



MO'OLELO
PERFORMING
ARTS COMPANY

**BOARD OF
TRUSTEES**

Ilene Hubbs
President

Alison Whitelaw
Vice President

Krista Berry
Secretary

Jacob Freifeld
Treasurer

Desiree Bruce-Lyle

Gerard J. Buckley

Susan deRose

Elaine Hiel

Christina Rathbun

Kristin Rizzo

ADVISORY BOARD

Robert deRose

Dea Hurston

Jodi Koskella

Garry Prather

Darlynne Reyes

Kristin Singh

Clifford D. Sweet, III

P. O. Box 710564
San Diego, California
92171-0564
phone 858 761 3871
www.moolelo.net

Sponsorship Opportunities

About Mo`olelo Performing Arts Company

Mo`olelo Performing Arts Company is a nationally-recognized, community-focused, socially-conscious, Equity theater company.

Mo`olelo means “story” in Hawaiian and reflects our vision to tell powerful stories as diverse as the people of Hawaii.

Our goal is to provide **arts for all**, believing that arts access and participation are important components for active engagement in our civil society. Our audience is the most diverse in San Diego racially, generationally and socio-economically, and we strike a unique balance of grass-roots engagement with a highly professional, Equity work environment.

Founded in 2004, our mission is to *create* new theatrical works based on research within diverse communities, *produce* lesser-known works by master and contemporary playwrights, and *educate* youth in all areas of theater.

Mo`olelo by the Numbers

- **21,282** people, ages 11-88, directly served since 2004
- **21,000** read our program collateral annually
- **5,007** in our patron mailing database
- **4,714** subscribers to our E-News
- **103%** audience capacity achieved on *Yellow Face* (2010)
- **98%** audience capacity achieved on *Stick Fly* (2011)
- **600-800** middle and high school students served annually
- **134** professional jobs for theater artists since 2004
- **60** performances annually starting with 2012
- **42** print articles, radio interviews or TV appearances in 2011
- **28 SOLD OUT** performances (out of 40) in past two productions

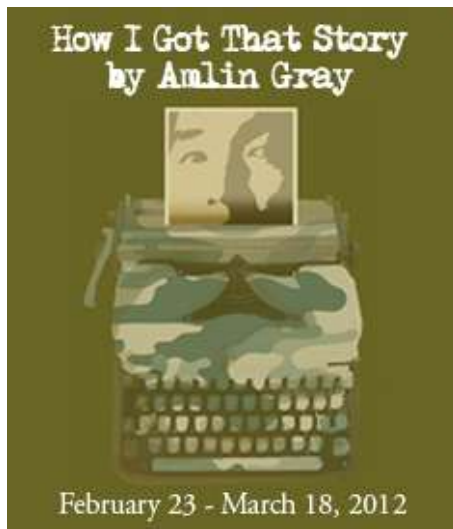
**Mo`olelo Performing Arts Company is a 501(c)(3) nonprofit corporation.
EIN: 99-0345193**

GREENING MO'OLELO

As part of Mo`olelo Performing Arts Company's Greening Initiative, this letter is printed on recycled paper (100% post-consumer content).

Sponsorship Opportunities

Sponsorship Opportunities are available for each of Mo`olelo's next three productions. Each production will run for 20 performances at The 10th Avenue Theatre and serve 1,700 to 2,140 people each, including 200-300 middle and high school students. The upcoming productions are:



How I Got That Story

By Amlin Gray

Directed by Seema Sueko

February 22 to March 18, 2012

How I Got that Story is a two-man black comedy about a naïve newspaper reporter who enters the maelstrom of Vietnam in the 1960s. Through his encounter with "The Historical Event," a tour-de-force role of 20 characters portrayed by one actor, the reporter is transformed. Reuniting actors Brian Bielawski and Greg Watanabe from our *Yellow Face* cast, this production asks where is the boundary between historical fact and subjective experience?



