

## What Will Your Gift Support?

We are committed to making a great theater even better! Audiences love the Annenberg Theater's intimacy, design, and acoustics. Now we want to enhance everyone's enjoyment of performances by updating our sound system, lighting equipment, and more.

### These projects are completed!

- ADA Assisted Listening Devices
- New Lighting Board and Dimmer Rack
- New Video Switcher
- New Cinema-quality Projector
- Updated House Sound System
- New Cinema-quality Sound System

### We still need —

- Enhancements to the Lighting Grid
- Monitors
- Crew Communications Upgrades
- Stage and Performance Equipment
- Equipment Service Contracts
- Funds for Future Systems Expansion

## And now, a word from our sponsor!

### THE FIVE HUNDRED



It's a real joy for me to be able to support this particular campaign. I was involved in theater in college and I've been an enthusiastic fan of the performing arts ever since. I am also a devotee of great architecture, an avid preservationist, and a big believer in the value of cultural institutions for healthy communities. I hope you'll join me in this exciting effort to update a beloved Palm Springs theatrical gem.

-John P. Monahan, Owner, THE FIVE HUNDRED



Donna MacMillan  
Chair  
Board of Trustees

**"BRAVO, Annenberg Theater Council!** On behalf of the entire Board of Trustees of Palm Springs Art Museum, a *BRAVO!* You have our heartfelt thanks for your many years of stellar support. We applaud this fundraising endeavor, and I can assure you that Trustees will heed the call to take our seats!"



Elizabeth Armstrong  
The JoAnn McGrath  
Executive Director

**"Don't let the contemporary vibe and forever-young good looks fool you.** For over 40 years this amazing home for Palm Springs Art Museum's performing arts programs has provided our desert communities with a rich and culturally diverse array of music, theater, dance, cabaret, films, lectures and special events. Thank you, Annenberg Theater Council for raising funds for new equipment and improvements—keeping this facility on the cutting edge!"



Lucie Arnaz and Larry Luckinbill  
Theater Patrons

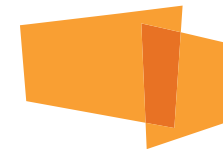
**"Between us we have performed on the Annenberg stage many, many times and both agree it is one of our favorite theaters in the country.** Big enough to make producers money. Intimate enough to make audiences care. Benefiting from its location inside the majestic Palm Springs Art Museum with its own café and a sculpture garden at its stage door, the architecturally perfect Annenberg does not have a bad seat in it and from box office to backstage makes you feel this is a sacred space. A gem in our community. We are proud to support keeping it that way."



**ANNENBERG THEATER**  
PALM SPRINGS ART MUSEUM

101 Museum Drive  
Palm Springs, CA 92262

**Take Your Seat!**



**ANNENBERG THEATER**  
PALM SPRINGS ART MUSEUM



We Invite You To

**TAKE  
YOUR SEAT!**

**Annenberg Theater Council**



**Ladies and Gentlemen: Please, Take Your Seats!**

As we enter the second year of the Annenberg Theater Council's "Take Your Seat" Campaign, we are delighted to report that more than one third of the theater's 400 seats now bear the name of a generous donor, or someone honored or remembered by the donor, etched into a handsome plaque and installed on the back of the chair. The money raised has already funded many critical upgrades to the theater's sound system and lighting equipment and we are well on our way to fulfilling our wish-list to bring our beautiful 20th Century auditorium up to 21st Century production standards.

If you have not already purchased your seat and would like to participate in this rare philanthropic opportunity, I urge you to do so. With volunteer leadership provided by the members of the Annenberg Theater Council Board, and 100% of our campaign costs underwritten by our Campaign Sponsor, Museum Trustee John P. Monahan of THE FIVE HUNDRED, every dollar of your \$1,000 contribution will go directly to funding improvements to the theater.

We hope to see you here at the Annenberg Theater often this season and for seasons to come, and we would be honored to add your name to our growing roster of seats taken!

