

THE 5TH ANNUAL
FULL HOUSES
POKER TOURNAMENT
TO BENEFIT IMPACT THEATRE

We're all in – for the fifth time – and we need your help! On Saturday, July 9, 2011, we're hosting the 5th annual *Full Houses Poker Tournament to Benefit Impact Theatre*. Once again we'll convert the basement of La Val's into a full-blown poker room with five tables, custom felt and chips, and pro-quality dealers. Best of all, there will be tons of fantastic prizes along with free pizza and desserts all night.

Impact Theatre has been producing some of the best Bay Area small theatre since 1996. We focus on new work by emerging playwrights, and we're developing the next generation of theatregoers and arts patrons. We've been named "Best Small Theatre Company" by the *East Bay Express*, and Yelpers have given us a 4.5-star rating. Like every theatre company, however, it costs us more to produce our shows than we make back in ticket sales, so in 2007 we created *Full Houses*. The successful previous four events have raised more than \$10,000 in cash and in-kind donations – an enormous help in keeping our pioneering small theatre company alive.

You can be a hero to thousands of people who will appreciate your generosity toward a theatre company that they love. We'll repeatedly promote you to our fans, patrons, and everyone we reach through our social networks.

Here's how you can help. We need:

- **2 OR 3 BIG PRIZES WORTH UP TO \$500 EACH.** Examples: hotel packages, airline vouchers, consumer electronics, spa packages, etc. Last year the grand prize was a \$500 Amazon gift card.
- **LOTS OF SMALLER PRIZES.** One of the things that has made *Full Houses* such a hit is that we gave away dozens of prizes worth \$20-100+, including theatre and movie tickets, sports tickets, gift certificates to restaurants and other services, DVDs, exclusive tours, bowling nights, and tons of other swag.
- **EVENT SPONSORS.** We have many sponsorships available; some include tournament admissions!

All donations and sponsorships are tax-deductible. Enclosed are the prize donation and sponsorship sheets. Please help us however you can. If you have access to a cool prize you can donate or want to become an event sponsor, we really want to hear from you. Please call Managing Director Cheshire Isaacs at 510 551-9018 if you have any questions about the event, donations, or sponsorships.

Thanks so much for your time. We would love to have you be a part of this awesome event!

Sincerely,

Melissa Hillman
Artistic Director

Cheshire Isaacs
Managing Director

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PHOTOS FROM PREVIOUS EVENTS



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SATURDAY, JULY 9, 2011 · 6PM-MIDNIGHT · LA VAL'S SUBTERRANEAN, 1834 EUCLID, BERKELEY

PRIZE DONATION FORM

Thanks for helping Impact Theatre have a successful fundraiser! All prize donors receive recognition on all event materials and Impact's website.

Major prize donors (those who donate prizes valued at \$300 or higher) receive one tournament admission.

PLEASE MAIL THIS FORM WITH YOUR PRIZE DONATION TO:

Impact Theatre
PO Box 12666
Berkeley, CA 94712-3666

QUESTIONS?

Please contact
Cheshire Isaacs,
Managing Director,
at 510 551-9018
or email [cheshire@
impacttheatre.com](mailto:cheshire@impacttheatre.com)

Thank you for your support of Impact Theatre. Impact Theatre is a tax-exempt organization under the provision of Section 501 (c) (3) of the Internal Revenue Code, **Federal ID No. #94-3322504.** Charitable contributions are tax-deductible to the extent provided by law.

Impact Theatre reserves the right to reject prize donations it deems to be inappropriate.

PRIZE DONATION FINAL DEADLINE: JULY 1, 2011
NOTE: THE EARLIER YOU MAKE YOUR DONATION, THE MORE PUBLICITY YOU'LL RECEIVE!

I would like to make the following prize donation to Impact Theatre's 5th Annual Full Houses event:

Item: _____

Restrictions: _____

(Suggested expiration date for gift certificates: July 31, 2012)

APPROXIMATE RETAIL VALUE (MINIMUM \$10, MAXIMUM \$500): \$ _____

PRIZE DONOR INFORMATION

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____ EMAIL _____

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EVENT SPONSORSHIP FORM

Thanks for helping Impact Theatre have a successful fundraiser! All sponsors receive recognition on all event materials and Impact's website, plus additional benefits as specified below each sponsorship.

PLEASE MAIL THIS FORM WITH YOUR CHECK (PAYABLE TO IMPACT THEATRE) TO:

Impact Theatre
PO Box 12666
Berkeley, CA 94712-3666

QUESTIONS?

Please contact
Cheshire Isaacs,
Managing Director,
at 510 551-9018
or email cheshire@
impacttheatre.com

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DEADLINE: JUNE 1, 2011

RESPOND ASAP FOR THE MOST RECOGNITION!

- \$600 GRAND PRIZE SPONSORSHIP
Includes top-billing recognition ("Full Houses 5, presented by..."), plus one admission
- \$400 TOURNAMENT CHIP SPONSORSHIP—YOU KEEP THE CHIPS
Includes your logo or initials on all chips (500) of one color, plus one admission, plus recognition in all marketing materials, AND you keep the chips!
- \$300 TOURNAMENT CHIP SPONSORSHIP—IMPACT KEEPS THE CHIPS
Includes your logo or initials on all chips (500) of one color, plus recognition in all marketing materials, plus one admission
- ~~\$300 FOOD & DRINK SPONSORSHIP~~ **TAKEN!**
Includes your name or logo on signage near food table, plus recognition in all marketing materials, plus one tournament admission
- \$125 TOURNAMENT TABLE SPONSORSHIP
Includes your name or logo on one table, plus recognition in all marketing materials, plus one tournament admission
- \$25+ GENERAL SPONSORSHIP: \$_____
Helps us with other fees and costs associated with mounting the event, plus recognition in all marketing materials

Please let us know how you wish to be acknowledged:

SPONSOR INFORMATION

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____ EMAIL _____