

ONE YELLOW RABBIT

Performance



Theatre

1987-1988
CORPORATE
FUNDRAISING
CAMPAIGN



Performance Venue - THE SECRET THEATRE
CALGARY CENTRE FOR PERFORMING ARTS

THE CULTURAL ADVANTAGE

Making the RIGHT choice.....

Making the choice to support ONE YELLOW RABBIT not only positions your corporation on the leading edge in the Calgary cultural community, but secures a high profile location for your corporate identification.

The Secret Theatre, OYR's programming venue, is located on the Plus 15 level of the Performing Arts Centre, and is at the hub of Calgary's cultural activity. The Plus 15 system funnels walking traffic between a parkade for 650 vehicles and a number of performance facilities seating a total of 3000 patrons. More than 28,000 subscriber patrons utilize the theatre and retail facilities of the Centre.

ONE YELLOW RABBIT is at the centre of this high traffic area. Corporate sponsorship acknowledgement and advertising will be placed in the display windows, and on the wall, within the Plus 15 access to the theatre.

You can be a part of it.

The ONE YELLOW RABBIT THEATRE ASSOCIATION corporate sponsorship program is a serious contender for your attention. OYR offers a positive cultural profile, an excellent opportunity for local participation and a highly visible physical environment.

Other specific advantages, including charitable tax benefits, are outlined in this package.

WHAT IS "ONE YELLOW RABBIT"?

THE FOLLOWING CHARACTERISTICS DEFINE ONE YELLOW RABBIT and its unique contribution to Calgary's cultural life.

ORIGINAL WORK

1. ONE YELLOW RABBIT PERFORMANCES ARE ORIGINAL and primarily written by the artistic directors. ONE YELLOW RABBIT is known as a playwrights' theatre dedicated to the thought-provoking discussion of contemporary social events and political dilemmas. Recent performances have explored the anxieties of unemployment and the inequities of racism. Our playwrights continually probe serious issues with humour, sometimes with biting satire and always with originality and lyrical exuberance.

AN INNOVATIVE, PACESETTING TEAM

2. THE ONE YELLOW RABBIT ARTISTIC TEAM operates on the leading edge of modern theatre techniques, to innovatively challenge the parameters of conventional staging and the hard-edged realism of television.

DEVELOPING TALENT

3. ONE YELLOW RABBIT IS A STEPPING STONE for many of Calgary's young artists, offering them a unique opportunity to do their work, and formulate their own vision of the theatre experience, before going on to inject new energy into other dramatic organizations. ONE YELLOW RABBIT is the only professional alternative to mainstream programmes offered by Theatre Calgary, Alberta Theatre Projects and Lunchbox Theatre. ONE YELLOW RABBIT is recognized by these groups as essential to the development of a healthy and representative cultural community.

COMMUNITY INVOLVEMENT

4. IN EVERY SEASON TO DATE, ONE YELLOW RABBIT has dedicated a project of educational value to youth and the community. These projects often take the form of festivals and theatre tours in the school system. The company enjoys great popularity amongst younger and university audiences.

BUILDING THE FUTURE

5. ONE YELLOW RABBIT IS A KEYSTONE in the Calgary artists' network. ONE YELLOW RABBIT generates a demand for emerging performers, composers and artists in all media. A venue and working environment is provided in which these artists can be recognized and continue to grow professionally.

This grass roots origin of the majority of artists involved in the ONE YELLOW RABBIT process has created a vision and expression unique to Calgary and Western Canada.

THE "PLAYERS"

MICHAEL STIRLING GREEN CO-ARTISTIC DIRECTOR

"Performance theatre is to entertainment what pure research is to science."
Michael Stirling Green

Michael began his theatrical career in 1982 as a producer and production manager with Ikarus Theatre of Calgary. In conjunction with Blake Brooker and Gyllian Raby, Michael is a co-founder of One Yellow Rabbit. Over the past five years Michael has served OYR in a number of positions — including producer, director and performer. He is best known to audiences for his "sterling" performances in such noteworthy Rabbit productions as "Changing Bodies" and "Juggler on a Drum" in which he played Norman Bethune.

