

Young Victorian Theatre Company



MARYLAND
STATE ARTS
COUNCIL

PART OF THE MARYLAND
DEPARTMENT OF COMMERCE

Board of Directors

Anne Stuzin
President

Carol Campbell Haislip
Vice-President

Michelle Harvey Hill
Secretary

Kathy Mardaga
Treasurer

Brian Goodman
General Manager

Mark McGrath
R. Alan Macksey, Jr.
Luther Petry
Todd Reese Douglas
Marylou Sigler Frey
Kelly Hughes Iverson
Stephen J. Cullen
Stanley J. Miller
Gilly Obrecht Babb

December 7, 2018

Dr. E. Lee Robbins and Beatrice M. Robbins
4405 Starview Court
Glen Arm, Maryland 21057-9742

Dear Friend of the Arts,

Did you know that the average attention span of a human being is eight seconds?

Eight seconds.

The same amount of time it takes the average person to answer a phone.

Eight seconds. That's one second shorter than the attention span of a goldfish.

Scientists believe this decrease in long-term focus from twelve seconds to eight is related to digital consumption.

Whatever the cause, the result is the same. Performers and entertainers have eight seconds to grab an audience's attention. Eight seconds to touch their hearts, to strike a chord, to leave a mark or they are gone forever.

Eight seconds.

The same amount of time it takes a professional bull rider to complete a qualified ride.

No small task to be sure.

KRAMON & GRAHAM PA
2018 Season Sponsor

One South Street, Suite 2600, Baltimore, Maryland 21202
(410) 752-6030



Can it be done?

Absolutely.

In fact, the Young Victorian Theatre Company has been successfully doing just that for over forty-eight years. As Baltimore's oldest musical theatre company, it has been our mission to bring the joy and frivolity of Gilbert & Sullivan Operettas to our city for almost half a century.

But every year the challenge grows.

It takes a top-quality orchestra and professional musicians from around the world to catapult an audience to another time and place. And intricate costumes and breathtaking sets are required to complete the transformation.

But these fine resources are not cheap. In fact, the funds needed to acquire them increase each year.

That's why we need your help.

Your donation of \$250, \$500, \$1,000 or \$2,000 can enable us to produce the kind of top-quality productions that will not only grab an audience's attention, but keep them coming back year after year.

As a fellow music and theatre lover, you understand the value of live performances. You recognize how they bring people together. And, let's face it, that, is something we desperately need in times like these.

As one of our long-term patrons Donna Triptow stated following this year's performance:

"I left feeling so Much better about the world, just seeing all these good people enjoying something together, thinking about the hard work and gifts of the performers, that SOMETHING is going right around us."

That feeling of coming together, of shared experience, is not something we can get from television or Facebook. It is a gift that is unique to live theatre and it's worth preserving.

KRAMON & GRAHAM PA
2018 Season Sponsor



And, while the task of maintaining an audience requires significant resources, it is only one of the challenges we face.

After all, change is inevitable. Illness and other life events mean even the most loyal of our patrons will eventually leave us.

We must be prepared. The need to cultivate new audience members is a necessity.

But the younger generation is fickle and the competition for their attention is fierce. We cannot sit idly by and expect them to seek us out. Instead, we must reach out to them through social media and onsite school programs—through competitions and interactive contests. We must meet them where they live.


This growth in outreach requires year-round performers, accompanists, and directors willing to do their part to bring the experience of musical theatre to new audiences.

Your generosity can enable us to not only enthrall the audience we already enjoy but build the audience of tomorrow.

We cannot do it alone. It takes people like you with a passion for musical theatre to help us complete our mission.

After all, there is no replacement for the connectivity that only live theatre can provide. Will you do your part to help us keep it alive in Baltimore?

Very truly yours,

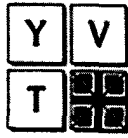

Anne C. Stuzin
President, Board of Directors


Brian S. Goodman
General Manager

P.S.: Your gift of \$250, \$500, \$1,000 or \$2,000 will ensure that the Young Victorian Theatre Company can continue its mission of bringing the people of Baltimore together through the experience of theatre for years to come.

KRAMON & GRAHAM PA
2018 Season Sponsor

One South Street, Suite 2600, Baltimore, Maryland 21202
(410) 752-6030



Young Victorian Theatre Company

HELP KEEP THEATRE ALIVE IN BALTIMORE

Yes, I want to help the Young Victorian Theatre Company keep theatre alive in Baltimore. I am making a tax-deductible gift of:

\$250 \$500 \$1,000 \$2,000 or \$ _____

We desperately need your financial support. Please help us.

I am also providing my email address to stay informed about The Young Victorian Theatre Company's productions.

My email address is: _____

Payment Details

I have enclosed a check (made payable to Young Victorian Theatre Company)

Mailing Address:

Young Victorian Theatre Company
One South Street, Suite 2600
Baltimore, Maryland 21202

Charge my credit card (we accept American Express, MasterCard and Visa)

NAME ON CARD _____

CREDIT CARD NUMBER _____

EXPIRES (MM/YYYY) _____ CSC CODE _____

SIGNATURE _____

Or, Donate Online at - Yvtc.org/donate It's easy, secure and no account is needed.

Please return this form with your payment method of choice, in the self-addressed, stamped envelope we have provided with this packet.

Thank you for your generosity!