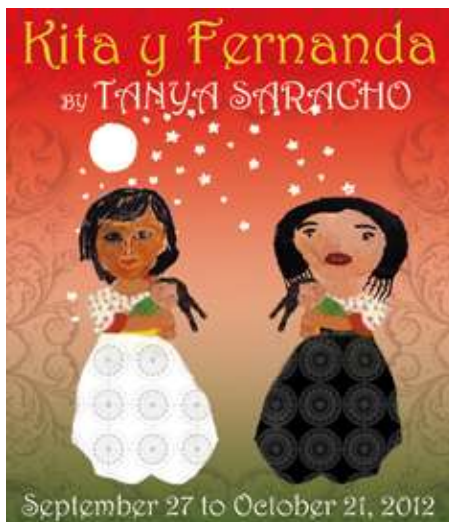
Hoodoo Love

By Katori Hall

Directed by Nataki Garrett

June 7 - July 1, 2012

Written by the first Black American woman to win the Laurence Olivier Award (the highest honor in British theater) for Best New Play, *Hoodoo Love* is set during the Great Depression and tells the story of a young woman who escapes the Delta cotton fields to pursue her dream of becoming a Blues singer in Memphis. She falls for a rambling Blues man and whips up a potion of hoodoo magic to win his love. But when her past catches up with her, not even the magic can protect her.



KITA Y FERNANDA

By Tanya Saracho

Directed by Seema Sueko

September 27 - October 21, 2012

Two Mexican girls. One household. Two paths.

Written by Tanya Saracho, who critics call, "the Chicana Chekhov," *Kita y Fernanda* is the story of two girls who grow up together in an upper-class home in Texas: one a Mexican national living legally in the U.S., and the other the undocumented daughter of the maid. Opening a window into the diversity of the Mexican American community, *Kita y Fernanda* explores issues of immigration, language and class.



**MO`OLELO
PERFORMING
ARTS COMPANY**

CREATE

Mo`olelo exists to uncover and research stories within different communities and bring them to life on stage, using all the artistic and technical elements of the performing arts.

PRODUCE

Mo`olelo exists to produce original stories by contemporary playwrights and lesser-known stories by master playwrights.

EDUCATE

Mo`olelo exists to educate youth in technical theatre and design, exposing them to potential careers, and grooming this new generation of theatre artists so they can tell stories on stage with integrity.

P.O. Box 710564
San Diego, California
92171-0564
phone 858 761 3871
www.moolelo.net

"Executive Producer" Sponsor

\$10,000

- Recognition as Executive Producer on printed playbills, website, E-News, Blog, and other marketing materials
- Verbal recognition in pre-show announcement prior to every performance
- Story about your sponsorship with photo on inside cover of printed playbill
- Ten complimentary VIP Tickets to the press opening night performance and party
- Honored at press opening night performance and with a Hawaiian lei
- Your name on prominent signage displayed in theater lobby during every performance
- Story about your sponsorship with photo in Mo`olelo E-News sent to over 4,500 subscribers
- Story about your sponsorship with photo in Mo`olelo Blog
- Press Release announcing your sponsorship
- Souvenir autographed poster

____ **YES! I would like to be an Executive Producer Sponsor!**

Production: _____

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____

GREENING MO`OLELO

As part of Mo`olelo Performing Arts Company's Greening Initiative, this letter is printed on recycled paper (100% post-consumer content).



**MO'OLELO
PERFORMING
ARTS COMPANY**

CREATE

Mo'olelo exists to uncover and research stories within different communities and bring them to life on stage, using all the artistic and technical elements of the performing arts.

PRODUCE

Mo'olelo exists to produce original stories by contemporary playwrights and lesser-known stories by master playwrights.

EDUCATE

Mo'olelo exists to educate youth in technical theatre and design, exposing them to potential careers, and grooming this new generation of theatre artists so they can tell stories on stage with integrity.

P.O. Box 710564
San Diego, California
92171-0564
phone 858 761 3871
www.moolelo.net

"Co-Producer" Sponsor

\$5,000

- Six complimentary VIP Tickets to the press opening night performance and party
- Recognition and photo in the printed playbill
- Your name on prominent signage displayed in theater lobby during every performance
- Story about your sponsorship with photo in Mo'olelo E-News sent to over 4,500 subscribers
- Story about your sponsorship with photo in Mo'olelo Blog
- Your name and photo on the Mo'olelo website
- Recognition in all press releases related to this project

_____ **YES! I would like to be the Co-Producer Sponsor!**

Production: _____

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____

GREENING MO'OLELO

As part of Mo'olelo Performing Arts Company's Greening Initiative, this letter is printed on recycled paper (100% post-consumer content).



