

ANTHONY APICELLA

Director

JEAN E. TePASKE

Assistant Director

CAMBRIDGE PUBLIC SCHOOLS
OFFICE OF
DIRECTOR OF MUSIC EDUCATION

ROOM 011
CAMBRIDGE HIGH and LATIN SCHOOL
TROWBRIDGE STREET, CORNER OF BROADWAY
CAMBRIDGE, MASSACHUSETTS 02138

Telephone

498-9217

November 20, 1980

To: CAMBRIDGE BUSINESSMEN
PROFESSIONAL ORGANIZATIONS
CIVIC ASSOCIATIONS

Dear Friend:

We are writing to tell you about a GREAT SHOW! The Music Department of the Cambridge Public Schools is proud to present the very popular Broadway musical, HELLO DOLLY, on January 30, 31 and February 1, 6, 7, and 8th, 1981 at 8:00 PM in the new James F. Fitzgerald Auditorium of Cambridge Rindge-Latin School. It will be the first Broadway Musical presented in this Auditorium.

HELLO DOLLY will be presented by an enthusiastic cast of 350 students. Providing large numbers of students the opportunity to experience many kinds of music as part of their educational growth is a most important component of the Music Department philosophy. Like the past productions of MUSIC MAN and OKLAHOMA, HELLO DOLLY will be a complete production including full orchestra and professional playbill.

THE MUSIC DEPARTMENT, BEING FISCALLY RESPONSIBLE AND MINDFUL OF THE NEED FOR AUSTERITY, IS ASSUMING FULL RESPONSIBILITY FOR THE COST OF THIS PRODUCTION.

We expect to print 6000 ad books to be distributed to the audiences in attendance at this big production. As you must be aware, it will be an expensive show costing several thousands of dollars including royalties, music, costumes, technicians, equipment, and professional personnel. Numerous organizations in Cambridge are volunteering their expertise and assistance. In total, a tremendous number of people are participating.

WE NEED YOUR HELP. If you would be kind enough to purchase ad space in our HELLO DOLLY program book, students, parents, staff, and other Cambridge citizens would be most appreciative. MUSIC IS GOOD BUSINESS! Students in our department are taught to be responsible citizens. They give a great deal to the community by presenting free performances at hospitals, nursing homes, and homes for the aged. Other performances include veterans programs, city parades, and official ceremonies.

Enclosed is information concerning ad sizes and prices in addition to Patron and Sponsor page subscription costs. We urge you to purchase an ad for our program book which will benefit your business establishment and help Cambridge music students. IMPORTANT: All ads must be received in our office by December 15, 1980, so that we can submit them to the printer. Thank you for your interest and support.

Jean TePaske
Jean TePaske

Sincerely,
Anthony Apicella
Anthony Apicella

There will be no additional charge for a pencil/ink drawing to appear in an ad. If, however, you wish to include a picture/photograph in the ad, an additional \$25.00 will be charged.

All ads will be black and white only.

FULL PAGE AD

(8"x5")

COST: \$175

(includes two \$5.00 reserved section tickets)

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1/8 PAGE AD
(2"x2½")

COST: \$25.00

1/2 PAGE AD
(8"x2½")

COST: \$90.00

(Includes two \$5.00 reserved
section tickets.)

1/4 PAGE AD
(4"x2½")

COST: \$50.00

In addition to the ad pages, there will be patron and sponsor pages.

PATRON - COST: \$20.00

Includes alphabetical listing of name of person or company on patron page of the program and two \$5.00 reserved section tickets.

SPONSOR - COST: \$10.00

Includes alphabetical listing of name of person or company on sponsor page of the program and two \$3.00 general admission tickets.

INFORMATION VERIFICATION

CATEGORY (Please check):

FULL PAGE AD (\$175) _____ (Inc. 2 reserved section tickets)

½ PAGE AD (\$90) _____ (Inc. 2 reserved section tickets)

¼ PAGE AD (\$50) _____

1/8 PAGE AD (\$25) _____

PATRON (\$20) _____ (Inc. 2 reserved section tickets)

SPONSOR (\$10) _____ (Inc. 2 general admission tickets)

If PATRON or SPONSOR, please type or print neatly the name of person or company as you wish it to appear in the program:

If FULL PAGE AD, HALF PAGE AD, PATRON, or SPONSOR, please check preferred performance night:

Fri., Jan. 30 _____ Sat., Jan. 31 _____ Sunday, Feb. 1 _____

Fri., Feb. 6 _____ Sat., Feb. 7 _____ Sunday, Feb. 8 _____

ADDRESS: _____

NAME

STREET

CITY

STATE

ZIP

TELEPHONE

AMOUNT RECEIVED: _____

Signature of Businessperson

DATE RECEIVED: _____

Signature of Music Dept. Rep.

IMPORTANT: PLEASE MAKE CHECK PAYABLE TO THE MUSIC DEPARTMENT FUND,
CAMBRIDGE PUBLIC SCHOOLS. THANK YOU.

ANTHONY APICELLA

Director

JEAN E. TePASKE

Assistant Director

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OFFICE OF
DIRECTOR OF MUSIC EDUCATION
ROOM 011
CAMBRIDGE HIGH and LATIN SCHOOL
TROWBRIDGE STREET, CORNER OF BROADWAY
CAMBRIDGE, MASSACHUSETTS 02138

RECEIVED BY
OFFICE OF CITY CLERK
Telephone
Nov 24 2 11 PM '80
98-9217
CAMBRIDGE, MASS.

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Signature of Music Dept. Rep.

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CAMBRIDGE PUBLIC SCHOOLS. THANK YOU.

12.

S-529

comm. from the Music Dept. requesting
financial assistance for production of
HELLO DOLLY.

In City Council,

November 24, 1980

11/24/1980

- Placed on File