

TERRIFIC NEW THEATRE'S

R³

CAPITAL CAMPAIGN

RELOCATE • RENOVATE • REOPEN

**Play a ROLE
in TNT's Future!**

Make a donation. Make a difference.





TNT's newly acquired building at 2112 5th Ave. N., Birmingham, AL 35203

WHO IS TERRIFIC NEW THEATRE?

Terrific New Theatre – or TNT – was founded as a for-profit venture in 1986 by the late Carl Stewart and the late Steve Stella in a quaint space on the First Avenue South block of Richard Arrington Jr. Boulevard (then 21st Street) in downtown Birmingham. Our first season began with the Stephen Sondheim musical revue “You’re Gonna Love Tomorrow,” and from there we launched more than three decades of new and original works produced with the best of Birmingham’s theater community. In November 1991, we moved to our first of two locations in Birmingham’s Pepper Place Complex. We also attained non-profit status, and our first Board of Trustees was created. In July 2016, at the close of our 30th season, Carl retired as Artistic Director and entrusted TNT to local director and performer Tamara DeBolt. As Executive Director, Tam immediately began propelling TNT toward an even brighter future. Less than four years later, though, our story took a sudden and unexpected turn.

WHY ARE WE RAISING MONEY?

In March 2020, the COVID-19 pandemic put an abrupt end to our 2019-20 season. Subsequently, in a cost-saving measure, the TNT Board of Trustees decided to vacate our leased space at Pepper Place while awaiting the day we could re-open for business. During this time, we continued to bring entertainment to virtual audiences with online performances – some produced by TNT, others in collaboration with local and national arts organizations – and we maintained our robust social media presence, remaining engaged with our patrons and the theatergoing public. In January 2023, after having hunkered down to ride out the pandemic, we staged our first in-person production in three years (at a rented space), thus beginning our emergence from the forced hibernation and planning our triumphant return to the Birmingham arts landscape. Then, in May 2023, longtime patrons and donors **Louise and John Beard** gifted TNT an amazing building in downtown Birmingham ... but 2112 5th Avenue North is far from move-in ready. The purpose of our **R³ Capital Campaign** is to raise the remaining funds necessary to renovate this circa 1925 “diamond in the rough” into our shiny and sparkling forever home. **Long live TNT!!!**

Launch: **July 2023** • Goal: **\$1.9 Million**



MATCHING GIFTS CHALLENGE

TNT has an anonymous donor who has agreed to match ALL gifts of at least \$1,000 – up to a total of \$350,000 – for building renovations.
Give at least \$1,000 and **DOUBLE YOUR GIFT!!!**



