Full Steam Ahead Raises More Than $72,000!

More than 150 community members assembled at the Iron Horse Restaurant on October 21 to move Ashland Theatre Full Steam Ahead! Every dollar raised during this fundraising event went directly to Ashland Theatre’s capital campaign. This success was made possible by the generous support of primary sponsors, Iron Horse Restaurant, Jake’s Place, The Caboose, Center of the Universe Brewery, Belle Isle Distillery and The Country Vintner as well as numerous sponsorships from other areas businesses. This corporate support combined with enthusiastic participation in silent and live auctions and many fun games of chance raised more than $72,000. This amazing effort brings the capital campaign closer to completion with $269,492 left to raise in the $2.1 million campaign.

Campaign Goal: $2,144,277
Raised: $1,874,785
87%

Full Steam Ahead organizer
Above: Mark Motley, auctioneer, and one of the evening’s winners Aimee Martin
Right: Chris Ray, board member and Full Steam Ahead organizer
Right: Mayor Steve Trivett watches as Lauren Bell places a bid at the silent auction table.

Right: Hugh Joyce, board vice-president is high-bidder on choosing and naming the Theatre’s first chair.

In its 70th Anniversary year, historic ASHLAND THEATRE will reopen with the following mission:

To reinvent the classic American movie house experience through exceptional film, live performances and music.

We deliver a deeper level of engagement through speakers, panels, talk backs and events that entertain, educate, inspire and are welcoming to all.
Why I Support Ashland Theatre...

Jay Comfort, Iron Horse proprietor, tells why he is so invested in Ashland Theatre.

Q: What do you look forward to about Ashland Theatre re-opening?
A: Introducing a community-supported cinema, music and cultural arts venue in the downtown district, further sets Ashland ahead as a vibrant destination. I look forward to seeing many “Sold Out” notices on the marquee.

Q: Why did you decide to donate to Ashland Theatre?
A: Using the Iron Horse’s position in the community is a privilege and a responsibility. Joining other businesses to build a resource that will boost Ashland as a relevant arts and entertainment destination has a natural connection to all of us.

Q: What was the best part of the Full Steam Ahead event hosted at Iron Horse?
A: Gathering the support of so many Ashland businesses under our roof for the benefit of the community was very gratifying. It far-exceeded even our highest estimate for funds raised – that was awesome good fun!

Q: We hear there is going be a drink at the concession stand called the Iron Horse! What kind of cocktail are you planning?
A: It will be a take on a classic Mule (Mule... Horse... get it?)

Board member Preston Bryant and wife Liz take in the renovations from the newly expanded stage.

Iron Horse General Manager Rusty Stone and Proprietor Jay Comfort

Dominion Energy Charitable Foundation Sponsors Ausome Afternoons

Ashland Theatre is thrilled to announce that Dominion Energy Charitable Foundation will be the primary sponsor for the Theatre’s signature community outreach program, Ausome Afternoons.

Ausome Afternoons is a free monthly movie that will be offered to families with children on the autism spectrum. The Theatre will have special adaptations to make for sensory-friendly viewing. If a child needs to find a safe space away from the movie, activities supervised by trained volunteers will be provided in the lobby.

Ausome Afternoons’ year-long program will be launched in January 2019. Thanks to Dominion Energy’s generous support, 50% of this community program is funded. For more information, please contact CEO, Douglas Love: Douglas@ashlandtheatre.org or (804) 401-7007.

I am excited for the Theatre to create a space for families with children on the autism spectrum to come and spend a stress-free afternoon at Ashland Theatre. Every guest at the Theatre will be in the same situation so there is no need to be concerned if a child talks, yells, dances, sings, strolls... it is all acceptable and welcomed at Ausome Afternoons. It will be inclusive and open to all and free!

Douglas Love
President and CEO Ashland Theatre

If you have made your tax-deductible donation, thank you! If you have not yet helped Raise the Curtain – now is the perfect time. Gifts of every size are valued. Naming opportunities are available for gifts of $3,500 or more. Contact CEO, Douglas Love, at 804-401-7007 or Douglas@AshlandTheatre.org.
**Ashland Theatre Seating**

The brand new seats in the historic Ashland Theatre are waiting just for you! The Theatre provided 70 years of entertainment and community, and now Ashland Theatre, with your help, will once again illuminate the Town as a primary social, educational and economic anchor with a regional draw.

