Mr. Henry Knowles

Knowles Chemist

37 Main Street

Hedle End

Southampton

Southampton SO31 4NG

Thursday, 09 April 2009

**Would you like become a sponsor for the events celebrating 25 years of Hedle Drama Group?**

Dear Henry,

Next year is a big one for Hedle End Drama Group, as we are celebrating our 25th anniversary. When we started we were a small group of just 12 people who put on one show a year at Christmas time. In the intervening period we have grown hugely; now we carry out drama classes in the community on a weekly basis, as well as putting on three shows annually. In the last five years the quality of our productions has been recognized by awards at both national and international level.

In addition to carrying out our normal services in the coming year, we would like to do something special to mark our 25th Anniversary. After discussions with the Town Council we have decided to run an outdoor extravaganza, incorporating a performance of A Midsummer Night’s Dream, and a parade. Would you, as a prominent local business, like to put your name in lights by sponsoring this event? We are looking to raise about £150,000, and any contributions that you make will be well advertised to the people who attend.

As an example of the kind of work that we do in a normal year, here is the schedule of plays for 2004 to 2006, which should give you a flavour of our productions over a three year period:

**2006**

* March As you like it by William Shakespeare
* July American Buffalo by David Mamet
* December Cinderella by Don Grissom

**2007**

* February The Tempest by William Shakespeare
* July A Taste of Honey by Shelagh Delaney
* December Tom Thumb by Don Grissom

**2008**

* February Hamlet by William Shakespeare
* December Peter Pan by Don Grissom

As you can see, we put on quite a standard set of plays each year, with a Shakespearian production every Spring (by popular demand!), a more modern drama during the Summer, and finally, a panto at Christmas time. In terms of financing, the panto is always our most expensive production of the year, as it involves a huge cast and usually there is an elaborate set. That said, the panto is also our most popular production each year, and it has become a local tradition for families to attend it during the festive season.

The shows that we put on are only a small part of the work we do in the community. We also run drama workshops for local children, young people, and adults on an ongoing basis during the year. Here is a schedule of our workshops, which should give you an idea of the scale of our activities:

**Weekly Workshops Timetable**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Mon** | **Tues** | **Wed** | **Thurs** | **Fri** |
| **Group** | Adults | 16-18yrs | 10-12yrs | 12-16yrs | 6-10yrs |
| **Time** | 8:00pm – 10:30pm | 8:00pm – 10:00pm | 7:00pm – 9:00pm | 7:00pm – 9:00pm | 5:00pm – 6:30pm |
| **Supervisor** | John Simmons | Sarah Parker | John Simmons | Mike Hogan | Sarah Jessop |

For the most part, Hedle End Drama Group is run on a voluntary basis – our administration is done by the board, and the workshops and productions are carried out for free by members of the group. However, even with all these gratis contributions, as you can imagine, running the Group does incur some considerable expenses. For example, we need to lease our premises here in town, we rent out space in the local theatre for productions, and we often need to hire in expertise for lighting our productions. And of course, we need funds for each of our productions, to pay for the sets, costumes, etc.

We would like you, as a business person in the locality, to sponsor Hedle End Drama Group, so that we can continue to provide our valuable services to the community, as we have done for the past 25 years. We do receive grants that help to meet our costs, and our productions cover their costs, but as you can see from the chart below, there is a sizable financial hole that we need to fill if we are to continue the same level of activity as we have in previous years.

**Level of financing provided to Hedle End Drama Group**



We’re greatly looking forward to your response, and hope that you consider our ongoing contributions to the community as something that is worth investing in. And, of course, we are really anxious that you will make a contribution to what we hope will be a really outstanding event in the summer.

Best regards,

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Marie Stokes

(Secretary of Hedle End Drama Group)