In 1988, Michael will produce an unusual theatrical event — "High Performance Rodeo", an experiment in performance theatre.

BLAKE BROOKER CO-ARTISTIC DIRECTOR

"Theatre can challenge and test our perceptions, but it must also fill the seats."

Blake Brooker

BRIEFLY

Brooker wins playwright award

The Globe and Mail

Blake Brooker, co-artistic director of Calgary's One Yellow Rabbit theatre group, has won the first Laura May Kutney Playwright Award, it was announced recently.

The award, administered by Theatre Calgary and worth \$1,000, recognizes the best new play by a Calgary writer.

Brooker received the award partly in recognition of his play Rembrandt Brown, and partly in acknowledgment of the other works he has produced in the last year — Ilsa, Queen of the Nazi Love Camp; Changing Bodies; and Fool's Edge. Brooker, a native Calgarian, has written eight plays since 1983, all of which have been produced.

A graduate of the University of Calgary in 1978 (BA Honours), Blake has focussed on non-traditional performance projects. In 1982 Blake was a co-founder of ONE YELLOW RABBIT PERFORMANCE THEATRE for which he has written a number of very successful scripts. "The Batman on a Dime" toured the Edmonton Fringe Festival and Expo 86. "Changing Bodies" had a triumphant run in Calgary in 1986 and toured extensively including San Francisco, Victoria and Edmonton. "Ilsa, Queen of the Nazi Love Camp", which examined the James Keegstra story, was the smash hit of the 1987 Edmonton Fringe.

In recognition of his excellence in playwriting, Blake was awarded the Laura May Kutney Award (1987) from Theatre Calgary.

MORE PLAYERS

GYLLIAN RABY CO-ARTISTIC DIRECTOR

"It is our social responsibility to search for meaning, and our artistic responsibility to tackle contemporary performance mediums." Gyllian Raby

Gyl emigrated from England in 1979 where she worked briefly as an actor and playwright. In Canada, Gyl received a Master's degree in dramatic literature from the University of Calgary, and shortly thereafter teamed up with Michael Stirling Green and Blake Brooker as a co-founder of ONE YELLOW RABBIT THEATRE. She was the company's artistic director for its first two seasons.

Gyl now serves as one of three OYR co-directors, and freelances as a writer and director. She has also taught numerous theatre courses at the University of Manitoba and the University of Calgary.

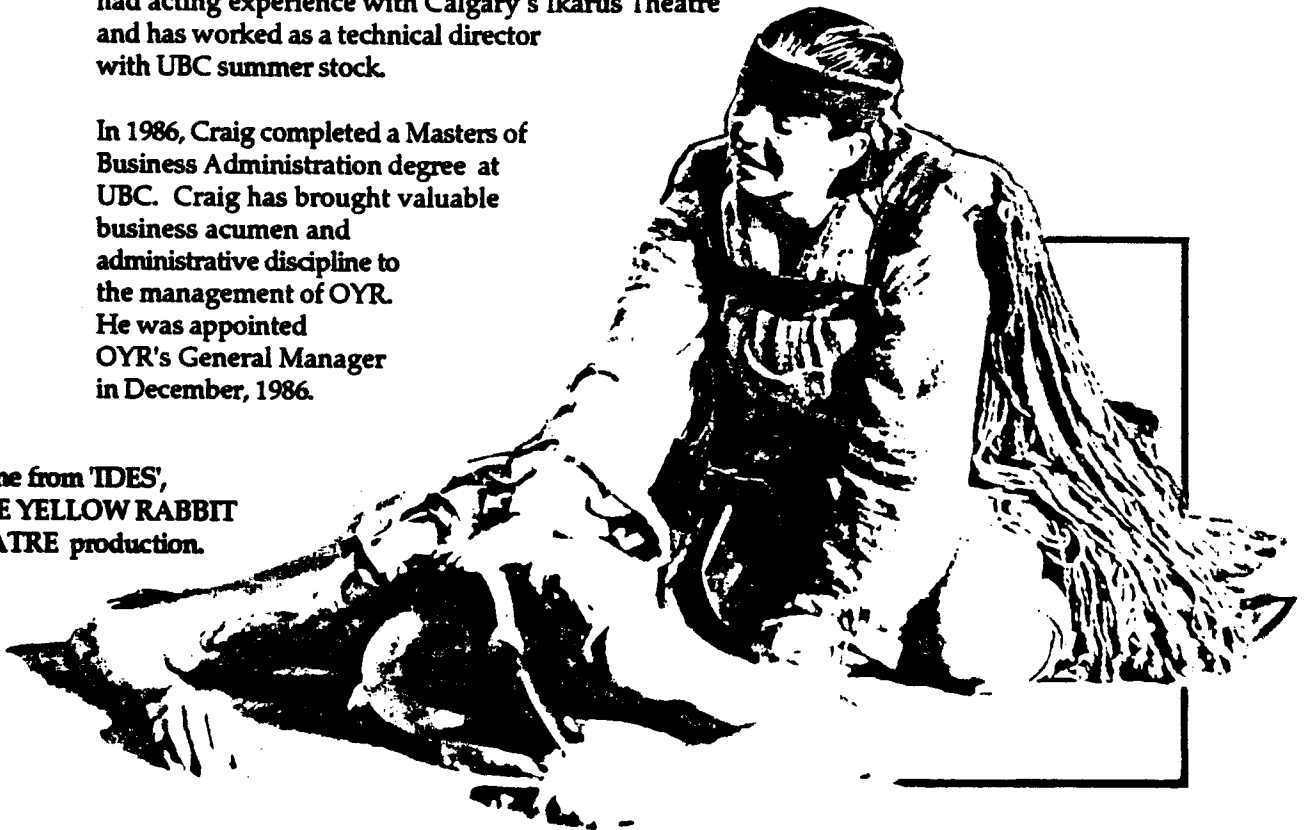
OYR's April, 1988 production, "Treacheries of the Blue Angel" is Gyl's ninth script. All of her work has been produced.

