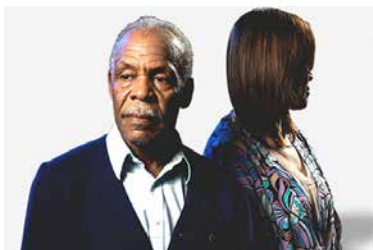




2017-18 MEDIA KIT



EAST WEST PLAYERS
Union Center for the Arts
120 Judge John Aiso Street
Los Angeles, CA 90012
T: (213) 625-7000
www.eastwestplayers.org



OVERVIEW

THE NATION'S PREMIER ASIAN AMERICAN THEATRE ORGANIZATION



Union Center for the Arts. Photo credit: Sthanlee Mirador.

Little Tokyo Historic District, which also houses Visual Communications and LA Artcore.

In July 2016, Snehal Desai became EWP's fourth Artistic Director as the organization celebrates 52 years of being the oldest professional theater of color in the country that continues to support and showcase API artists, directors, and playwrights through award-winning productions, engaging Arts Education programs, and professional development trainings and resources that connect talent with industry opportunities.

East West Players (EWP) produces artistic work and educational programs that foster dialogue exploring **Asian Pacific Islander (API)** experiences. Founded in 1965, at a time when APIs faced limited or no opportunities to see their experiences reflected outside of stereotypical and demeaning caricatures in the American landscape, EWP not only ensures that API stories are told, but works to increase access, inclusion, and representation in the economy.

In 1998, EWP moved from a 99-seat "black box" theater in Silverlake to its current home, the 240-seat David Henry Hwang Theater at the Union Center for the Arts in Los Angeles'



EWP staff. Photo credit: Mike Palma.



HOW FAR WE'VE COME

SINCE OUR FOUNDING IN 1965...



East West Players has produced **220** original plays and musicals.



We have supported artists who have received accolades such as **Obie Awards, Tony Awards, Lucille Lortel Awards, the Whiting Award, Drama Desk Awards, the Guggenheim Award, Susan Smith Blackburn prizes, and many more.**



East West Players engages approximately **30,000** individuals per year through its mainstage productions, programs, and youth outreach, primarily in greater Los Angeles and Southern California.



“““

**EAST WEST SPECIALIZES
IN PRODUCING PLAYS AND
MUSICALS EXPLORING
ASIAN AMERICAN THEMES,
AND REMAINS THE NATION'S
OLDEST CONTINUALLY
OPERATING THEATER
OF COLOR.**

Los Angeles Times

L to R (clockwise): *Next to Normal* (2017), *La Cage Aux Folles* (2016), *Free Outgoing* (2017), and David Henry Hwang's *Chinglish* (2015). All photos by Michael Lamont.



OUR AUDIENCE

OUR AUDIENCE IS DIVERSE, AFFLUENT, AND SUPPORTS THE LITTLE TOKYO COMMUNITY!



75% of our audience members dine or shop in Little Tokyo before or after a show.



More than **15,000 people** will come to see a performance at East West Players this season. We've fostered community relationships with businesses such as **Southern California Public Radio (KPCC), Rafu Shimpo, Far Bar, Cafe Dulce, Baldoria, and more!**

