

Shakespeare in the Garden's Bardtenders

Extend a Cordial Invitation

During the 15th and 16th centuries craft guilds in English market towns organized and provided funding for theatrical festivities. In so doing they prepared the way for more sophisticated artistry of the kind that flourished during the Elizabethan age. Shakespeare pays warm tribute to this tradition with his endearing portrayal of the “rude Mechanicals” (laborers accustomed to working with their hands rather than with their minds and imaginations) who offer a hilariously inept rendering of the tragedy of Pyramus and Thisbe for Duke Theseus and his court in *A Midsummer Night's Dream*.

With this context in mind, we've created a support group for *Shakespeare in the Garden*. Our estimable society of Bardtenders will provide assistance for this year's presentation of *Romeo and Juliet*, a legendary romantic tragedy that Shakespeare wrote in tandem with the comedy that immortalized Bottom and his companions. To avoid the rainouts that required us to cancel several presentations of last August's enthusiastically-received *Dream*, our 2019 presentation at the Santa Fe Botanical Garden will take place in June. And once again it will feature a variety of opportunities for cultural leaders to relish, and become active participants in, another memorable season of theatrical enchantment.

Most Bardtenders will assist *Shakespeare in the Garden* with philanthropic donations. But we're also eager for other kinds of help. Some will host gatherings to introduce our artistic and production team to friends, colleagues, and potential sponsors. Others are “adopting” actors and the roles they play. Others are helping with tasks such as set-building, providing hospitality for receptions and other gatherings, greeting attendees at the entrance, and ushering ticketholders to their seats in the amphitheater.

As you consider the options enumerated in this overview, we'll be delighted if you find one or more of them to be particularly appealing. After all, we want our Bardtenders to be cast in roles that are in keeping with their interests, talents, and resources. But if you'd prefer to offer something we haven't enumerated, by all means do so. What matters most is for you to enjoy being affiliated with a band of volunteers who are committed to making Shakespeare feel at home in the Garden's unique setting.

As we launch this initiative, it may be worth noting that we derive inspiration not only from the classic that will be performed here this season, but from what visitors



to the oldest part of London see when they enter its ancient Guildhall. This is a venue the author of *Romeo and Juliet* knew very well, and one to which he twice refers in *Richard III*. It's now the resonant setting for an October *UK Theatre Awards* luncheon ceremony at which The Shakespeare Guild bestows its annual *Sir John Gielgud Award for Excellence in the Dramatic Arts*.

Dating from the 1400s, the Guildhall's historic crypt features stained-glass windows that commemorate guilds like the Honourable Company of Master Mariners and the Company of Spectacle Makers, here evoked in a photograph of 2016 *Gielgud* recipient Vanessa Redgrave and her family.



We hope you'll want to be included in our magic circle. And we'll welcome both your contributions to our work and your ideas about additional ways to transform our city into a destination not only for the many arts that now define "Santa Fe Style," but for creative explorations of the globe's most influential writer. We're confident that Shakespeare would applaud these aspirations, and that he'd be among the first to say that it's never too early to begin addressing a brave new venture's bottom line.



Bardtender Opportunities

MONETARY SUPPORT

Subscriber, \$50

Benefits: (a) 1 Premium Ticket; (b) Subscriber recognition in the printed Program

Contributor, \$100

Benefits: (a) 2 Premium Tickets; (b) Contributor recognition in the printed Program

Donor, \$250

Benefits: (a) 4 Premium Tickets; (b) Donor recognition in the printed Program; (c) 2 Tickets for a festive Preview Reception on May 31

Benefactor, \$500

Benefits: (a) 8 Premium Tickets; (b) Benefactor recognition in the printed Program; (c) 8 Tickets for a festive Preview Reception on May 31

Patron, \$1,000

Benefits: (a) 16 Premium Tickets; (b) Patron recognition in the printed Program; (c) 16 Tickets for a festive Preview Reception on May 31; (d) Website and Advertising recognition

Sponsor, \$5,000

Benefits: (a) 20 Premium Tickets; (b) Sponsor recognition in the printed Program; (c) 20 Tickets for a festive Preview Reception on May 31; (d) Website, Advertising, and Banner recognition

OTHER KINDS OF SUPPORT

Hosting a CULTIVATION EVENT or helping with our May 31 OPENING RECEPTION

ADOPTING AN ACTOR or UNDERWRITING A COMPONENT OF OUR PRODUCTION

Assisting us in OTHER WAYS (Specify) _____

I/We wish to join the Bardtenders in the _____ category under Monetary Support.

I/We wish to join the Bardtenders and help with _____ In-Kind Support.

I/We wish to join the Bardtenders, and contribute \$_____ to *Shakespeare in the Garden*.

Enclosed is a check, payable to *Santa Fe Classic Theater*, in the amount of \$_____.

Please charge \$_____ to _ American Express _ Discovery _ MasterCard _ Visa account
_____ (___ / ___) CVV _____.

Name(s) _____

Address _____

City, State, Zip _____

Phone _____ Email _____

You may respond by post to **Santa Fe Classic Theater, P.O. Box 32883, Santa Fe, NM 87594-2883**. You may register and pay online at <http://santafeclassictheater.org>. Or you may respond with a message to **Jennifer Graves** at jnnfrg66@gmail.com. All support will be warmly acknowledged, with specifics about the portions of each gift that are tax-deductible. And all **Bardtenders** will be enumerated in the printed program.