CRAIG LAVEN GENERAL MANAGER

Like any other business, a theatre group's survival depends on the ability to adapt quickly to changing economic and social conditions, without losing sight of its original mission." Craig Laven

Craig was introduced to theatre in high school, and continued to pursue his interest at the University of British Columbia through a Bachelor of Arts degree in theatre. He has had acting experience with Calgary's Ikarus Theatre and has worked as a technical director with UBC summer stock.

In 1986, Craig completed a Masters of Business Administration degree at UBC. Craig has brought valuable business acumen and administrative discipline to the management of OYR. He was appointed OYR's General Manager in December, 1986.



**A scene from 'IDES',
a ONE YELLOW RABBIT
THEATRE production.**

THE SEASON 1987-1988

FALL OF THE HOUSE OF KREBBS

September 26 - October 17, 1987

by Gary Strommoe with Michael Stirling Green

A fast-paced, fast-talking carnival of eccentricities designed to overwhelm the eye and ear. Inspired by a bizarre true story, "Krebbs" satirizes the cynical self-serving exploitation of ignorance and fear, that is often, not only at the heart of political and religious appeals, but at the heart of family life as well. For the thoughtful theatre-goer "Krebbs" is a challenging, visually stimulating experience with brilliant staging and memorable character portrayal.

"...flashes of sheer theatrical brilliance and all of the major performances are mesmerizing." Calgary Sun

"The atmosphere of fetid, violence-tinged perversion recalls plays by Sam Shepard and movies like "Deliverance." The Calgary Herald

CHANGING BODIES

October 21 - 24, 1987

by Blake Brooker

A return engagement!! From Calgary to California, from Victoria to Expo '86, CHANGING BODIES triumphantly returns for a special limited run at the Secret Theatre.

Acclaimed as an outstanding one-man marine comedy, CHANGING BODIES spawns a novel concept: human devolution. Reverend Kevin, the inimitable individualist "Rev Kev", fearing a new Deluge, hopes to transform himself into a fish. In the process, he provides us with a delightful series of poetic and witty surprises. An ingenious satire on how "doing your own thing" can lead to the self-deluding hazards of "trying to be what you're not." Lobster anyone?

"...tantalizingly bizarre" The Edmonton Sun

"Visually rich production" Canadian Theatre Review

"...one of the most delightful, humane, and off-the-wall pieces of theatre that Victoria has ever had the opportunity of experiencing."

