

FINDING AID: APPLE TREE MARKETING SHOW FILES

Collection Overview

Identifier: MARK10-14

Inclusive Dates: 2006

Extent: 3

Scope and Content

Folder 10. Advertising, Creative, Budgets (includes numerous artwork mockups, mailers, merchandising, agreement between RTC and Plum Benefits for promotional work) -- Folder 11. Direct Mail (mock ups and statistics) -- Folder 12. AMEX sponsorship (includes correspondence, clippings and mock ups) -- Folder 13. Reviews (xerox copies) -- Folder 14. Press (xerox copies, In Magazine of December 2006 with Kristen Chenoweth on cover, NY Times feature on Chenoweth of December 2006).

Access Restrictions: No restrictions.

Library of Congress Subject Headings

Marketing [info:lc/authorities/subjects/sh85081333]

Advertising, Direct-mail [info:lc/authorities/subjects/sh85001181]

Roundabout Theatre Company [info:lc/authorities/names/n84002005]

Related Staged Production

Apple Tree, The

Parent Collection

Marketing Department Show Files - A