



## COACH HOUSE PLAYERS, Inc

Mailing address: PO Box 3481, Kingston, NY 12402-3481

Located at: 12 Augusta Street, Kingston, NY 12402

845 331-2476 ~ [info@coachhouseplayers.org](mailto:info@coachhouseplayers.org)

[www.CoachHousePlayers.org](http://www.CoachHousePlayers.org)

January 2, 2012

Dear Advertiser:

This letter will serve as an authorization and introduction of our member to solicit advertising monies on behalf of **Coach House Players Inc.** for our 2012 theatre season.

**Coach House Players Inc.** is a local not for profit theatrical group that has brought entertainment to the Kingston and Ulster County area for more that 60 years.

***As we enter our 62nd year, it is our desire to produce a program book for our entire 2012 season.***

Your willingness to participate with us will give your company four opportunities to be viewed by our patrons - ***anticipated exposure would be over 1,000 viewers.*** Monies collected would not only pay for our program book but would also benefit in the production of plays and building operation.

Our theatre is a 99 seat theatre and we produce four shows each season. Our season dates are April, July, August (Variety Show) and November 2012.

The shows in April, July and November run for six performances each and the August Variety Show three performances, ***a total of 21 shows.***

We respectfully are requesting your company to purchase a ***1/4 page (business card) ad for \$100.00. This \$100.00 would be for all four shows.***

***Make check payable to Coach House Players Inc.***

Thank you.

Yours for good theatre,

***Tom Tierney***, President