

A Letter from Mark & Sally



Thirty-one years ago Sally and I received a call from my grandparents, Nathan and Ruth Hale. Although they had already retired from a wonderful career in the theatre business in southern California, they decided to start another theatre in Salt Lake City. It was in their blood. Grandma asked us if we would open this theatre with them, and when grandma asked, you didn't say no.

It has been our honor and mission to carry on this cherished legacy...growing from a small-time theatre where our first house was just 18 people, to an astounding 286,000 annual patrons. The foundation that Nathan and Ruth established has not changed; our goal remains to provide excellent, professional family theatre, at prices families can afford.

We now find ourselves at a critical crossroad. For the future success of Hale Centre Theatre, we must grow. We recognize there are many important needs in our society such as hunger, sickness, medical research, and the list goes on. The value that HCT brings to the community, and to families in particular, is a unique escape and food for the soul. Whether through soaring music, hysterical comedy, inspiring drama or dance--the main reason we are in business is to enrich the lives of others.

Over the past 30 years we have been honored to work with some of the nation's most extraordinarily skilled artisans, actors and directors--all of this talent coming from within our community. This, coupled with remarkable patron and donor support, is the reason for HCT's singular success.

The future looks bright, but we need your help to make it so. We are excited to expand our regional reach as we move to Sandy City and welcome visitors from across the globe. This one-of-a-kind theatre will be world renown. Our actors' talents will shine on two new stages, patrons will enjoy more leg room and will revel in magnificent stagecraft enhanced by the latest stage wizardry.

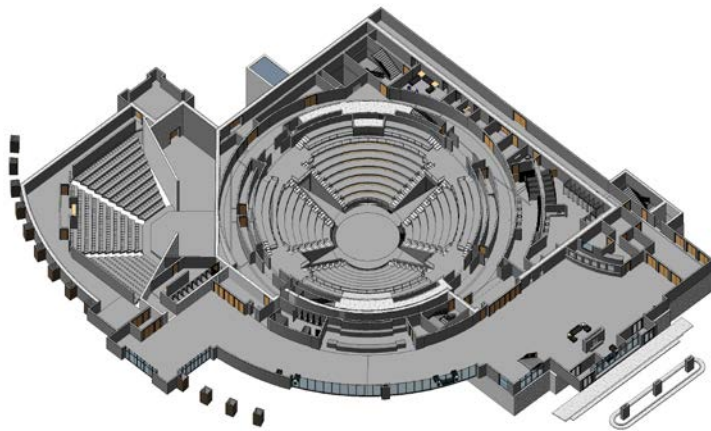
Nathan and Ruth's dream is thriving in the hearts of the now millions of patrons and thousands of staff and actors who have entered HCT's doors. This vision is now the community's and we are happy stewards. A move to Sandy will secure Hale Centre Theatre for future generations. We need your help and are hopeful you will champion this cause with us.



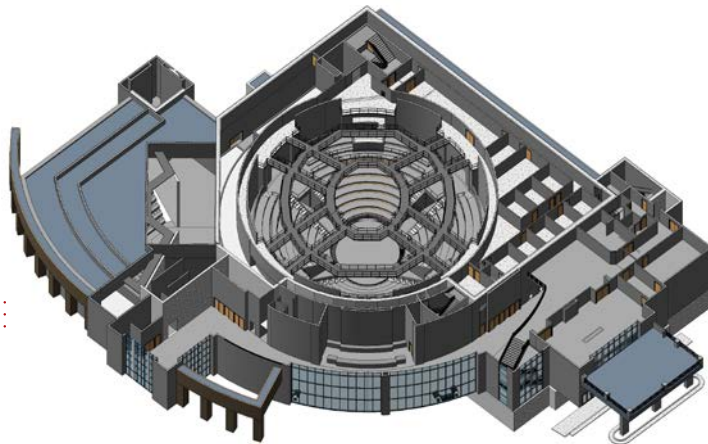
With sincere thanks,

Mark and Sally Dietlein

Co-founders, Hale Centre Theatre



LEVEL 1 ~ THEATER PLAN VIEW



LEVEL 2 ~ THEATER PLAN VIEW

Capital Giving Overview



*Donations can be fulfilled over a three to four year period.
Tiers indicate varying degrees of prominence on the “Wall of Fame”.
All naming opportunities are in perpetuity.*

TIER 1 ·····	
\$10,000,000	Naming opportunities of the Performing Arts Center Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$8,000,000	Naming opportunities of the Arena Theatre Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$5,000,000	Naming opportunities of the Jewel Box Theatre Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$3,000,000	Naming opportunities of the Legacy Room and Balcony Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$2,000,000	Naming opportunities of the Founders Room Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$1,500,000	Naming opportunities of the Mezzanine Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$1,500,000	Naming opportunities of the VIP Room Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$1,500,000	Naming opportunities of the President’s Room Founders Club membership, Portrait Wall, Wall of Fame, 10 seat plaques, capital campaign playbill listing
\$1,000,000	Portrait on the Portrait Wall Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing

Capital Giving Overview



Tier 2 and 3 benefits may vary based on timing of gift.

