



**new  
arts**

Newtown Musicals

ads@1214foundation.org

www.1214foundation.org

The 12.14 Foundation was formed to build confidence, inner-strength, inspiration and provide tools children need to lead successful, productive lives by encouraging personal development through high-level performing arts programs. We provide experiences that produce a long-lasting, positive affect on the way children see themselves and the world around them.

The following are some of our summer 2015 highlights:

- Regional-premieres of *The Lion King* and *Liberty Smith* musicals led by Broadway professionals in direction, acting, choreography, stage design, sound, lighting, costume design, and music.
- Integration of a unique personal development strategy led by the Director of the Leadership Development Program at the Yale School of Management

Last year, Tom Kolditz, Director of The Leadership Development Program at the Yale School of Management, assembled a volunteer team of experts specialized in leadership, applied psychology and executive coaching for us. The team is implementing our innovative character development strategy in conjunction with our Arts initiatives to encourage participants to reach their personal potential. Children will practice life skills such as integrity, collaboration, commitment, communication, problem-solving, positive-thinking and confidence. They will be guided through self-realization and feedback exercises along with coaching sessions that will help each child develop their individual strengths and overcome personal weaknesses.

Thank you for your support as we look forward to another fun, meaningful and impactful summer.

<http://www.1214foundation.org/summer2015/>

Michael Baroody, MD  
Founder 12.14 Foundation  
www.1214foundation.org

## Ad Sales Campaign Information

### 12.14 Foundation: Personal Development through Exploration in the Arts

12.14 Foundation productions and regional-premieres of *Liberty Smith* and *Lion King the Musical* at Newtown High School, July 31, August 1, 2, 3, 6, 7, 8, 9 and 10. (10 shows)

**Over 200 young Newtown area participants!**

Ad Type	Size	Cost	Requirements
Quarter Page	5" w x 2" h	\$150	Ads may be submitted in either hardcopy or electronic format (preferred)  All ads should be 1. 300 dpi 2. jpeg or tiff 3. Will be in published in Black & White
Half Page	5" w X 4" h	\$300	
Full Page	5" w X 8" h	\$500	
Inside Front Cover* (Color Ad)	5" w X 8" h	\$1,500	
Inside Back Cover* (Color Ad)	5" w X 8" h	\$1,500	
Personal Message**	Maximum 100 Characters	\$20	

\*Available on first come, first served basis

\*\*Messages may be edited by the production staff for length and content

### IMPORTANT:

- All ad sales payment and advertising art are due no later than July 14<sup>th</sup>, 2015
- PREFERRED ART SUBMISSION FORMAT IS VIA E-MAIL TO [ads@1214foundation.org](mailto:ads@1214foundation.org)
- Make checks payable to "1214 Foundation"
- Buy tickets to the shows at [www.1214foundation.org/summer2015](http://www.1214foundation.org/summer2015)

12.14 Foundation Contact: \_\_\_\_\_

Ad Type (please check/circle one):

- Quarter Page \$150
- Half Page \$300
- Full Page \$500
- Inside Back Cover (\*Available on first come, first served basis) \$1,500
- Inside Front Cover - SOLD
- Personal "shout out" message - 100 character maximum \$20 each

Message:

Please write legibly below or e-mail to [ads@1214foundation.org](mailto:ads@1214foundation.org)

Advertiser	
Address	
Telephone	
Email	

I am submitting advertising art (circle one) E-mail / Hardcopy

E-mailing ad art: [ads@1214foundation.org](mailto:ads@1214foundation.org)

Return this form with payment and hardcopy ad art (if not submitting via e-mail) in a sealed envelope to your 12.14 Foundation contact listed above or mail to:

**12.14 Foundation**  
**P.O. Box 90**  
**Newtown, CT 06470**