**MO'OLELO
PERFORMING
ARTS COMPANY**

CREATE

Mo'olelo exists to uncover and research stories within different communities and bring them to life on stage, using all the artistic and technical elements of the performing arts.

PRODUCE

Mo'olelo exists to produce original stories by contemporary playwrights and lesser-known stories by master playwrights.

EDUCATE

Mo'olelo exists to educate youth in technical theatre and design, exposing them to potential careers, and grooming this new generation of theatre artists so they can tell stories on stage with integrity.

P.O. Box 710564
San Diego, California
92171-0564
phone 858 761 3871
www.moolelo.net

"Angel" Sponsor

\$2,500

- Four complimentary VIP Tickets to the press opening night performance and party
- Recognition and photo in the printed playbills
- Your name on prominent signage displayed in theater lobby during every performance
- Recognition in Mo`olelo E-News sent to over 4,500 subscribers
- Recognition in Mo`olelo Blog
- Recognition on the Mo`olelo website

"Patron" Sponsor

\$1,000

- Four complimentary VIP Tickets to the press opening night performance and party
- Recognition in printed playbill
- Recognition in Mo`olelo E-News sent to over 4,500 subscribers
- Recognition in Mo`olelo Blog
- Recognition on Mo`olelo website

_____ **YES! I would like to be a Sponsor of a Mo`olelo production!**

Production: _____

Sponsor Level: _____

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____

GREENING MO'OLELO
As part of Mo'olelo Performing Arts Company's Greening Initiative, this letter is printed on recycled paper (100% post-consumer content).

MO`OLELO PERFORMING ARTS COMPANY LEADERSHIP



Seema Sueko

Co-Founder and Executive Artistic Director of Mo`olelo Performing Arts Company

Directing credits include: *Since Africa* at The Old Globe (2009) and Mo`olelo (2006 Patté Award Outstanding Ensemble); *Yellow Face* (2010), *Good Boys* (2009), *Permanent Collection* (2008) and *The Adoption Project: Triad* (2007) at Mo`olelo.

Acting credits include: *The Intelligent Design of Jenny Chow* at Yale Rep (2004) and The Old Globe (2004 Patté Award and Craig Noel Award for acting); *Rashomon* at North Coast Rep (2007); *A Christmas Carol* at San Diego Rep (2005); and *A Chorus Line* at Seattle's 5th Avenue Theatre (2003) among others. She is a three-time recipient of the Chicago's Jeff Award for her performances in *The Crime of the Century*, *A Piece of My Heart* (Circle Theatre), and *The Waiting Room* (Stage Left Theatre).

Playwriting credits include: *remains* (McDonald Playwriting Award 2004); commissioned by Mixed Blood Theatre in Minneapolis to co-write *Mesny Utopia* (Ivey Award 2007) and *Hijab Tube*, a play for young audiences on the theme of Islam in America (2009, 2011 school tours).

Seema developed Mo`olelo's greening initiative and led the Company through its selection as the Inaugural Resident Theatre Company at La Jolla Playhouse for the 2008-2009 season. She served as Artist in Residence at University of California San Diego's Thurgood Marshall College for 2008-2009 and taught Theatre & Society at University of San Diego in 2009. She holds an MA in International Relations from the University of Chicago, is a member of Actors' Equity Association, and was named one of the "50 People to Watch in 2005" by *San Diego Magazine*. In 2009, *American Theatre* magazine, the national publication for the theater industry, recognized Seema as one of 25 artists from across the United States who "have demonstrated something special in their approach to the art and craft of theatremaking that convinced us they have not only vision and foresight about the field they've chosen, but the tenacity and commitment it will take to realize their aspirations over time. Our artistic future, we figure, belongs to people like these." The list of 25 artists can be found here:

<http://www.tcg.org/publications/at/apr09/at25.cfm>

In January 2011, Seema was awarded the Des McAnuff New Vision Award by the San Diego Theatre Critics Circle. Named for the former artistic director of La Jolla Playhouse, the honor recognizes inspired and risk-taking artistic vision.