TIER 2 ·····	
\$500,000	Program Support naming opportunities available Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing
TIER 3 ·····	
\$250,000	Additional naming opportunities available Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing
TIER 4 ·····	
\$100,000	Founders Club membership, Wall of Fame, 10 seat plaques, capital campaign playbill listing
TIER 5 ·····	
\$40,000	Wall of Fame, 8 seat plaques, capital campaign playbill listing
TIER 6 ·····	
\$20,000	Wall of Fame, 4 seat plaques, capital campaign playbill listing
TIER 7 ·····	
\$10,000	Wall of Fame, 2 seat plaques, capital campaign playbill listing
TIER 8 ·····	
\$5,000	Wall of Fame, capital campaign playbill listing
TIER 9 ·····	
\$1,500	Wall of Fame, capital campaign playbill listing
TIER 10 ·····	
\$500	Wall of Fame, capital campaign playbill listing
TIER 11 ·····	
\$250	Wall of Fame, capital campaign playbill listing
\$100	Wall of Fame, capital campaign playbill listing

For full list of benefits at all giving levels visit www.hct.org

Performing Arts Center



Naming Opportunity Gift: \$10 Million

The Performing Arts Center will be widely recognized as a significant contribution to people of Utah, and theatre lovers from around the world. This center will be the new home for Hale Centre Theatre, known for its spectacular performances, acclaimed theatre education, and as a cherished gathering place. The Performing Arts Center will house two separate theatres—a 900-seat Arena Theatre and a 460-seat Proscenium Thrust Theatre.

The Center is located in Sandy City, adjacent to Interstate 15, with a beautiful and large marquee. It will be surrounded by lovely grounds, restaurants, business centers and beautiful vistas of Utah's Wasatch Range.

BENEFITS OF GIVING

- *Exclusive membership in the Founders Club for ten years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.*
- *Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years*
- *Invitations to exclusive donor appreciation events*
- *Two VIP events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Portrait or organizational logo on Portrait Wall*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 1*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of ten years.*



Arena Theatre

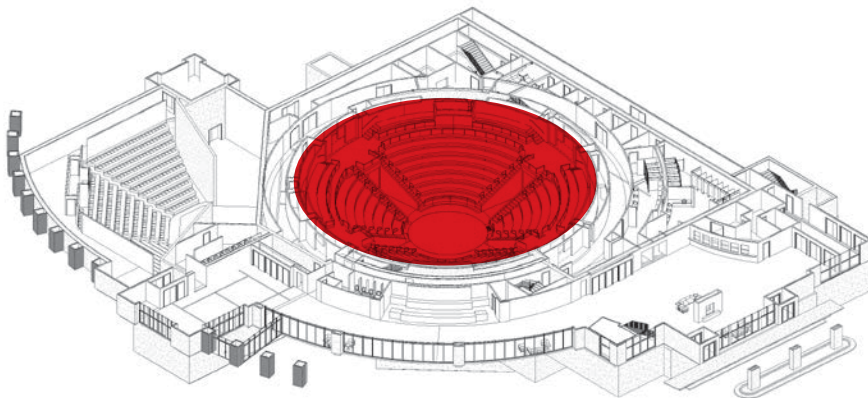


Naming Opportunity Gift: **\$8 Million**

This spectacular 900-seat theater is unlike any space in the nation. The uniquely innovative theatre-in-the-round space, for which HCT is known, will exhibit the latest in stage technology, lighting effects, and crystal clear sound; while embracing the immersive and captivating experience HCT audiences adore.

