

HELP SAVE THE PLAZA THEATRE

SaveThePlazaTheatrePS.org

We Invite you to

SAVE A SEAT

And help save an Icon

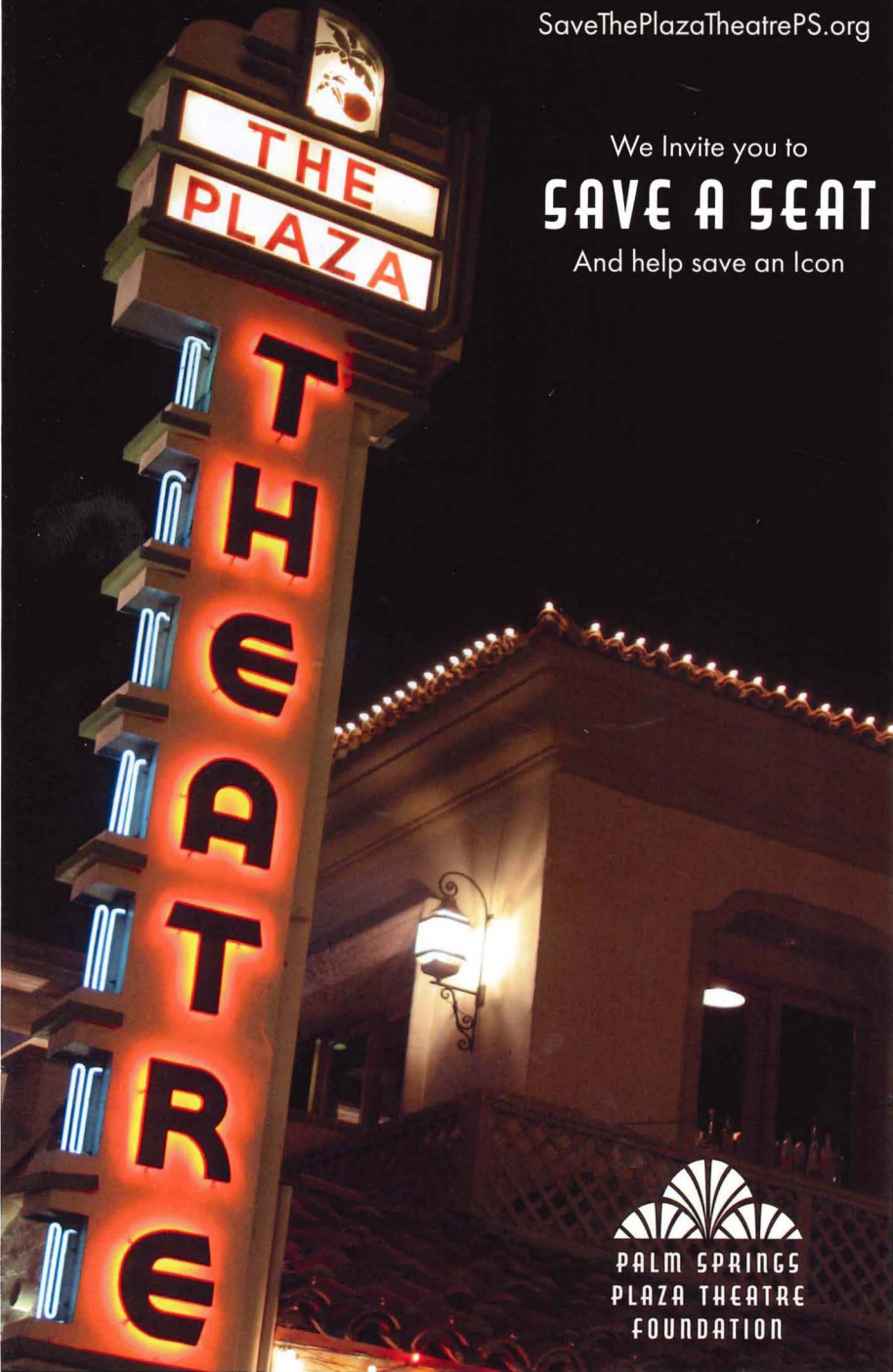


Photo: Palm Springs Life



PALM SPRINGS
PLAZA THEATRE
FOUNDATION

MESSAGE FROM J.R. ROBERTS



**J.R. Roberts
President**



The Plaza Theatre opened in 1936 for a grand Hollywood premier of the Academy Award-nominated film *Camille*, starring none other than Greta Garbo who is legendary in her own right. This set the tone for the theatre's glamorous future, and its continued connection to Hollywood.