Monday Magazine, Victoria

HIGH PERFORMANCE RODEO

February/March, 1988

Ten days, ten original works by ten daringly different Alberta artists.

Representing a variety of performance media, HIGH PERFORMANCE RODEO offers the unusual opportunity to be present at the birth of an extraordinary theatre event.

Be a witness to the creation of wild and wooly fringe theatre in the dare-devil spirit of the West.

TREACHERIES OF THE BLUE ANGEL

April, 1988

Collaborating artists - Gyl Raby, David Rimmer and Gary Bruckner

While remaking the classic Dietrich movie THE BLUE ANGEL, a modern filmmaker assesses the contemporary cultural mythology of the Femme Fatale and the perceptual impact of video technology.

This compelling romantic adventure integrates video, music and live performance in a brilliantly original way.

TEARS OF A DINOSAUR

May, 1988

by Blake Brooker

Award winning playwright Blake Brooker writes and directs for an award winning cast who clothe themselves in the lumbering shades of the past.

Three ideal candidates for extinction, a naturalist, a seductive liar and a con-artist are placed in a strange environment to create a highly theatrical examination of survival. In a setting of minimalist decor, these forlorn characters challenge and cheat each other unmercifully to produce a precise, lyrical comedy.

SECOND STAGE PRODUCTIONS

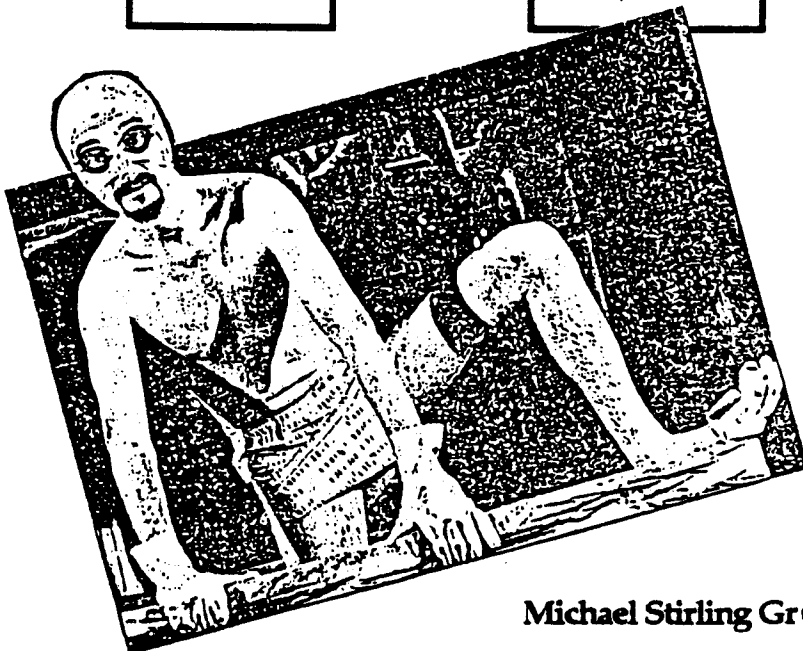
(THE SAD AND FABULOUS DAYS OF) MS. G., by Kirk Miles (December 1987) A lunch-time, musical comedy.

FOOL'S EDGE by Blake Brooker (January 1988) Emmy Award winning puppeteer, Ronnie Burkett's THEATRE OF MARIONETTES presents puppet comedy for adults.

IN TUNE by Jan Stirling Green and Ann Loree (Spring 1988) A lunch-time, musical-revue clown show.