BENEFITS OF GIVING

- *Exclusive membership in the Founders Club for ten years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.*
- *Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years*
- *Invitations to exclusive donor appreciation events*
- *Two VIP events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Portrait or organizational logo on Portrait Wall*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 1*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of ten years.*



Jewel Box Theatre

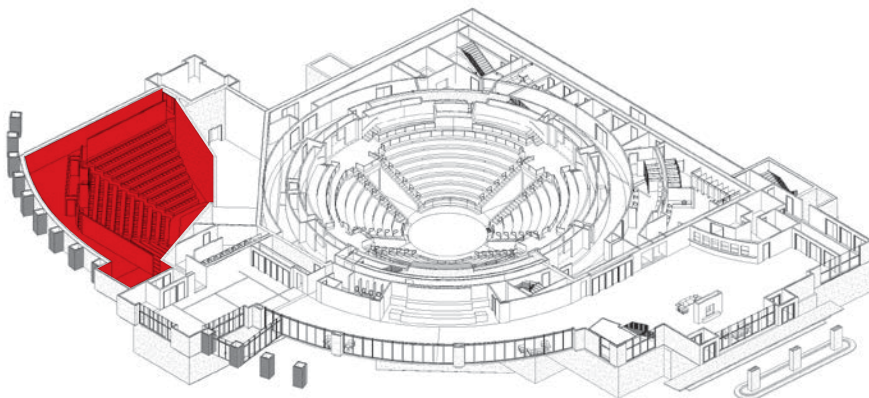


Naming Opportunity Gift: **\$5 Million**

Hale Centre Theatre is eager to share an incredible experience in a comfortable 460-seat theatre. Here, patrons will see favorites that are better suited for this more traditional format. The thrust portion of the stage creates an intimate space for actors to share their storytelling. HCT also anticipates this stage being an integral piece in the Theatre's acclaimed education programs.

BENEFITS OF GIVING

- *Exclusive membership in the Founders Club for ten years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.*
- *Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years*
- *Invitations to exclusive donor appreciation events*
- *Two VIP events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Portrait or organizational logo on Portrait Wall*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 1*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of ten years.*



Founders Room

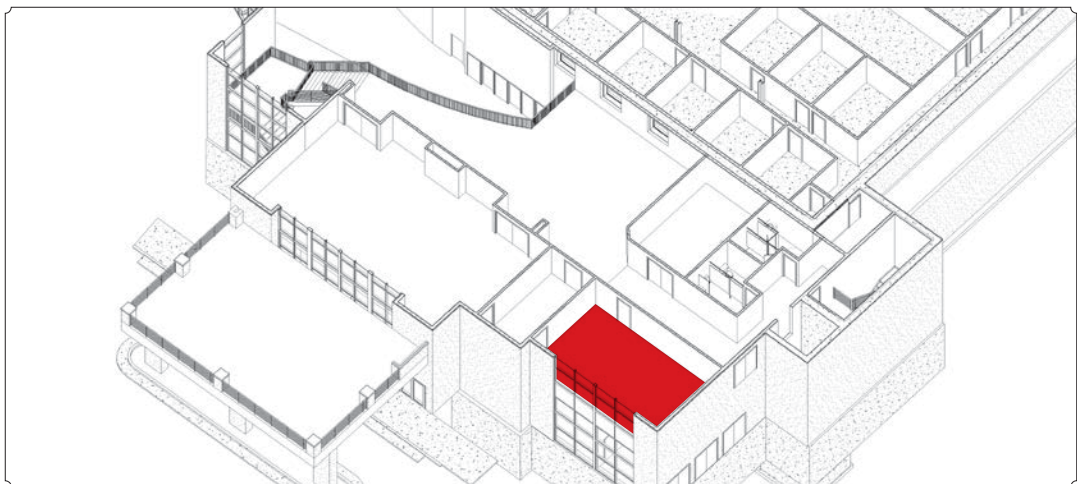


Naming Opportunity Gift: **\$2 Million**

The Founders Room is a private VIP space that will be available before and during all HCT productions. This room will allow Founders Club members and their guests a refined opportunity to socialize with peers or enjoy a private event.

BENEFITS OF GIVING

- *Exclusive membership in the Founders Club for ten years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.*
- *Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years*
- *Invitations to exclusive donor appreciation events*
- *Two VIP events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Portrait or organizational logo on Portrait Wall*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 1*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of ten years.*



VIP Room President's Room



Naming Opportunity Gift: \$1.5 Million

The VIP Room is an intimate and beautifully adorned room featuring an elegant table for 14. Ideally suited for small gatherings for dinner with valued guests. Close to covered parking, with private access to bathrooms. This space also features exclusive, direct access to the VIP seating section, when available.

The President's Room resembles a private suite that one may find at a sporting event. Although patrons cannot view the production from this secluded space, it is directly off of a theatre exit and offers a beautiful pre-show meeting space and private bathrooms. This elegant room will be ideal for small groups desiring complete privacy.

