

Williamsburg Players, Inc. Policy and Procedures Manual

Title: Premier Opening Night Performance	
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Date	Change Summary (vertical bar indicates most recent revision)
12/16/04	Initial inclusion into P&P Manual
2/15 /05	Revisions made and approved on Board of Director review

(Note, policies are statements or rules, procedures are methods or courses of action.)

1. Objective or Purpose: Premier Night provides an opportunity for Williamsburg Players to showcase the total organization as a community performing arts resource. This also supports the development of relationships with community leaders, to strengthen and reinforce existing relationships, and to foster inter-theater cooperation with other area theater and arts groups. The invitees would include but not be limited to:
 - a. community leaders in
 - i. **government**, who manage arts commissions, regional and industrial development commissions, and have influence in the business and non-business community within the region.
 - ii. **business**, who provide labor, leadership, financial, and material support through influence, donations, and attendance.
 - iii. **education**, who influence young talented persons, and can support and enhance our potential for education and hands on job training.
 - iv. **service organizations**, who include volunteer labor organizations, community support groups who can provide labor and financial support.
 - b. the **program (or playbill) advertisers**, who directly support our production through purchasing advertising space.
 - c. special **guests identified by the Development Committee**, who are capable of providing leadership, financial and material resources, and act as our ambassadors in the community.
 - d. special **guests identified by the Board of Directors**, who are capable of providing leadership, financial and material resources, and act as our ambassadors in the community.
 - e. **selected members of the Boards of local for profit and non profit theater groups**, who are capable of providing assistance to our organization through sharing resources such as props, costumes, and talent.

2. Policy or Procedure Specifics:
 - a. The Vice President of Development shall be the custodian and manager of the list or roster of invitees.
 - b. The list of invitees shall be reviewed by the Board no less than semi-annually and vetted as required to ensure that the purpose of the Premier Opening is being met.
 - c. The Vice President of Development shall mail the invitations no less than 3 weeks prior to the event.
 - d. Responses shall be due to the theater one (1) week prior to the event.
 - e. The Vice President of Development shall issue thank you correspondence within 1 week of the event.
 - f. The Vice President of Development shall be responsible for review and adjustment to the list of invitees following every event in order to achieve the goals of the program.
 - g. An invitation to the Premier is not transferable and shall not constitute a cause to

- issue a complimentary ticket if the event is not attended.
- h. The Vice President of Hospitality shall coordinate the event in cooperation with the VP of Development
- i. The Vice President of Publicity shall be responsible for coordinating event photos and information for press releases and publicity.
- j. Members of the Board of Directors are expected to attend, wearing name badges, mingle with guests and discuss the objectives and purposes of the Williamsburg Players and its mission, vision, and goals.