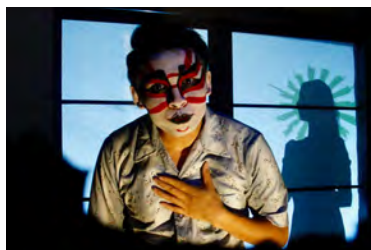




2018-19 MEDIA KIT



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 LONGEST-RUNNING PROFESSIONAL THEATER OF COLOR



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

Located at the Union Center for the Arts in Los Angeles' Little Tokyo Historic District, **East West Players (EWP)** is home to the **240-seat David Henry Hwang Theater**, which showcases diverse, world-class theatrical productions and events about Asian Pacific Islander (API) experiences.

Over its remarkable 53-year history, EWP has produced over 230 plays and musicals. As an advocate for Asian American talent and stories, EWP has been a home for world-renowned API artists, such as **George Takei, John Cho, Daniel Dae Kim, Gedde Watanabe, James Hong, Tia Carrere, Amy Hill, Constance Wu, Randall Park, Kal Penn, Emily Kuroda, Suzy Nakamura, Ali Wong, Deedee Magno Hall, Jon Jon Briones, Parvesh**

Cheena, and **David Henry Hwang**, who is the namesake of the theater.

In July 2016, Snehal Desai became EWP's fourth Artistic Director to lead the organization as it celebrates 53 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 and literary programs, and professional development trainings and resources that connect talent with industry opportunities.



EWP staff. Photo credit: Mike Palma.



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

 **9,556** likes

 **5,608** followers @EWPlayers

 **3,221** 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 led the cast of the Los Angeles premiere of ALLEGIANCE, co-produced by East West Players and JACCC, which welcomed over 20,000 patrons to Little Tokyo!



HOW FAR WE'VE COME

SINCE OUR FOUNDING IN 1965...



East West Players has produced over **230** original plays and musicals.



We have supported artists who have received accolades such as **Obie Awards, Tony Awards, Ovation 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.



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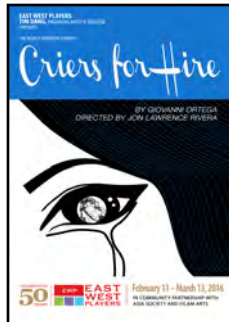
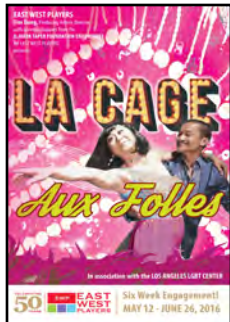
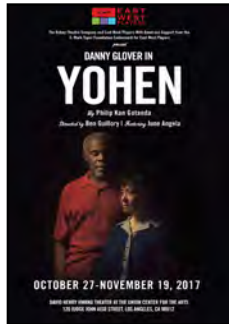
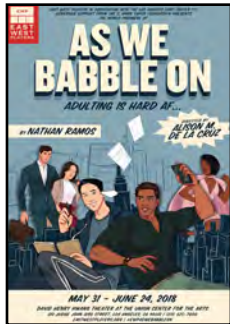
**EAST WEST SPECIALIZES
IN PRODUCING PLAYS AND
MUSICALS EXPLORING
ASIAN AMERICAN THEMES,
AND REMAINS THE NATION'S
OLDEST CONTINUALLY
OPERATING THEATER
OF COLOR.**

Los Angeles Times

L to R (clockwise): *Next to Normal* (2017), *La Cage Aux Folles* (2016), *Free Outgoing* (2017), and the Los Angeles premiere of *Allegiance* (2018). All photos by Michael Lamont.



MAINSTAGE



L to R (clockwise from top): As We Babble On (2018), Yohen (2017), 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), and Washer/Dryer (2015).

PROMOTE YOUR BUSINESS WITH EAST WEST PLAYERS!