The Plaza Theatre Foundation is asking for your help to fully restore the Plaza Theatre to its original splendor. Once restored, the Plaza will be the perfect venue for film, live music, live theatre, music and film festivals, and many other forms of entertainment – including a diversity of arts & entertainment programming to meet the community's needs, including the needs of an older, ethnically diverse, and LGBTQ+ population.

Despite the overwhelming success of donor investments over the past 15 months which have raised \$12.5 million toward our goal of \$16 million, we need to build upon this excitement and interest in the Plaza Theatre to finish the job and raise the remaining \$3.5 million to fund the full restoration. We need your help through generous contributions of all sizes, especially major gifts with naming opportunities throughout the theatre.

We are excited to launch the Plaza Theatre seat naming program, *Save a Seat, Save an Icon*, which will allow donors to fund the naming of individual seats. Each purchased seat will have a plaque on its back with the donors name of choice on it. These naming opportunities make excellent gift options. Families or groups may purchase a block of seats and have each one named for a specific person.

Our website SaveThePlazaTheatrePS.org has all of the details and a full history of the theatre if you would like to know more. You may contact me directly at JR66@mac.com if you would like to discuss donating at a naming level.

ARE YOU READY TO SAVE A SEAT AT THE PLAZA AND HELP SAVE AN ICON?

THERE ARE TWO CATEGORIES OF SEAT NAMING OPTIONS

\$2,000 - Lower orchestra seats

\$1,000 - All other seats

Terms: Seats may be named for the person or business of your choosing. There is no discount for naming multiple seats. Payment in full only – no pledges or multiple payments. Naming a seat does not guarantee the availability of that seat for your use when purchasing a ticket.

To participate in this campaign and take advantage of the opportunity to help save an icon, simply complete the contribution form. If you want additional seats, please list that on your form.

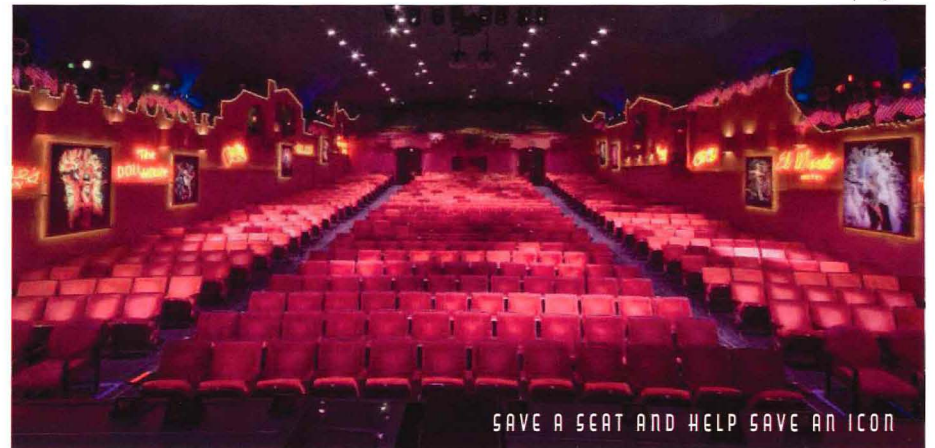
Mail your completed form with credit card information or enclose a check to:

**Palm Springs Plaza Theatre Foundation
1775 East Palm Canyon Drive Suite 110-1028
Palm Springs, CA 92264**

Make a secure online donation at: savetheplazatheatreps.org

Donations are tax-deductible to the extent allowed by law

Photo: Palm Springs Life



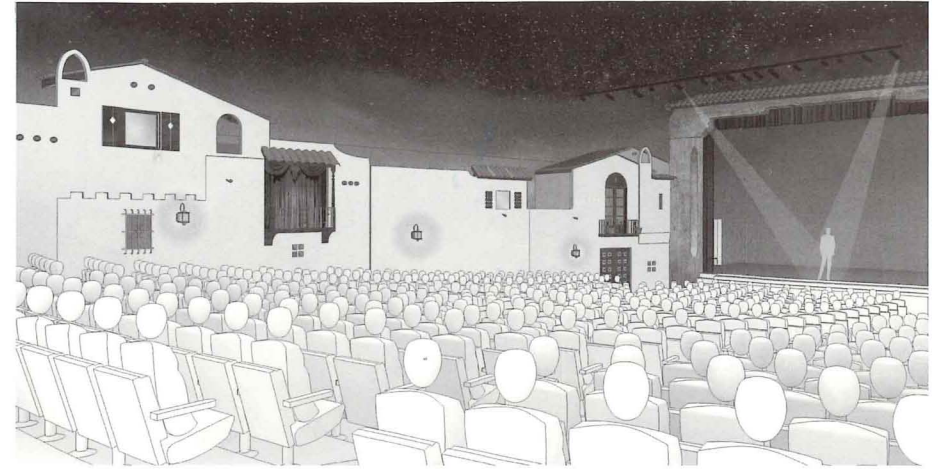
SAVE A SEAT AND HELP SAVE AN ICON



Photo: Palm Springs Historical Society

WHAT WILL YOUR GIFT SUPPORT?

A wonderfully renovated theatre brought back as an independent theatre serving the arts and the local community.



CITY OF PALM SPRINGS
Gensler

PALM SPRINGS PLAZA THEATRE
OVERALL THEATRE 3D VIEW

© 2019 GENSLER



Photo: Palm Springs Life

WONDERFUL PROGRAMMING OPPORTUNITIES.

These are a few of the many options currently being explored:

- Live entertainment, headliner entertainment, concerts and musical shows, holiday shows, theatrical plays, comedy shows, dance, cabaret
- Educational Presentations; Lecture series, city meetings, book readings
- Film Screenings: for first run films, classics, festivals, and opera
- Celebrating diversity with special events: holiday events throughout the year, black history month's gospel festival, Hispanic heritage month performances, Palm Springs Pride performances, and more

SAVE A SEAT AND HELP SAVE AN ICON



Photo: Lani Garfield

FROM DAVID C. LEE

"I strongly believe in the preservation of historic American theatres.

I've been impressed with the planning that has already gone into the admirable restoration project for the Plaza Theatre and saw an opportunity for me to assist in this impressive campaign.

I hope that my donation will spark interest in others who feel as strongly as I do about preserving our city's past and creating a quality entertainment space for future generations."



Photo: Greg Gorman

FROM LILY TOMLIN

"The City of Palm Springs needs to restore one of its most iconic buildings - the Plaza Theatre. It's been the heartbeat of Downtown Palm Springs.

This historic building has played an impressive role in the history of Palm Springs and has showcased performers like Jack Benny, Bing Crosby, Bob Hope, and so many more.

The Plaza, which first opened in 1936, is in danger and vitally needs your financial support.

Join me in this exciting campaign to bring the Plaza back! The restoration cannot happen without you. The arts make life better!"

SAVE A SEAT AND HELP SAVE AN ICON

SAVE A SEAT AT THE PLAZA THEATRE AND HELP SAVE AN ICON

CAMPAIGN CONTRIBUTION FORM

Each name engraving is limited to two lines of 20 characters, including spaces and punctuation. You may select a top line to be etched in a smaller type size that reads: In Memory Of or In Honor Of.

In Memory Of In Honor Of Neither

Seat assignments will be made on a first-come-first-serve basis.

I am naming _____ (# of seats) at \$2,000 lower orchestra seats

I am naming _____ (# of seats) at \$1,000 for all other seats.

I understand that the city will need to review all names for appropriateness.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____ Email _____

Contact Person (if different from signatory) _____

Phone _____ Email _____

Enclosed is my check for \$ _____

Please charge my/our credit card in the amount of \$ _____

AmEx Discover MasterCard VISA

Number _____ Expiration _____

You may charge my credit card on _____ / _____ / _____

Signature _____

Date _____

Please consider completing this form on our secure website.
www.SaveThePlazaTheatrePS.org



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SaveThePlazaTheatrePS.org • 1775 E. Palm Canyon Drive, Suite 110-1028, Palm Springs, CA 92264 • 760-218-6330

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