PayPal



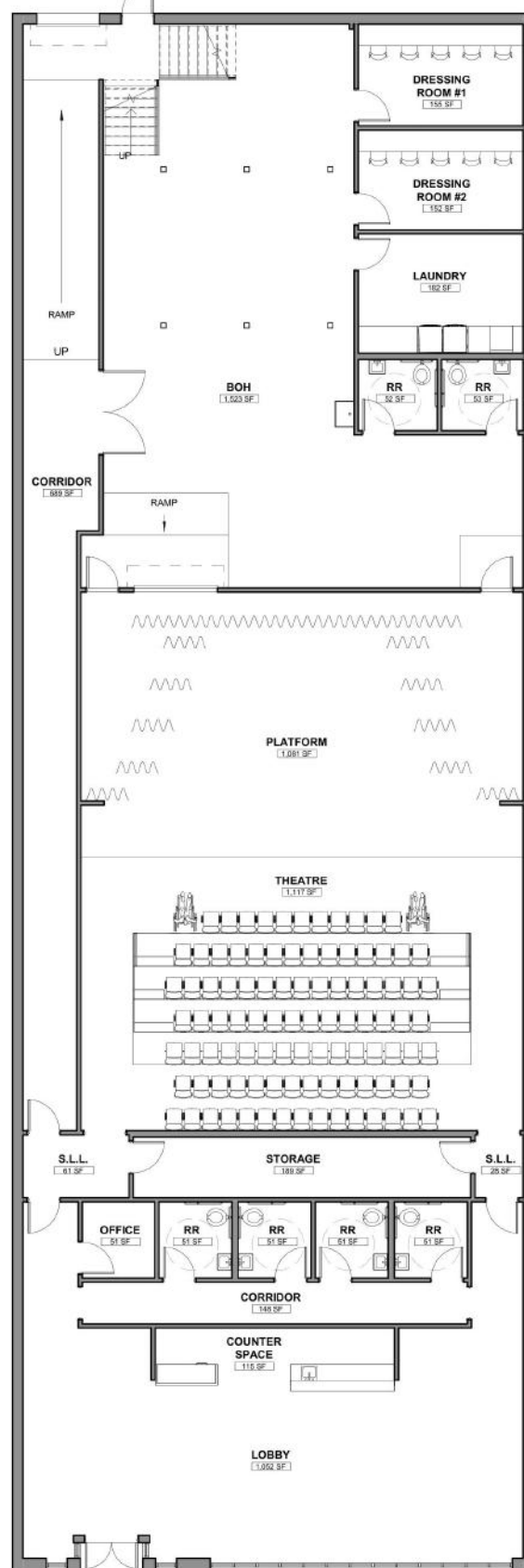
venmo



WAYS TO GIVE ONLINE

PayPal, Venmo, Facebook, or
www.TerrificNewTheatre.com

FLOOR PLAN



WHY *THEATER* IS IMPORTANT



SUDDENLY LAST SUMMER by Tennessee Williams

01

IT'S LITERATURE COME ALIVE

Theater is literature in living form. Shakespeare, Hellman, Williams, Wasserstein, Beckett, Baker, Mamet, Reza - these are just a few brilliant playwrights whose words have shaken the world. Literature doesn't exist in books alone.



THE CAKE by Bekah Brunstetter

02

IT PROMOTES DIALOGUE

Theater often tackles social issues prevalent in society, such as racism, sexism, class struggles, political conflicts, and inequality. Theater can shed light on these issues, challenge societal norms, and prompt audiences to contemplate and discuss them.



Various plays

03

IT GIVES VOICE TO US ALL

Theater actively seeks out and amplifies the voices of marginalized communities, including people of all races, ethnicities, genders, sexual orientations, disabilities, and socio-economic backgrounds. Theater provides a means for people to be seen, heard, and understood.



AN ACT OF GOD by David Javerbaum

04

IT REMINDS US THAT WE ARE NOT ALONE

Theater is a shared experience. We are not only sharing space with the artists, but we are sitting inches away from our fellow audience members. We participate together in live theater; it is a necessary part of human connection.



BUYER & CELLAR by Jonathan Tolins

05

IT ENTERTAINS

Theater creates an immersive and engaging experience through humor, music and dance, suspense, spectacle, energy, and fantasy. Theater can give us a needed break from our fast-paced lives and uplift us when the world seems dire.

WHY *TNT* IS VITAL

The difference between a community that is merely surviving and one that is thriving is the arts.

TNT IS COMMITTED TO THE GREATER BIRMINGHAM AREA

We want to serve Birmingham, which has a rich and diverse population thirsting for theater as a tool for community change and outreach. We've built community relationships here for nearly four decades. This is our town. We want to continue to feed the souls of the people who live here.

TNT SUPPORTS SOUTHERN VOICES

TNT has always served the Southern voice through our production choices. From the start, we produced works of the South, and in the past few years, we've upped our game with our WRITTEN IN THE SOUTH series, highlighting the vast spectrum of voices, culture, humor, and history that the South offers.

TNT IS OFF-BEAT AND UNEXPECTED

We are committed to staying true to who we are. We have a specific niche in Birmingham. Because of our boldness and our emphasis on production values, we can bring you shows that others either cannot or do not offer. TNT fills a void, and we've been doing it successfully since 1986.

TNT HAS A HISTORY OF GROWTH AND SOUND FINANCIAL STEWARDSHIP

From TNT's inception, the fiscal stability of the theater has only grown. We've withstood several financial downturns, and our diverse board, along with our Executive Director, worked tirelessly, sometimes making brutal decisions, to survive the pandemic. Our financial governance means that your gift will be well-protected and used efficiently.