*Terri Ketover*

Terri Ketover  
Vice Chair, Annenberg Theater Council



**Ready to Take Your Seat?  
Here are the basics**

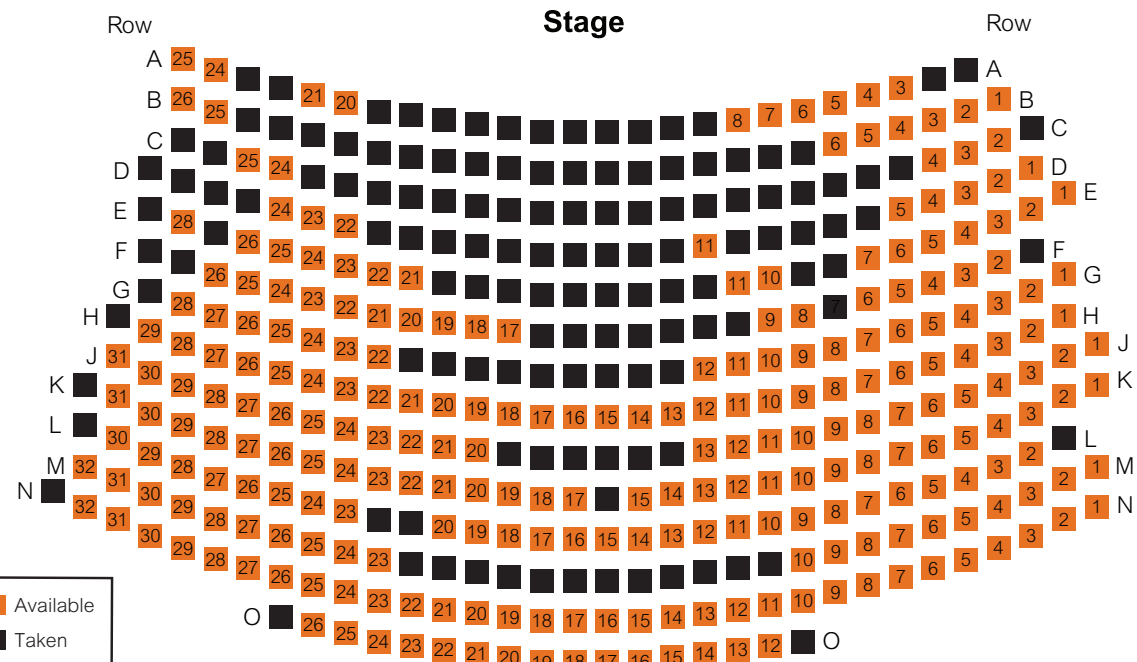
**Terms** Each seat, regardless of location in the theater may be named for the person(s) of your choosing for a fully tax-deductible contribution of \$1,000. No discount for naming multiple seats. No limit to the number of seats you may name (except for the number of seats remaining at the time of your contribution). Payment in full only—no pledges or multiple payments. Naming rights guaranteed at least until the 100th Anniversary of Palm Springs Art Museum in 2038. Naming a seat does not guarantee availability of that seat for your use when purchasing a ticket.

**To participate** in this campaign and take advantage of this rare philanthropic opportunity, simply complete the contribution form (see right). Refer to the seating chart to select your preferred row(s) and seat(s). If you would like to name additional seats please list on a separate sheet and include with your form. Mail your completed form (with credit card payment information completed, or enclose a check) to:

*Take Your Seat*  
Palm Springs Art Museum  
PO Box 2310  
Palm Springs, CA 92263

You may also process your order as a credit card payment over the phone at 760-322-4848. Or, visit the Annenberg Theater box office during regular box office hours for assistance. To learn more go to [annenbergtheater.org](http://annenbergtheater.org).

cut along dotted line with scissors



Each name engraving is limited to two lines of 22 characters including spacing, no punctuation, where applicable an "&" in lieu of "and", and you may select a top line to be etched in a smaller type size that reads: In Memory Of or In Honor Of.

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

If you have preference on which seat your name(s) will be placed, please indicate below:

IN MEMORY OF    IN HONOR OF    NEITHER

ROW

SEAT

IN MEMORY OF    IN HONOR OF    NEITHER

ROW

SEAT

Name \_\_\_\_\_ Enclosed is my check for \$ \_\_\_\_\_

Address \_\_\_\_\_ Please charge my/our credit card in the amount of \_\_\_\_\_

City \_\_\_\_\_ \$ \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_  AMEX  DISCOVER  MASTERCARD  VISA

Phone \_\_\_\_\_ Email \_\_\_\_\_ Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Contact Person (if different from signatory) \_\_\_\_\_ You may charge my credit card on \_\_\_\_/\_\_\_\_/\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Signature \_\_\_\_\_

I am naming \_\_\_\_\_ (# of seats) at \$1,000 per seat for a contribution Date \_\_\_\_\_

of \$ \_\_\_\_\_

I understand that naming a seat does not guarantee availability of that seat for my use when purchasing a ticket.

For information about additional premium naming opportunities available, please contact Michael Miner, The Dorothy and Harold J. Meyerman Director of Development at [mminer@psmuseum.org](mailto:mminer@psmuseum.org) or 760-322-4877.

Make checks payable to Palm Springs Art Museum (ATC).