

# Delta Synergic Theater Carnival



Dear Mr. Scripps:

Congratulations Mr. Scripps! You have been selected as a candidate for the Synergic Foundation for the Art's "Philanthropist of the Year" award. That's right, if you act now, or even later, you may have the distinct and rare honor of supporting one of America's most innovative performing arts organizations. And, just think of it, along with this privilege goes the opportunity to be credited in small type on the back page of an entire year's worth of programs. But that's not all! You will also receive a genuine thank-you note and tax-deduction.

Support is accepted anytime, but to be eligible for this distinguished award, you must act now. Other famous names in arts philanthropy are also currently being offered this opportunity - Zellerbach, Skaggs, Fleishhacker, CAC, NEA and others are in the running. But your chance of winning, Mr. Scripps' is excellent.

Entering is as simple as A B C. Just select the proposal outlined below that you would most like to receive, indicate your choice on the enclosed return postcard and drop it in the mail. You will then receive a clearly-worded proposal, complete with budgets, by return mail. At that point, you will still be under **no** obligation to respond, but we at SYNERGIC DEVELOPMENTS sincerely believe **that you** will find your proposal irresistible. Although you are among the **few who** have partaken of the opportunity to support our work in the past, **you may** decline our offer at this time by checking the appropriate place **on the** postcard without losing any friendship or the opportunity to be harassed in the future.

Here then are your own personal secret entry choices:

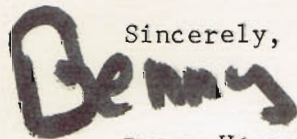
A "Helping Delta Carnival Out of the Ghetto" proposal. Theme: Given DC's particular creative goals and values, the company has to maintain it's own studio space (the proposal can explain this further). The need to make that space self-supporting brings in a healthy range of other activities - classes, workshops, use by other artists, and preview performances (the need to perform elsewhere is recognized). The current space, however, is inefficient and self-defeating. We lose a great deal of business because of the pillars and the location. That loss costs us both our margin of survival and the funds needed to move elsewhere. It's served its purpose - the groundwork is in place. Now, a grant to help re-locate the studio would have an enormous impact on the company's creative, artistic and administrative development.

B The unrestricted or "Isn't This Funds?" proposal. Theme: Operating a self-creating, self-producing arts organization involves carefully juggling a TIME/SPACE/MATTER formula. Generally, the available options are limited only by the relationship between these elements. Unrestricted funds would offer DC the flexibility to take advantage of opportunities as they arise by being able to apply whichever element is most needed. For example: buying time to use space rather than spending time to support it; or buying advertising now that will produce income later. (There are numerous other, and more specific, sublime-to-mundane examples related to touring, performing, creating and administration.) This is less dramatic than the pure "space" proposal in A, but equally significant in terms of long-range impact. It should be noted that the constant ultimate purpose of all the TIME/SPACE/MATTER elements is the best possible realization of the company's underlying creative/artistic goals.

C The "Never-Let-It-Be-Said-We've-Cut-Off-Any-Options" proposal. Theme: If neither A or B appeals to you, but the idea of a proposal does, here's where you get to select the theme of your choice. Some possibilities include - "Promotional Considerations Provided to AVAB", "Let's Get This Act on the Road", "San Francisco Here We Come", "See America First", "We Love New York", "The Grand Canyon in Living Shadows", "Delta Carnival's Three Ring Synergic Circus", and many, many others. For this category, indicate a theme you'd like to see and we'll send a proposal to fit it.

There you have it - your own personal choice of proposals to consider in order to be eligible for the "Philanthropist of the Year" award. Be sure to remember to fill out the enclosed entry postcard and drop it in the mail today. In order to insure complete impartiality, we have retained the services of D. Huntington Manning, an independent and unaffiliated agent, to receive and evaluate your response.

Sincerely,

A handwritten signature in dark ink that reads "Benny". The letters are bold and slightly slanted, with a casual, personal feel.

Benny Vista  
President, Synergic Developments



Peter the Great was the first monarch to invite ladies to dine at his dinner table. He demanded that the women of his court adopt fashionable hair styles, stop coloring their teeth black, discard their veils and appear in décolleté gowns. Peter the Great was fond of Dutch cheeses and meats served with fruit preserves.

RUSSIAN TEA ROOM / 150 W. 57 ST. / NEW YORK 10019 / 265-0947



Edith Wharton



USA 15c

Please rush me a copy of:

Proposal A  
 Proposal B  
 Proposal C \_\_\_\_\_  
(theme)

I would rather not receive a proposal at this time. Harass me again in the future.

Please indicate size here:

\$3000  \$5000  \$7500  
\_\_\_\_\_ (other)

D. Huntington Manning  
4114A 17th Street  
San Francisco, CA

94114

*Seward H. Sampson*