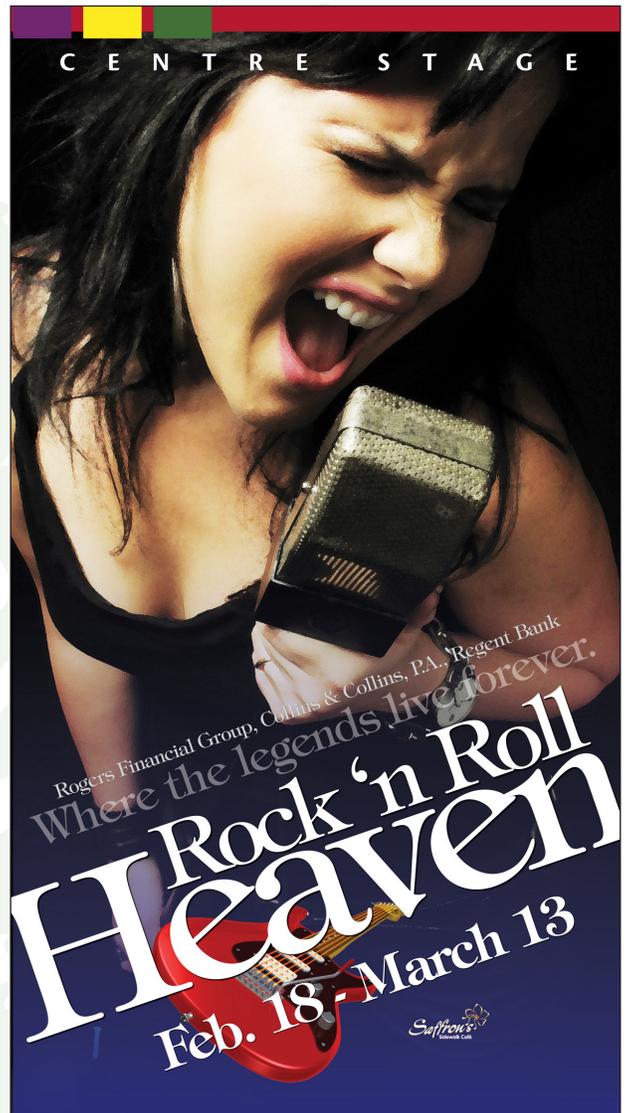


Portfolio white paper

Marketing: Rock 'n Roll Heaven (1 of 2)

FernCreek team members collaborated to market the highest-grossing production in Centre Stage history. The campaign they designed and executed for *Rock 'n Roll Heaven* included:

- Newspaper and magazine advertising
- Television (WSPA, WYFF) and radio (ROCK 101) appearances/ads
- Outdoor boards
- Direct mail
- E-blasts, YouTube promo (watch [here](#)), Facebook
- Ancillary: press kit, posters, concierge cards, banner



(above) 12x17 posters, (below) full-page and half-page newspaper ads, (right) 4x7' building banner



Portfolio white paper

Marketing: Rock 'n Roll Heaven (2 of 2)

(clockwise from right) 3x4" concierge card front and back, outdoor board, direct mail newsletter

WHAT'S ON

THE NEWSLETTER OF CENTRE STAGE
CENTRESTAGE.ORG
WINTER 2010

CENTRE STAGE

Are you ready to rock?

"Rock 'n Roll Heaven" a feast of hits from on high

On a cool March night in 1952, DJ "Moon-dog" Alan Freed hosted a show that would change the world of music forever. It was at that concert where the frenzied media, the stampeding crowds, the frustrated authorities and, most importantly, the soul-stirring sounds converged to give a fresh and dangerous new musical genre its name - "rock 'n roll."

Forever after, rock artists have been our culture's dream makers, paving a path to free expression, responding to their times in widely divergent ways. The same decade that brought us Roy Orbison's "Only the Lonely," for example, also produced John Lennon's "Revolution."

In Rock 'n Roll Heaven, we honor the artists whose genius defined American popular music during the 50's, 60's and 70's. And what better way to honor a firmament filled with rock legends than with a no-holds-barred concert! From Dusty Springfield to Bill Haley to Sam Cooke to Jim Croce - we've combed the catalog for the best of the best and paired the songs we found

with some of the most phenomenally talented performers in the Upstate.

Scan the press releases for our lineup of vocalists and musicians and you'll find, among other things, a starring role in the Broadway tour of *Fame*, studio sessions in Nashville and Los Angeles, appearances on major network television shows like *Seinfeld* and (in cartoon form, of course) *The Simpsons*, and... getting the idea?

