



FINDING AID: SUNDAY IN THE PARK WITH GEORGE MARKETING FILES

Collection Overview

Identifier: MARK216-222

Inclusive Dates: 2008

Extent: 7

Scope and Content

Folder 216. Advertising, Creative, Budgets (includes ad treatment, AMEX, ticketing, on-sale, correspondence with SpotCo and meeting agendas, mailers, display art, Front & Center and Upstage) -- Folder 217. Playbill and ABC proofs -- Folder 218. Promotions (includes Bloomingdale's and Metropolitan Museum of Art) -- Folder 219. Souvenir Program -- Folder 220. Clippings and ads -- Folder 221. Reviews (xerox copies) -- Folder 222. Press (includes clippings and radio spot text).

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

Sunday in the Park With George

Parent Collection

Marketing Department Show Files - SU