DEMOGRAPHICS

68% female

60% Asian Pacific American

38% Caucasian

66% have an annual household income over **\$60,000**

SOCIAL MEDIA REACH

f **9,021** likes

t **5,262** followers @EWPlayers

i **2,694** followers @eastwestplayers

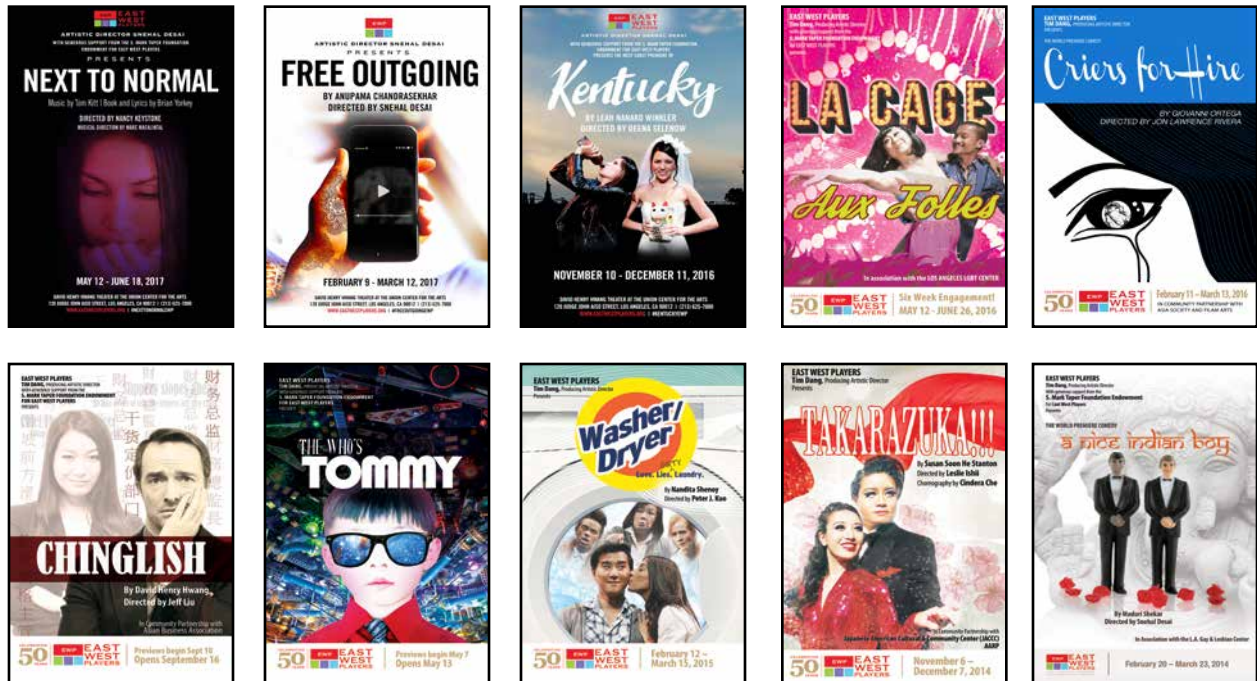


“““
I AM SO PROUD TO BRING ALLEGIANCE TO L.A. WITH EAST WEST PLAYERS AND THE JAPANESE AMERICAN CULTURAL & COMMUNITY CENTER.

George Takei leads the cast of the Los Angeles premiere of ALLEGIANCE, opening at the Aratani Theatre in Little Tokyo on February 28, 2018!



MAINSTAGE



L to R (clockwise from top): *Next to Normal* (2017), *Free Outgoing* (2017), *Kentucky* (2016), *La Cage Aux Folles* (2016), *Criers for Hire* (2015), *Chinglish* (2015), *The Who's Tommy* (2015), *Washer/Dryer* (2015), *Takarazuka!!!* (2014), and *A Nice Indian Boy* (2014).

PROMOTE YOUR BUSINESS WITH EAST WEST PLAYERS!