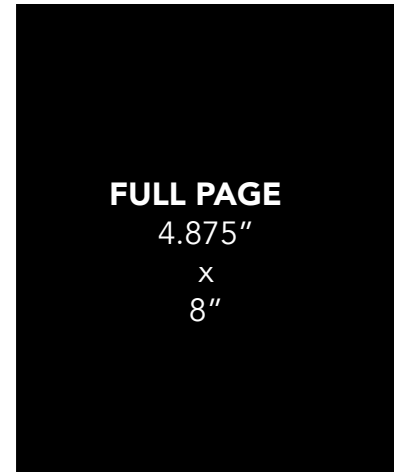
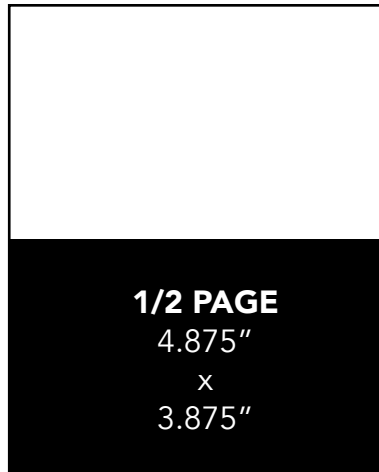
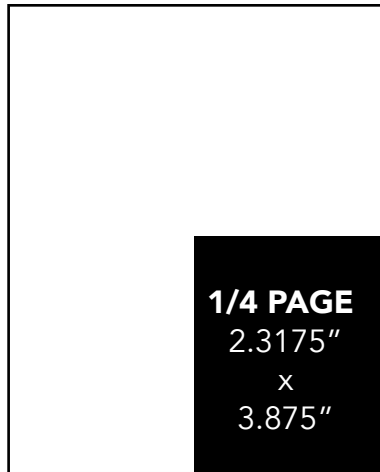
East West Players annually produces five professional productions in our 240-seat **David Henry Hwang Theater**, featuring artistic works that develop, foster, and expand Asian Pacific Islander performance into a major force on the national arts scene in the 21st century.

For **Culture Shock, our 53rd Anniversary Season (2018-2019)**, which explores what it means to be an immigrant in this country and an 'American' abroad, we will produce **three Mainstage productions**, including the **Los Angeles Premiere of Vietgone**, the **World Premiere of feminist thriller Man of God**, and the **award-winning Broadway musical Mamma Mia!**

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



RATES & SPECIFICATIONS



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

CORPORATE RATES

AD SIZE	NON-BLEED DIMENSIONS (W x H)	SINGLE INSERT	FULL SEASON	CORPORATE RATES	
				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 of when ad materials are due.



DEADLINES

2018-2019 DEADLINES FOR AD MATERIALS

PRODUCTION	AD RESERVATION	MATERIAL DUE
VIETGONE	September 24, 2018	October 1, 2018
MAN OF GOD	January 7, 2019	January 14, 2019
MAMMA MIA!	April 15, 2019	April 22, 2019



SUBMISSION GUIDELINES

Please email your ad artwork as a PDF or JPEG (300 DPI) file to ptumang@eastwestplayers.org.

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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VIETGONE

Written by **Qui Nguyen**
Directed by **Jennifer Chang**

October 18 - November 11, 2018

Vietgone spins a modern twist on the classic boy-meets-girl story: Quang and Tong are refugees fleeing the Vietnam War, who hook up and fall in love in a relocation camp in Arkansas. Bold, and fearless, *Vietgone* takes audiences on a hilariously rip-roaring ride across 1970s America with a hot soundtrack that serves up hip-hop, sass, and revolution.

MAN OF GOD

Written by **Anna Moench**
Directed by **Jesca Prudencio**

January 31 - February 24, 2019

A hidden discovery in a hotel bathroom changes the lives of four Korean Christian girls on a mission trip to Thailand. Samantha is hurt that someone she trusted could betray her. Jen is worried about how this might affect her college applications. Kyung-Hwa thinks everyone should adjust their expectations. Mimi's out for blood. Amid the neon lights and go go bars in Bangkok, the girls plot revenge in this funny, feminist thriller.

MAMMA MIA!

Music & Lyrics by **Benny Andersson & Björn Ulvaeus**
Book by **Catherine Johnson**
Directed by **Snehal Desai**

May 9 - June 9, 2019

On the eve of her wedding, a daughter's quest to discover the identity of her father brings three men from her mother's past back to the Greek island they last visited 20 years ago. The storytelling magic of ABBA's timeless hits sets the scene for this infectious tale of love and frolicking fun, creating an unforgettable musical experience that will leave you dancing in the aisles!