



THE THEATRE ARIEL STORY

The first play in English theatre to portray a Jewish character as the hero, Richard Cumberland's *The Jew*, debuted to American audiences in Philadelphia in 1830. In the early 1900's Philadelphia was a vibrant center of Yiddish theatre, with all the greats of that era glittering on the marquees of its theatres. **But, with the diminishing light of Yiddish theatre, Jewish theatre lay dormant in Philadelphia -- until the birth of Theatre Ariel in 1990.**

34 years ago Deborah Baer Mozes founded Theatre Ariel to address this gap in our city's cultural mosaic. Since then, **Theatre Ariel has offered a deep and ongoing interaction with Jewish history, thought and culture** to Philadelphia audiences. In a city with the fourth largest Jewish population in the US, and at a time when anti-Semitism is on the rise, Theatre Ariel's kaleidoscopic, authentic representation of the Jewish experience can have a profound impact on our region's communal and cultural life.

34 YEARS OF THEATRE ARIEL

350,000+ audience members entertained | 2,500+ performances
2,000+ current audience members on mailings lists and social media platforms
1,000s of public-school students educated with our touring production
300+ community presenters | 200+ actors | 92 new works presented
90+ playwrights | 55+ musicians, puppeteers, designers and crew

RAISE THE CURTAIN

Theatre Ariel is ready to **Raise the Curtain** as we elevate our profile and become a more prominent fixture of our region's cultural life. Under the direction of our new and multi-talented Artistic Director, Jesse Bernstein, the Raise The Curtain fund supports the presentation of our first fully staged production in over 15 years! Campaign funds will also enable Theatre Ariel to make our first significant investment in artistic and administrative staff; provide necessary funding for marketing and expanded community outreach to an increasingly diverse audience of theatergoers; implement technology and infrastructure upgrades; and to commission playwrights and pay actors, directors and other creatives to build important new work.

KEEP READING TO SEE HOW YOU CAN SUPPORT THEATRE ARIEL

JOIN OUR FAMILY OF SUPPORTERS

EXECUTIVE PRODUCER
\$25,000 and above
multi-year commitment

- **“Presented by” recognition** for the fully staged theatre productions
- **“Executive produced by” recognition** from the stage at the start of all performances and in all materials for the fully staged theatre productions
- An invitation each season to a **special reception** honoring all "producing level" donors
- **Sponsorship of one full salon series** with recognition in salon materials
- Four Theatre Ariel **memberships** for each campaign year

PRODUCER
\$10,000 - \$24,999
multi-year commitment

- **“Produced by” recognition** from the stage at the start of all performances and in all materials for the fully staged theatre productions
- An invitation each season to a **special reception** honoring all "producing level" donors
- **Sponsorship of one full salon series** with recognition in salon materials
- Four Theatre Ariel **memberships** for each campaign year

ASSOCIATE PRODUCER
\$5,000 - \$9,999
multi-year commitment

- **Recognition from the stage** at the start of all performances and **in all materials** for the fully staged theatre productions
- An invitation each season to a **special reception** honoring all "producing level" donors
- **Sponsorship of a salon** performance and recognition in salon materials
- Two Theatre Ariel **memberships** for each campaign year

CENTER STAGE
\$2,500 - \$4,999
multi-year commitment

- **Recognition in all materials** for the fully staged theatre productions
- Recognition in **salon event materials**
- Two Theatre Ariel **memberships** for each campaign year

SPOTLIGHT
\$1,000 - \$2,499
multi-year commitment

- **Recognition** in salon event materials
- One Theatre Ariel **membership** for each campaign year

CURTAIN UP
\$500 - \$999
multi-year commitment

- **Recognition** in salon event materials

LIONS CLUB
\$5 - \$499
multi-year commitment

- **Recognition** on website/programs

DONATE TODAY AT THEATREARIEL.ORG

For more information, please contact Theatre Ariel's Artistic Director, Jesse Bernstein, at jesse@theatreariel.org or Samantha Hacker, Board Member and Vice President of Development, at Samantha.Hacker@gmail.com.