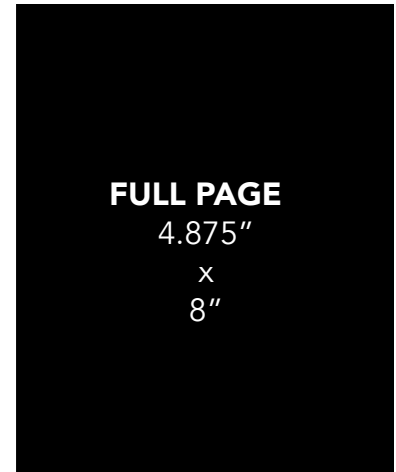
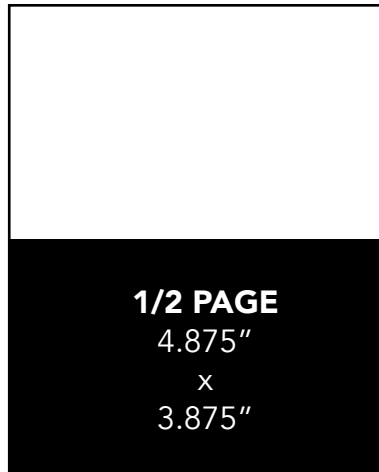
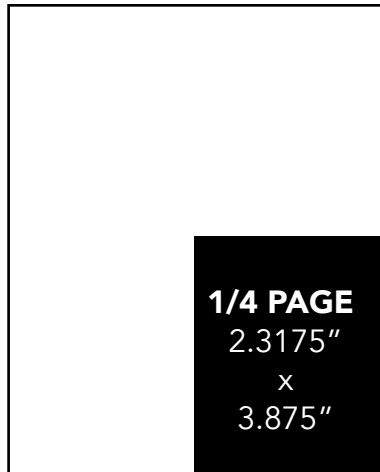
East West Players annually produces five professional productions in our 240-seat **David Henry Hwang Theater**, featuring artistic works that develop, foster, and expand Asian Pacific Islander performance into a major force on the national arts scene in the 21st century.

For ***The Company We Keep***, our **52nd Anniversary Season (2017-2018)**, which highlights our strong artistic and community partnerships, we will produce **three Mainstage productions**, including the **Los Angeles premiere of the Broadway musical *Allegiance***, starring **George Takei** and co-produced with the Japanese American Cultural & Community Center in Little Tokyo!

Align your brand/business with **Asian Pacific Islander and theater communities** by advertising in our playbill programs!



SPECIFICATIONS & PRICING



Book full season inserts with East West Players, which includes ad placements in the programs of our season productions.

CORPORATE RATES

AD SIZE	DIMENSIONS (W x H)	SINGLE INSERT	FULL SEASON	SINGLE INSERT	FULL SEASON
QUARTER PAGE (B&W)	2.3175" x 3.875"	\$400	\$1,500	\$800	\$3,000
HALF PAGE (B&W)	4.875" x 3.875"	\$600	\$2,000	\$1,200	\$4,000
FULL PAGE (B&W)	4.875" x 8"	\$900	\$3,000	\$1,800	\$6,000
INSIDE FRONT COVER (4-COLOR)	4.875" x 8"	\$1,200*	\$4,000	\$2,400*	\$8,000
INSIDE BACK COVER (4-COLOR)	4.875" x 8"	\$1,200*	\$4,000	\$2,400*	\$8,000
BACK COVER (4-COLOR)	4.875" x 8"	\$1,600*	\$4,500	\$3,200*	\$9,000

* Only available if full season inserts have not been purchased.

DESIGNER'S FEE

\$200 - For East West Players to design your ad. Arrangements must be made two weeks prior to the deadline.



DEADLINES

2017-2018 DEADLINES FOR AD MATERIALS

PRODUCTION	AD RESERVATION	MATERIAL DUE
YOHEN	October 2, 2016	October 9, 2017
ALLEGIANCE*	January 8, 2018	January 22, 2018
AS WE BABBLE ON	May 7, 2018	May 14, 2018

**Ad specs, rates, and deadlines subject to change*



SUBMISSION GUIDELINES

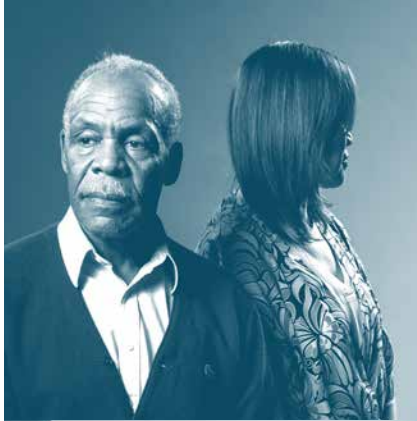
Please submit your ad artwork as a PDF or JPEG (300 DPI) file.

CONTACT

To inquire about or place an ad, please contact PR/Marketing Manager Patricia Tumang at (213) 625-7000 or ptumang@eastwestplayers.org. Thank you!

