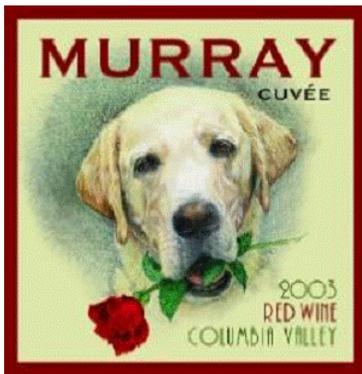


## **“DOGGIE PALOOZA ” A PLAY-THEMED FUND RAISER SEATTLE REPERTORY THEATRE**

In a town boasting "more dogs than kids" Seattle Repertory Organization held a fundraiser featuring all things Dog. This event was held in conjunction with the play *Sylvia* on the Main Stage. The play is about a couple, who while facing the changes that midlife brings, adopt a stray dog, Sylvia, played by an extremely talented actress.



Doggie Palooza consisted of a pre-show evening party held in SRT's small Benjamin Moore Spirits Lounge. Refreshments included fabulous catered appetizers (with dog bone shaped shortbread cookies) and red and white wines as well as sparkling water. The price of admission was \$60, including a ticket for that night's performance. Thanks to underwritten food and wine, the event netted about \$1,200. We employed two of the Rep's interns to pour the wines, and that expense was also underwritten.

Very little volunteer time was required (for filling bags and planning) and no theatre staff time.

To create the dog-themed event, we decorated the lounge with a grand banner for the "Doggie Palooza Wine Bar," took advantage of larger than life dog portraits the theatre had in place, featured "doggie" wine labels from Washington and Oregon vintners. Cellophane bags filled with chocolate covered pretzels were used as table decorations and were the take home treat enjoyed by everyone. (After all, don't all dog owners carry a small plastic bag?)

In jest we encouraged people to submit their names for a drawing for a dog. In reality, the door prizes were a dog label wine of the winner's choice, theatre tickets for two, a *Sylvia* T shirt, and a *Sylvia* tote bag. The event was sold out with 40 attendees. We netted a nice sum, but we are most proud of the fact that we brought people into the Theatre who are not season subscribers. In these economic times, filling seats is a priority. The gathering was very festive and was followed by a play filled with laughter. It seemed to be a very natural thing, to theme a party to a play. We do recommend it!