BENEFITS FOR GIVING

- *Exclusive membership in the Founders Club for ten years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.*
- *Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years*
- *Invitations to exclusive donor appreciation events*
- *Two VIP events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Portrait or organizational logo on Portrait Wall*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 1*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of ten years.*

Portrait Wall

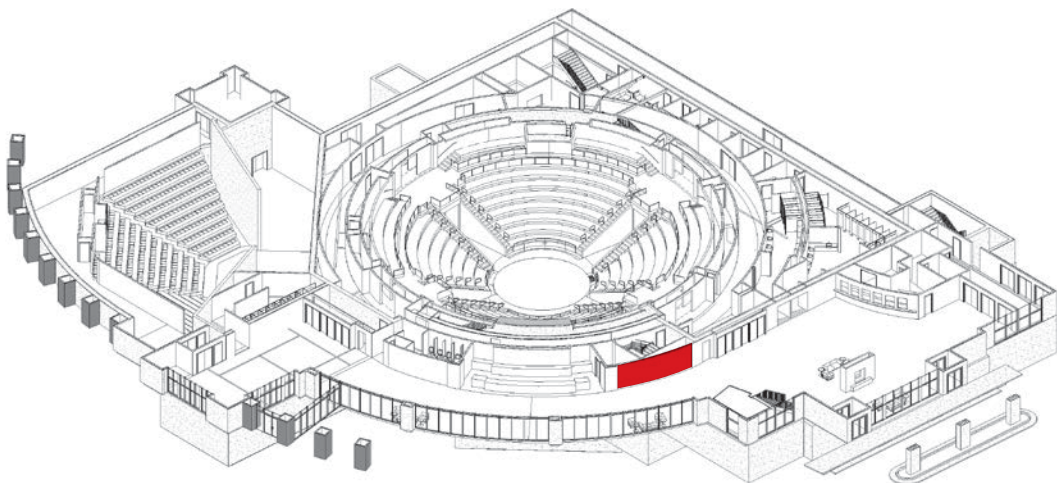


Gift: **\$1 Million**

Hale Centre Theatre is eager to recognize the community builders who help make this dream a reality. Contributions at this level will be acknowledged with beautiful portraiture in a prominent theatre location.

BENEFITS OF GIVING

- *Exclusive membership in the Founders Club for ten years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for ten consecutive years.*
- *Complimentary tickets with priority seating, 200 annual tickets for ten consecutive years*
- *Invitations to exclusive donor appreciation events*
- *Two VIP events per year for a party of up to 50 people. Light refreshments, concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 1*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of ten years.*



(Portrait Wall location will be determined in the near future.)

Program Support Naming Opportunities



Naming Opportunity Gift: **\$500,000**

Artisan Training Program	Access Theatre Education	HCT Community Outreach
<i>Master classes for local artists and professional development for production and design teams.</i>	<i>Year-round theatre education programs that include behind-the-scenes Experience Theatre Live tours, Student Matinee performances, Summer Day Camps and Performing Arts Classes.</i>	<i>Thousands of tickets donated to fundraisers, military families, and KSL Teacher Feature and HCT Applauds recognition for nonprofit organizations.</i>

BENEFITS FOR GIVING

- *Exclusive membership in the Founders Club for five years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary annual theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for five consecutive years.*
- *Invitations to exclusive donor appreciation events.*
- *An allotment of 120 complimentary tickets, in addition to Founders Club tickets. Priority seating is included, based on availability.*
- *One VIP event each year for a party of up to 50 people. Concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 2*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of five years.*

Additional Naming Opportunities



Naming Opportunity Gift: **\$250,000**



BENEFITS FOR GIVING

- *Exclusive membership in the Founders Club for three years. The Founders Club includes 12 Founders Club season tickets, access to club room, dinner (provided on designated dates), reserved parking, private restrooms and refreshments.*
- *A complimentary annual theatre trip for two with HCT executives (destinations may include New York, Los Angeles, Las Vegas or Chicago). Benefit valid for three consecutive years.*
- *Invitations to exclusive donor appreciation events.*
- *An allotment of 120 complimentary tickets, in addition to Founders Club tickets. Priority seating is included, based on availability.*
- *One VIP event each year for a party of up to 50 people. Concessions vouchers and a guided backstage tour of the theatre are included. Tickets would be deducted from allotment noted above.*
- *Recognition on Hale Centre Theatre's 'Wall of Fame' – Tier 3*
- *Name plates on 10 seats in the theatre.*
- *Complimentary room reservations, based on availability, for a period of three years.*