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YOHEN

OCTOBER 26 - NOVEMBER 19, 2017

by **Philip Kan Gotanda**
Directed by **Ben Guillory**
Featuring **Danny Glover**

In Japanese pottery, the term “yohen” refers to unpredictable changes that take place in the kiln. James and Sumi Washington are an interracial couple struggling to maintain their 37-year marriage after James retires from the US Army. The dramatic change in routine prompts questions about life, love, and aging, as the couple attempts to repair what’s broken and decide what is worth saving.

In Partnership with The Robey Theatre Company

The Robey Theatre Company explores, develops, and produces provocative plays written about the Global Black Experience, as seen through the eyes of Black characters on stage struggling to survive, advance, and in the end—thrive. robeytheatrecompany.com

VENUE: DAVID HENRY HWANG THEATER
120 Judge John Aiso Street, Los Angeles, CA 90012



FEBRUARY 21 - APRIL 1, 2018

Music and Lyrics by **Jay Kuo**
Book by **Marc Acito, Jay Kuo,**
and **Lorenzo Thione**

Inspired by true events, the Broadway musical *Allegiance* is the story of the Kimura family, whose lives are upended when they and 120,000 other Japanese-Americans are forced to leave their homes following the events of Pearl Harbor. An uplifting testament to the power of the human spirit, *Allegiance* follows the Kimuras as they fight between duty and defiance, custom and change, family bonds and forbidden loves.

By Special Arrangement with Sing Out, Louise! Productions & ATA

In Partnership with the Japanese American Cultural & Community Center
Founded in 1971, the Japanese American Cultural & Community Center (JACCC) is one of the largest ethnic arts and cultural centers of its kind in the United States and a hub for Japanese and Japanese American arts and culture in Southern California. JACCC.org

VENUE: JACCC'S ARATANI THEATRE
244 S. San Pedro Street, Los Angeles, CA 90012



AS WE BABBLE ON

MAY 31 - JUNE 24, 2018

by **Nathan Ramos**

Winner of East West Players' 2042:
See Change Playwriting Competition

As We Babble On explores the pursuit of success, its costs, and conquering the Swedish BIGBOX. Benji, a first-generation Asian American, struggles in New York City to find his voice as his writing career stalls. As the professional paths of his best friend Sheila and his half sister Laura begin to blossom, he begins to unravel. *As We Babble On* explores what lengths we are willing to go to realize our dreams, whether morality is tied to upward mobility and whether boxed wine and soda is an appropriate sangria recipe after the age of 24.

In Partnership with the Los Angeles LGBT Center

Since 1969, the Los Angeles LGBT Center has cared for, championed, and celebrated LGBT individuals and families in Los Angeles and beyond. lgbtcenter.org

VENUE: DAVID HENRY HWANG THEATER
120 Judge John Aiso Street, Los Angeles, CA 90012



SPECIAL EVENT

Rogue Artist Ensemble's

KAIDAN PROJECT: WALLS GROW THIN

OCTOBER 5 - NOVEMBER 5, 2017

by **Lisa Dring, Rosie Narasaki, and Chelsea Sutton**
with **Rogue Artists Ensemble**
Directed by **Sean T. Cawelti**

A voice calls out through the darkness, drowning us in echoes of wells and graveyards, in tangles of hair and snow, in sharp reflections of our darkest and most human moments. *Kaidan Project: Walls Grow Thin* is a multi-sensory, site-specific experience refracting ancient Japanese ghost stories through a modern, multi-cultural lens, revealing the noise of our histories and the silences that haunt us. A small group of audience members enters a room, guided by a voice, each room a different story — will you complete the ritual?

In Partnership with Rogue Artists Ensemble

Founded in 2001, Rogue Artists Ensemble is a collective of multi-disciplinary artists that creates Hyper-theater, an innovative hybrid of theater traditions, puppetry, mask work, dance, music, and modern technology. rogueartists.org

With Support from the Venturous Theater Fund of the Tides Foundation

VENUE: A SECRET MID-CITY, SIX-STORY WAREHOUSE BUILT IN 1927
(revealed after tickets have been purchased)