1987-1988 SEASON PRODUCTION EXPENSES

	Fall of the House of Krebbs	Changing Bodies	High Performance Rodeo	Treacheries of the Blue Angel	Tears of a Dinosaur
Artists' Salaries	\$18,003	\$785	\$1,800	\$22,144	\$24,678
Technicians' Salaries and Production Expenses	5,909	25	5,060	8,390	13,277
Video Production Costs				13,870	
Puppet Costs					3,500
Residency Costs in Banff					8,600
Marketing	1,475	261	2,400	2,000	2,100
Total Cost	\$25,387	\$1,071	\$9,260	\$46,404	\$52,155



Michael Stirling Green in CHANGING BODIES

REVENUE

1987*

1988

	1987*		1988	
Show Revenues	\$29,505	14%	\$32,669	14%
Theatre Rental & Program Advertising	1055	1%	20500	9%
Operating Grants	60092	29%	58390	25%
Project Grants	47130	22%	42046	18%
Employment Grants	58181	27%	33450	15%
Fundraising	8353	5%	43000	19%
Other	4618	2%	—	—
TOTAL REVENUE	\$208,934	100%	\$230,055	100%

* 1987 Revenue and Expenses figures are from Audited Financial Statement of 1986-87

EXPENSES

1987*

1988

	1987*		1988	
Artistic Production & Salaries	52022	30%	74774	33%
Production & Technical Salaries	15290	9%	65913	29%
Theatre and Office Rent	12160	7%	21060	9%
Theatre Salaries & Maintenance	30684	18%	19650	8%
Administrative Salaries	23914	14%	29063	13%
Administrative Expenses	8281	4%	9280	4%
Consultants and Training	13653	9%	—	—
Marketing	14943	7%	10270	4%
Other	3359	2%	—	—
TOTAL EXPENSES	\$174,308	100%	\$230,010	100%

CORPORATE SUPPORTERS

Members

Manson Resource Mgt.

Sustainers

Seniors' Syndicate

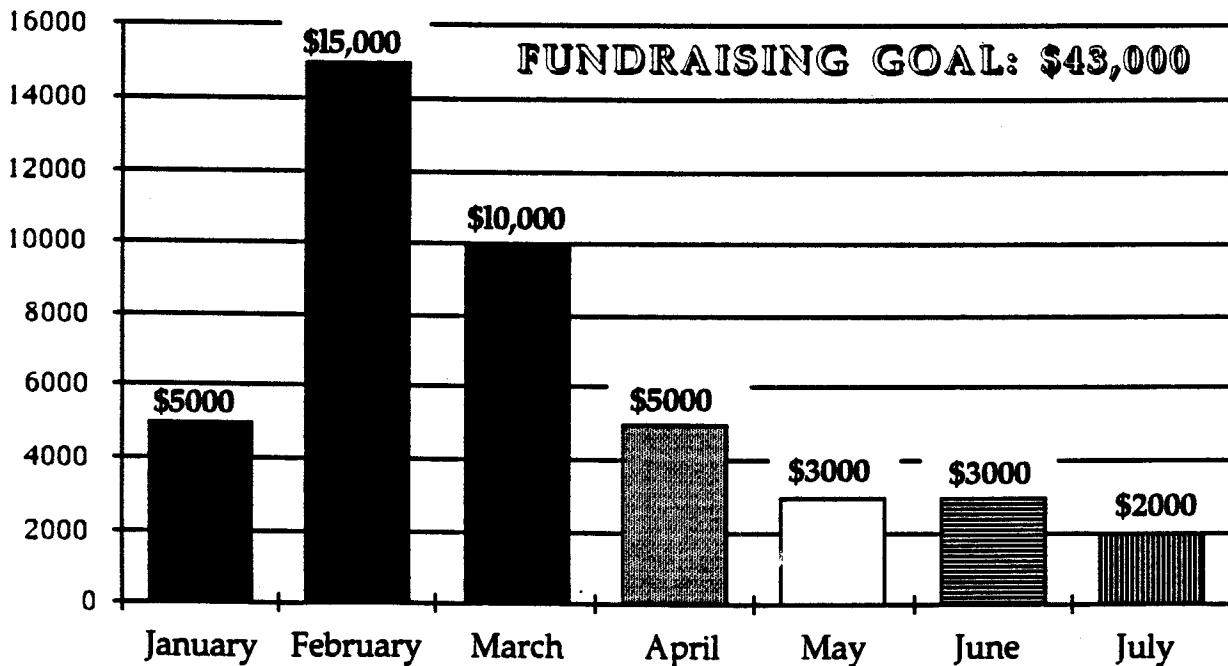
Donors

Bunny's Fast Print Ltd.
Lundia of Calgary Ltd.
Canterra Energy Ltd.
Marty's Cafe
Texaco Canada Resources Ltd.
Obelisk Interior Design Ltd.