TNT IS PART OF A COLLECTION OF ORGANIZATIONS KEEPING ARTS ALIVE

Arts attendance is vital to all, but opportunities for that experience are declining. In a 2015 survey conducted by the National Endowment for the Arts, 37% of respondents noted "access to the arts" as a major barrier for attendance. We need more groups doing this work - work that TNT has proven it can deliver.

CAPITAL CAMPAIGN FAQs (Frequently Asked Questions)

Q: How can I make a donation? Where would I mail a check?

A: PayPal, Venmo, Facebook, TNT website (www.TerrificNewTheatre.com), via US mail (check), in-person (cash, check, or credit card). Mailing address is: **P.O. Box 130368, Birmingham, AL 35213**

Q: Who is working on the design and renovation of the new theatre?

A: LIVE design group (see Floor Plan on Page 3) and Locke General Contractors

Q: When will you start selling season tickets?

A: We need to finalize our renovation schedule before announcing a season. Once we know an anticipated opening date (presumably in 2024), we'll get our line-up ready to announce and season tickets will go on sale.

Q: Are group donations possible?

A: Yes. For instance, multiple people may want to contribute to a donation fund in honor or in memory of a shared loved one. A naming opportunity is one way this could be accomplished, although a more straightforward group donation is doable too. If you are interested in this opportunity, contact Executive Director Tamara DeBolt.

Q: May I make my donation in installments?

A: Whatever it takes. We would PREFER the entire gift up front, to defray renovation costs, but if breaking your gift up into smaller payments makes sense for your budget, then we would be THRILLED to accept. Thrilled, we say ... THRILLED!!!

Q: How can I share the information in this packet with others who may be interested?

A: If you know someone who may want to donate to our campaign, please send Executive Director Tamara DeBolt their mailing address. An email address will work, too, as a digital version of this packet is available. In fact, you can find the digital packet on our website at www.TerrificNewTheatre.com.

Q: Will there be updates on the project? How can I follow along with the all the excitement?

A: You can just scan the QR code below and be directed to the "NEW BUILDING" page of our website. Get the inside scoop, see progress photos, and find out what we have up our sleeve.



Architect's rendering of what an actor would see while standing upstage right on the new TNT stage

**BEFORE & AFTER**

The photo above, taken from the vantage point of the last row of seats, shows where the stage will be situated. The architect's rendering below depicts the same view with the seats and stage in place.



PLEASE SELECT YOUR GIVING LEVEL

PLATINUM BENEFACTOR

☐ **\$100,000 & Up**

Benefits include:

- 2 VIP parking spaces (TBD)
- Preferred seating
- Recognition on engraved lobby plaque
- 10 Season Ticket Memberships (total)
- Season Sponsor Listing in print & online
- 2 free drinks per show per season ticket membership
- 10 complimentary TNT T-shirts

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

GOLD BENEFACTOR

☐ **\$50,000-\$99,999**

Benefits include:

- 1 VIP parking space (TBD)
- Preferred seating
- Recognition on engraved lobby plaque
- 8 Season Ticket Memberships (total)
- Season Sponsor Listing in print & online
- 2 free drinks per show per season ticket membership
- 8 complimentary TNT T-shirts

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

SILVER BENEFACTOR

☐ **\$25,000-\$49,999**

Benefits include:

- 1 VIP parking space (TBD)
- Preferred seating
- Recognition on engraved lobby plaque
- 6 Season Ticket Memberships (total)
- Season Sponsor Listing in print & online
- 2 free drinks per show per season ticket membership
- 6 complimentary TNT T-shirts

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

BRONZE BENEFACTOR

☐ **\$10,000-\$24,999**

Benefits include:

- Preferred seating
- Recognition on engraved lobby plaque
- 4 Season Ticket Memberships (total)
- Season Sponsor Listing in print & online
- 2 free drinks per show per season ticket membership
- 4 complimentary TNT T-shirts

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

PREMIER PATRON

☐ **\$5,000-\$9,999**

Benefits include:

- 3 Season Ticket Memberships (total)
- Season Sponsor Listing in print & online
- 2 free drinks per show per season ticket membership
- 2 complimentary TNT T-shirts

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

PATRON

☐ **\$2,500-\$4,999**

Benefits include:

- 2 Season Ticket Memberships (total)
- Listing in print & online
- 2 free drinks per show per season ticket membership
- 2 complimentary TNT T-shirts

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

PREMIER SUPPORTER

☐ **\$1,000-\$2,499**

Benefits include:

- 1 Season Ticket Membership
- Listing in print & online
- 1 free drink per show per season ticket membership
- 1 complimentary TNT T-shirt

- Eligible for MATCHING GIFT
- See NAMING OPPORTUNITIES sheet

SUPPORTER

☐ **\$50-\$999**

Benefits include:

- Listing in print & online
- 1 complimentary TNT T-shirt

- See NAMING OPPORTUNITIES sheet (gifts of \$500+)

TNT MISSION STATEMENT

The mission of Terrific New Theatre is to promote the presence of non-profit community theater in Birmingham and the surrounding region, through presentation of a distinctive season of high-quality contemporary programs. In addition, TNT aims to be a showcase for local talent and a workshop/lab where theater folk can experience hands-on participation.

NAMING OPPORTUNITIES

Donor/Honoree names for the following will be prominently displayed.

(*No longer available)

*Performance Stage	\$100,000	Entryway (front door)	\$10,000
Lobby	\$100,000	Box Office	\$8,000
House	\$100,000	Beverage Bar	\$8,000
Backstage/Rehearsal Space	\$95,000	Stage Door (rear entrance)	\$5,000
		Actors Corridor (lobby to backstage)	\$5,000
TNT Gallery Display	\$70,000	Entry Corridor (into House Right)	\$3,500
<i>TNT's historical collection of cast photos to be displayed there</i>		Entry Corridor (into House Left)	\$3,500
		*Administrative Office	\$2,500
Stage Manager's (SM) Booth	\$35,000		
*Lobby Restrooms (4 x \$8,000 each)	\$32,000	Local Artist's Wall (lobby)	\$2,800 (per year)
Lighting Grid & Equipment	\$25,000	<i>This wall will display the works of a local artist during the run of each show. These artworks will be for sale to the public for the sole benefit of the artist.</i>	
Storage Closet (under SM Booth)	\$20,000		
Dressing Room #1	\$13,500		
Dressing Room #2	\$13,500	Theatre Seat (98)	\$500 (each seat)
TNT Marquee (front)	\$10,000	<i>Names will be displayed on seat in perpetuity</i>	



DONOR TOURS AVAILABLE

If you want to see inside the building **BEFORE RENOVATIONS BEGIN**, please contact our Executive Director or a board member. We would be happy to meet you there, take you into the space, and give you a tour. We can even snap a photo of you standing at the location of your choice.

Please inscribe my naming opportunities as follows:

#1 _____ / _____
(Identify naming opportunity here)

#2 _____ / _____
(Identify naming opportunity here)

#3 _____ / _____
(Identify naming opportunity here)



TNT's R³ Capital Campaign

**I value the arts in my community & would like to
play a part in TNT's R³ Capital Campaign.**

INDIVIDUAL DONOR (please print)

Title: ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr. ☐ Hon. ☐ Other _____

Name: _____

Name/Title of Spouse/Partner (if giving jointly): _____

Address: _____

City: _____ State: _____ ZIP: _____

Preferred Phone: _____ Email: _____

CORPORATE DONOR (please print)

Company/Entity Name: _____

Company/Entity Address: _____

City: _____ State: _____ ZIP: _____

Contact Name: _____

Contact's Phone: _____ Email: _____

On any published form of recognition, list my/our name or company name as (please print):

☐ My check is enclosed (payable to Terrific New Theatre and designated for R³ Capital Campaign)

☐ I would like to pay by debit or credit card. Please have a TNT representative contact me.

Please fill out this form, select a giving level (see GIVING LEVEL sheet), and return form to:

**Terrific New Theatre
R³ Capital Campaign
P.O. Box 130368, Birmingham, AL 35213**

*Terrific New Theatre is a nonprofit organization under the IRS 501(c)(3) code.
All contributions are tax-deductible to the fullest extent of the law.*

**The option of making INSTALLMENT PAYMENTS is available.
Please contact a TNT representative to discuss and set up the details of your gift.**



TERRIFIC NEW THEATRE

www.TerrificNewTheatre.com

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