

Paramount Theatre

SPRING 2020

WHY CONSIDER A CHARITABLE GIFT

**Paramount Theatre
is more than just a presenter
of great performances...**

We constantly strive to be a spirit-lifting, community-building institution. The word on the street is, we're succeeding. We hope that makes us worthy of your charitable contribution. A gift to Paramount strengthens the artistic and economic vitality of our community — and that's a gift that keeps on giving.



THE ECONOMIC CASE

Paramount employs many area residents — we're a theater committed to casting locally, building sets on-site, using a full live orchestra, etc. But that's just the beginning...

Each year, Paramount generates foot traffic of almost half a million people through our neighborhood. With the second largest subscription base in the nation, our Broadway Series hosts nearly 250,000 audience members every year. Thousands of summer music fans at RiverEdge Park and growing student rolls at our School of the Arts increase visitor totals still further. All these visitors have a powerful effect on our community's economic health, supporting the growth of restaurants and shops, turning empty storefronts into new developments, making downtown Aurora an increasingly trendy place to live and work, and contributing an estimated total of \$36 million in local economic impact. Importantly, our programs diversify our local economy, creating the balance that helps a community stay strong and vibrant — and providing an economic spark that will make a big difference as local businesses strive to recover from coronavirus closures.

THE QUALITY-OF-LIFE CASE

Impact on a community is one thing; impact on individual lives is another. Here, too, Paramount shines...

Loyal subscribers and occasional patrons say the same thing: that the presence of great performing art, close to home and at an affordable price, has a powerful effect on their quality of life. In an era when entertainment is increasingly electronic, virtual and enjoyed in isolation, a shared theater experience with thousands of fellow community members takes on a compelling and treasured dimension. Mounting shows with both broad appeal and lofty production values, Paramount increasingly wins critical acclaim, but our most treasured kudos come from our audience members. One fan spoke for many when she said, "Paramount has style that never fails. These shows make me think, make me laugh, make me cry. What else could do that?" When our audience members describe the arts as "a vital part of raising children," "essential to a life fully lived" and "humanity at its finest," we know Paramount is succeeding in its mission.

SO WHY DO WE NEED YOUR SUPPORT?

Excellence comes at a price. But our promise is excellence at a *low* price — one that makes live performance more accessible to every family across our region. Our commitment is to encourage more people to explore the arts, many for the first time, with ticket prices that seldom reflect the full cost of our productions. We're also committed to extending the arts to our community's less fortunate — with programs such as our new "Theatre for Young Audiences Touring Program," which will bring performing arts to underserved youngsters across our community.

“ I truly believe the arts will save the world. They connect us with others, across culture, across economics, across politics — across all the things that divide us from our common humanity. The arts open our eyes to new points of view, expand our horizons and remind us that beauty exists, even in the darkest times. ”

PARAMOUNT PATRON



THE NUMBERS

THEATER PATRONS

Broadway Series: 241,000

All Events: 350,000

FREE TICKETS TO COMMUNITY

2018/2019: 25,333

JOSEPH JEFFERSON AWARDS

72 Nominations

20 Wins

SCHOOL OF THE ARTS ENROLLMENT

2019/2020: 1,352

LOCAL ECONOMIC IMPACT

\$36 Million Annually



WHERE WILL YOU MAKE A DIFFERENCE?

Charitable contributions are essential to quality programming in each of the following areas. Plus, explore more ways to give at ParamountAurora.com/support.

The Broadway Series

Our Broadway Series brings top-quality musical theater to downtown Aurora, drawing patrons from across the western suburbs and far beyond. We carefully mix a line-up of famous favorites with lesser known but thought-provoking works you might not see anywhere else. Wowed by our talented casts, dazzling sets and live orchestral music, area critics and many patrons say our shows are the best in Chicago and on par with Broadway productions — and it's your contributions that make them so.

Paramount School of the Arts

Just completing its amazing debut year, our new School of the Arts created a splash from the very beginning, hosting artists of every age and aspiration in learning to act, sing and dance. Rather than tiptoeing into arts education with a class or two here and there, we hired a top director and faculty and built out extensive classroom space that would allow us to start the School with momentum — a commitment that continues to expand through gifts from visionary donors.

General Support

Some of our most valuable contributions come from those who recognize our need for flexible funds. Donations given for general support allow us to cover gaps in our budget, to take advantage of emerging opportunities and to say "yes" to risks that result in breakthroughs. A regular flow of general funds will not only allow us to be nimble and enterprising but will also help us retain staff and production capacities during our coronavirus closure.

“ This place helps make my life and my community what I want it to be. When I give here, I feel that I see the results on stage. I give because the shows are great, but mostly to make sure it all continues. ”

PARAMOUNT PATRON

YOUR GIFT HAS NEVER BEEN MORE IMPORTANT — OR IMPACTFUL — THAN AT THIS MOMENT.
THANK YOU FOR SUPPORTING PARAMOUNT THEATRE!