Benefactors

Shell Canada Ltd.
Petro Canada Inc.

1987 - 88 CORPORATE FUNDRAISING CAMPAIGN REQUIREMENTS



BENEFITS TO SUPPORTERS

Contribution Categories

General Funding		Specific Sponsorships	
Member	\$25	Theatre Equipment	\$1000 - 2000
Donor	100 - 249	Show Sponsorship	2000 - 3000
Patron	250 - 499	Theatre Facility	10,000 annually
Sustainer	500 - 999		
Benefactor	1000 - 1999		

Benefits

\$500 - 1000

-two tickets to each run of mainstage performances, if requested.

\$1000 and up

- Corporate or individual name identification on theatre mask in One Yellow Rabbit display window.
- acknowledgement in One Yellow Rabbit season brochure or playbill and newsletter.
- eight tickets to each run of mainstage performances, if requested.

Theatre Equipment Sponsorship

\$1000 - 2000

- name on plaque within theatre to acknowledge facility sponsored
- name on theatre mask in One Yellow Rabbit display window
- block of tickets per run, per main stage production if requested

Show Sponsorship

\$2000 - 3000

- corporate or individual identification on one full page of show program.
- identification on show poster, newsletter, sandwich board in Performing Arts Centre and One Yellow Rabbit season brochure
- sponsorship highlighted in news releases to 200 media representatives
- presentation of one complimentary performance specifically for sponsor
- Identification on theatre mask in One Yellow Rabbit display window

Theatre Facility Sponsorship

\$10,000 annually

- "PUT YOUR NAME IN LIGHTS"
- name of sponsor to appear in all theatre location references
- 8" X 36" neon sign at entrance to theatre
- season pass for four
- invitation to all theatre gala events

All supporters receive

- Charitable Tax receipt
- One Yellow Rabbit Newsletter
- Corporate identification under appropriate category in show programs

Charitable Tax #0687202-22-24

Advertising Space

High profile advertising space is available at the Secret Theatre location on the Plus 15 level of the Performing Arts Centre. Rates available on request.

QUOTES AND CLIPPINGS

"Magical, mystical and funny..., One Yellow Rabbit is a theatre company brimming with imagination and talent.."

Kate Zimmerman, Calgary Herald

"The criterion for any art form should be excellence and the One Yellow Rabbit company consistently stages excellent, original Canadian productions that deserve our gratitude and support."

Ruth Thompson, Letter to the Editor, Calgary Herald

"...an exceptionally talented group of artists, they have brought a gust of fresh air to the theatre scene in Calgary."

Linda Earle, CBC National Radio ,Sunday Arts National

"The only assumptions you can make about a show by the Calgary group is that it will be; a) thoughtful and; b) eager to toss some new theatrical ball into the air. OYR lavishes attention on the visual, theatrical world it creates and the physical beauty of the staging."

Liz Nicholls, Theatre critic,Edmonton Journal

"Always expect the unexpected from Calgary's One Yellow Rabbit theatre company, and you'll not be disappointed or surprised. Since its inception, the Rabbit has excelled in presenting either off-the-wall comedies (Batman on a Dime), searing social commentaries (Juggler on a Drum) or dazzling avant-garde theatre pieces (Pageant of the Comet) With its newest offering, (Rembrandt Brown), the Rabbit successfully combines all three elements."

Louis B. Hobson, Theatre Critic,The Calgary Sun

"One Yellow Rabbit, the most exciting theatrical group in Alberta presents thoughtful, witty visually stunning work..."

Diane Bessai, NeWest Review

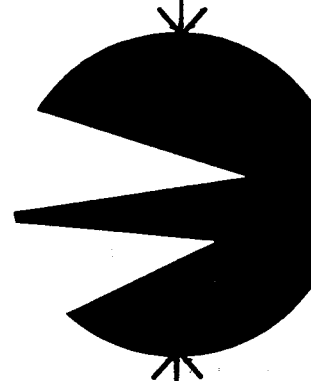
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Phone: (403) 264-8131

Performance



Theatre

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