Make no mistake, at \$30 a ticket, *Rock 'n Roll Heaven* is the entertainment bargain of the season. A concert of hits that you absolutely don't want to miss - not in this lifetime, anyway!

Rock 'n Roll Heaven runs Feb. 18 - March 13 Shows Thursday-Sunday only. Tickets go on sale to the general public Feb. 1. Members reserved!



The last lady Lincoln saw alive

Or, an opening night to end all opening nights

By BJ Koonce, Executive Director

The circumstances surrounding the assassination of Abraham Lincoln are widely known. And the fact that the assassin was an actor certainly didn't help the already tarnished reputation of those who trod the boards in mid-19th century England and America. But what do we know of the actors who were performing at Ford's Theatre April 14, 1865? It was the final weeks of the Washington leg of Laura Keane's tour of *Our American Cousin*, a comedy by Tom Taylor. The play was owned by Laura Keane, an English actress who had become America's first female theater manager.

Our Leading Lady takes us backstage on the night Lincoln was assassinated and introduces us to a motley cast of characters, including the famous Laura Keane. It is not, however, an historical piece. It's a comedy sprung from the mind of the man who gave us *Psycho Beach Party*, *The Take of the Allegorist's Wife and Die, Momma Die...*, *Charles Busch*. It has been described by some as *Civil War meets Nones Off*.

When I chose this play, it wasn't my intention to play Laura Keane, but director Ben Robison insisted. He said it would be too perfect for the actor/manager at Centre Stage to play the actor/manager in *Our Leading Lady*. And that's why I'm finally getting to do something onstage again other than a curtain speech!



Mainstage
Rock 'n Roll Heaven: Feb. 18 - March 13
Our Leading Lady: April 15 - May 1
Driving Miss Daisy: June 10 - 26
See Rock City: Aug 5 - 21

Special events
Spotlight concerts: Feb. 6, March 20
Summer fundraisers: July 15
2010 New Play Festival: Sept. 20-24
Trial by Jury: Nov. 12-14, 19, 20

Ben's outstanding cast for this production includes Cheryl Taylor, J. Michael Craig, Kelly Wallace, Katy Beth Cassell, Annette Garver, Justin Walker, Richard Beveridge and, new to our stage, Lavin Cuddihoe.

Sponsored by Greenville Hospital System University Medical Center and Greenville First Bank, *Our Leading Lady* will run **April 15 - May 1**.

CENTRE STAGE



Where the legends live forever
Rock 'n Roll Heaven

Feb. 18 - March 13
Centrestage.org 233.6733

A concert of hits

from the 50's, 60's & 70's

featuring



Featuring 15 of the Upstate's most fantastically talented vocalists and musicians in the musical event of the season! Capacity crowds expected, so make your reservations early.

All seats \$30



501 River St.

Donation Return completed form with payment to: **Centre Stage, P.O. Box 8451, Greenville, SC 29604.**

1. Your contact information (please print and please answer all questions)

Name _____
 Address _____ City, State, Zip _____
 Day phone _____ Night phone _____ Cell phone _____
 Email _____

2. Your donation

Founders Society \$25,000+
 Producers Circle \$10,000 - \$24,999
 Directors Club \$5,000 - \$9,999
 Headliners \$2,500 - \$4,999
 Featured Player \$1,000 - \$2,499
 Sustainers \$500 - \$999
 Backer \$300 - \$499
 Contributor \$100 - \$299
 Friend \$25 - \$99
 Other \$ _____

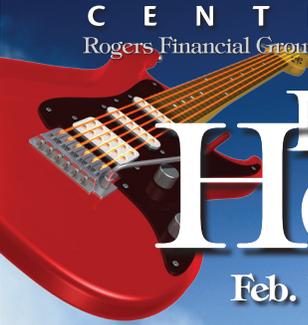
3. Your payment (Paying by check saves us Mastercard/Visa merchant fees)

My check is enclosed. Please charge my Mastercard/Visa # _____
 Expiration Date _____ V-code (3-digit number on back of card) _____
 Name on Card _____
 Signature _____

Does your employer match donations?
 Companies tend to support the arts organizations that their employees support. Some employers match donations! We'll find out for you...
 Employer: _____

CENTRE STAGE

Rogers Financial Group, Collins & Collins, P.A., Regent Bank



Rock 'n Roll Heaven

Feb. 18 - March 13 233.6733