Your tax-deductible donation entitles you to a personalized message engraved on an elegant brass plaque and placed on one of our new seats guaranteeing that you and your loved ones will be a visible part of this treasured landmark for years to come.

**Sponsorship Options**

- Main Theatre Seat - $350
- Front Row and Loge Seats - $450
- VIP Box Seat - $550

- Your plaque will remain in place for the life of the seat.
- Seats are limited and will be named on a first-come, first-served basis.
- Sponsoring a seat does not reserve that seat for a performance.

**Naming a Seat Campaign Launched**

During the *Full Steam Ahead* live auction, the first brand-new Ashland Theatre seat was one of the live auction items. The seat was purchased by Ashland Theatre Board Member Hugh Joyce who will name the seat in memory of Hanover Firefighter Lt. Brad Clark. Lt. Clark, 43, of Mechanicsville, and a 13-year veteran with the agency, was killed in the line of duty on October 11, 2018. A plaque will be placed in the Theatre lobby to honor Lt. Clark with this first seat designation.

All of the other Theatre seats can also be named. These will feature an elegant personalized brass name plate that will be placed on the seat. The VIP seats have already sold out. There are a limited number of Loge ($450), First Row ($450) and Main Theatre ($350) seats available. Take a moment to leave your lasting impression on the restored Ashland Theatre. Complete the order form below and return it to Ashland Theatre, 205 England Street, Ashland, VA 23005. Seats can be purchased online through the Theatre’s website or contact Giving Coordinator Maggie Latimer at (804) 401-7007.

**Seating Sponsor Form**

**Seat Information:**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Main Theatre Seat – $350 each</td>
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<td></td>
<td>Front Row and Loge Seats – $450 each</td>
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<tr>
<td></td>
<td>VIP Box Seat – $550 each</td>
<td>$____ Sold Out</td>
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<tr>
<td></td>
<td>TOTAL AMOUNT</td>
<td>$_____</td>
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**What will your plaque say?**

Line 1 (maximum of 24 characters including spaces):
______________________________________________________________________________

Line 2 (maximum of 24 characters including spaces):
______________________________________________________________________________

Name: _______________________________________________________________________

Address: ____________________________________________________________________

Phone: __________________________ Email: __________________________

Payment Method:

- [ ] Check enclosed *(payable to Ashland Theatre)*
- [ ] Credit/Debit Card ___ VISA ___ MasterCard
- [ ] Please contact me about installment payments

Card Number: ____________________________ Security Code: __________

Name on Card: ____________________________________________________________________ Expiration: __________

Signature: _____________________________________________________________________
**Santa Claus is Coming to Town!**

Ashland Theatre will be participating in *Light Up the Tracks* on Saturday, December 22, 2018, 4 – 7PM. Families and friends are welcome to this free community event as we ring in the holidays with Santa and to get a preview look at our nearly restored center of entertainment!

**Broadberry Entertainment Group Partners with Ashland Theatre for Concerts**

Two seasoned Richmond concert promoters are joining forces to book concerts for Ashland Theatre. Lucas Fritz, owner of The Broadberry and The Camel, and Jessica Gordon, of The Trigger System and RVA Shows, are merging their booking efforts into one business, The Broadberry Entertainment Group. Together the two have more than 16 years of experience in booking shows in Richmond. They will exclusively book music talent for the Theatre.

“This is really exciting, because this is such a special venue for the people of Ashland,” Fritz said. “We think this is a great location for a variety of bluegrass and indie acts in the area. We’re going to be working with the Randolph-Macon College student board to help bring acts they would like to see come to the area.”

**Gift Giving Solutions** – Do you have people in your life who are impossible to buy for? Consider naming our stage or new screen in their honor. How about a personalized plaque on a brand-new Ashland Theatre seat? Contact our office and we will be happy to help you find the perfect tax-deductible present that also gives back to your community. Contact Giving Coordinator, Maggie Latimer at 804-401-7007 or Maggie@ashlandtheatre.org.