

HOUSE
OF
SPEAKEASY

P R E S E N T S



Dream

A LITTLE

DREAM

★
583
PARK
AVENUE
★

★
FEBRUARY
27
2020
★



★
**OUR
MISSION**
★

House of SpeakEasy Foundation, Inc., is a 501(c)(3) nonprofit organization founded in 2013 by the biographer and historian Amanda Foreman and the editor Lucas Wittmann. House of SpeakEasy celebrates the transformative power of literature. We aim to nurture an environment that enables audiences to connect not only with the words on the page, but also with the people who wrote them. We are dedicated to the idea that literature matters, and that the essence of literary culture is the relationship between writers and their readers. To foster that relationship, SpeakEasy seeks to: 1) Bring authors out from behind the book into direct contact with audiences; 2) Ensure that writers are compensated for their work and their time; 3) Stimulate the students, audiences, and writers of tomorrow by exposing them to the best writing of today.

★
**SERIOUSLY
INVOLVED**
★

Through its educational and community outreach programs, House of SpeakEasy reaches out to the broader community, fostering new connections between writers and readers who might be underserved by traditional deliverers of literary culture.



SpeakTogether

Works in conjunction with existing youth organizations, such as Union Settlement in East Harlem, to connect writers with young college-hopefuls to help them feel part of literary culture and develop the expressive skills needed for life as well as higher education.



SpeakFreely

Provides free tickets to Seriously Entertaining shows for teachers and school administrators to forge new relationships with educational partners and allow them to witness first-hand the power of storytelling.



SpeakUp

Takes books and their authors to the streets, via our specially-outfitted mobile book truck, into communities that do not have easy access to bookstores or libraries.

★
ANNUAL
GALA
★

For the sixth successive year, New York's artistic community will come together for an evening of literary cabaret where authors will take the stage to riff informally, dinner-theater-style. The spring event hosts 300 of New York's cultured tastemakers at the Edison Ballroom and is the primary fundraiser for House of SpeakEasy's outreach programs.

**"THINK-Y ENTERTAINMENT FOR
NEW YORK'S BOOK-LOVING CROWD."**

— *The Wall Street Journal* on
Seriously Entertaining

**"YOU HAVE NEVER SEEN A CABARET QUITE
LIKE THIS. THE LINEUP INCLUDES SOME
OF THE MOST BRILLIANT MINDS IN THE
LITERARY AND ARTISTIC WORLDS."**

— CBS Local News



★
PAST
ATTENDEES
★

John Avlon • Anne Bass • Logan Beirne • Ilaria Bulgari • Veronica Bulgari • Jonathan Burnham • Amanda Foreman • Tad Friend • Danielle Ganek
Amanda Hesser • Yahdon Israel • Joel Klein • Janice Lee • Carol Mack • Jay McInerney • Alexandra Munroe • James Murdoch
Kathy Rayner • Lucy Sykes Rellie • Robert Rosenkranz • Scott Rothkopf • Salman Rushdie • Brooke Shields • Michael Shnayerson
Danny Strong • Lucy Sykes • Gayfryd Steinberg • Vicky Ward • Lucas Wittmann • Dustin Yellin



★
PAST
SPEAKERS
★



KWAME ANTHONY APPIAH



TINA CHANG



JELANI COBB



EVE ENSLER



JAMES FORMAN, JR.



HEATHER HAVRILESKY



NOAH HAWLEY



BARRY LEVINSON



ITAMAR MOSES



FAITH SALIE



ELIF SHAFAK



AATISH TASEER



LOUDON WAINWRIGHT III



MEG WOLITZER



KEVIN YOUNG

★
PAST
SUPPORTERS
★

Bank of America
Merrill Lynch

BARNES & NOBLE
BOOKSELLERS

BLACKROCK

Bloomberg

CAA
Creative Artists Agency


CAPSTAR

D
Dewar's

 **Freshfields Bruckhaus Deringer**

Grey House
Publishing

HARPER  PERENNIAL

JOE'S PUB
AT THE PUBLIC

The
New York
Times

News Corp

NIKE
COMMUNICATIONS, INC.

Penguin
Random
House



 **Teneo**

★
SPONSORSHIP
OPPORTUNITIES
★



\$50,000

SPONSORSHIP

- Two V.I.P. tables of 10 each to Gala Dinner & Cocktail Reception
- Onstage acknowledgment of support by Gala's Emcee Host
- Recognition as premium supporter of SpeakEasy's Bookmobile and 2020 programs
- In addition to all the benefits of the \$25,000 level

\$25,000

SPONSORSHIP

- One V.I.P. table for 10 to Gala Dinner & Cocktail Reception
- Collaboration on the evening's program to reflect brand priorities
- Opportunity to host a private dinner with a SpeakEasy author-performer during 2020 season
- Logo on Save the Date, Invitation, Website, and Gala Program
- Dedicated social media promotion and e-marketing inclusion
- Full-page premium ad in Gala Program and in all collateral for our 2020 "Seriously Entertaining" cabaret shows at Joe's Pub at The Public Theater
- Prominent brand signage at Gala Dinner
- In addition to all the benefits of the \$10,000 level

\$15,000

SPONSORSHIP

- Exclusive branding of reception space with signage and step & repeat
- Specialty themed cocktail
- In addition to all the benefits of the \$10,000 level

\$10,000

SPONSORSHIP

- Four V.I.P. tickets to Gala Dinner & Cocktail Reception
- Opportunity for product integration and special promotion
- Logo on Save the Date, Invitation, Website, and Gala Program
- Inclusion in social media and e-marketing gala promotion
- Advertisement in Gala Program
- Sponsorship inclusion in all press outreach

Partnership opportunities and benefits are negotiable on a case-by-case basis. Contact Victoria Major at victoria.major@houseofspeakeasy.org to discuss.

★
VENUE PLACEMENT & VISIBILITY
PARTNERSHIP
★

As a valued partner, your logo will appear prominently throughout the venue, 583 Park Avenue, in the most highly visible areas.



STAGE AREA



ARCADE AREA



RECEPTION AREA



SEATING AREAS

★
BOARD
OF
DIRECTORS
★

GILBERTO AGOSTO
HAROLD AUGENBRAUM
JOHN AVLON
JONATHAN BARTON
HUGH CHISHOLM
NICHOLAS DUBRUL
AMANDA FOREMAN
DANIELLE GANEK
CATHY BARANCIK GRAHAM
CAMILLE MASSEY
MICHAEL J. MEEHAN, II
LUCY SYKES
LUCAS WITTMANN, *Chair*

★
STAFF
★

AMANDA FOREMAN, *Co-Founder*
LUCAS WITTMANN, *Co-Founder*
PAUL W. MORRIS, *Executive Director*
ERIN L. COX, *Executive Producer*
SUSIE L. GILBERT, *Program Director*
HANNAH FASSETT, *Administrative Coordinator*

Dream A LITTLE **DREAM**

HOUSE OF SPEAKEASY ANNUAL GALA
FEBRUARY 27, 2020 ★ 583 PARK AVENUE

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