



**american**  
**FOLKLORE**  
T H E A T R E

February 25, 2011

Dear Tour Group Wrangler,

As you begin coordinating your next tour group adventure to Door County, Wisconsin, we hope you will include **American Folklore Theatre** in your itinerary. Whether you join us for our Summer Season under the stars at our Amphitheatre in Peninsula State Park or for our Fall Season at the very comfortable Door Community Auditorium, **AFT is a unique wonder-filled theatre experience that your group will not soon forget.**

Here's what other tour group leaders had to say:

*"We're bringing another bus group to Door County this summer to **Guys & Does** ... My wife and I saw it last fall and I've never laughed so hard!"* – Bruce Johnson, Manager – Stephenson County Farm Bureau

*"The 44 senior citizens we took to **Cheeseheads, the Musical** and **Guys & Does** in 2010 enjoyed the shows so much, we're planning 2 more shows in 2011. It was so easy to work with Holly, AFT Marketing Manager, to make the arrangements."* - Marilyn Kleist - City of Sturgeon Bay Parks Dept.

*"We had 50 people see **Guys & Does** and we'll be returning to see **Guys On Ice** with another bus group. Everything went so smoothly and we were so pleased with the experience from planning right through to the standing ovation."* - Jane & Keith Bangs, Tour Escorts - Owatonna Community Education

We've got another great season of shows lined up for 2011 including the world premiere of **Bing! The Cherry Musical**, **Guys & Does** on the summer stage for the first time, and the return of that fan favorite, **Lumberjacks in Love**. Our fall season will celebrate the legacy of our founder Fred Alley and will feature two of our most popular shows to date **Guys On Ice** and **The Spitfire Grill**.

When you book your tour group of 15 or more people for an **American Folklore Theatre** performance, you will also receive:

- ❖ **Complimentary tickets for your tour group leader and bus driver**
- ❖ **Advance ticket purchase**
- ❖ **Reserved seating at no additional fee**

Enclosed please find everything you'll need to include AFT in your Door County tour:

- ❖ **Schedule for our Summer and Fall shows**
- ❖ **Tour Group Information Sheet**
- ❖ **Tour Group Contract**

For more detailed scheduling information and a taste of fun to come, please visit us at **[www.FolkloreTheatre.com](http://www.FolkloreTheatre.com)**. For questions, or to book your tour group, please call me at **(920) 854-6117** or email me at **[hfeldman@folkloretheatre.com](mailto:hfeldman@folkloretheatre.com)**.

See you under the stars!

**Holly Feldman**  
Manager of Marketing and Audience Development

# AFT Frequently Asked Questions

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For Details, Contact:

Holly Feldman

Phone: 920-854-6117

Email: [hfeldman@folkloretheatre.com](mailto:hfeldman@folkloretheatre.com)

## 2011 Season



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### What is American Folklore Theatre?

American Folklore Theatre is an experience like nothing else. Providing original musical theatre for the whole family!

### What is the history of AFT? How long has it been around?

The story of American Folklore Theatre begins with a group called “The Heritage Ensemble.” This group was created by Dave Peterson, a professor at the University of Wisconsin-Madison, who assembled the group after discovering a pine-rimmed theatre while camping at Peninsula State Park. Feeling the magic in this wooded setting, he assembled a group of singers and musicians to perform on the stage. The Heritage Ensemble would go on to perform on the Peninsula State Park stage for the next 20 years. During these 20 years, the troupe produced and performed original concerts and reviews covering many aspects of Midwestern folklore.

In 1990 long-time members of The Heritage Ensemble morphed into American Folklore Theatre with the emphasis on the creation and production of book musicals as well as concerts. The group's name was changed to **American Folklore Theatre** to broaden its scope while still depicting its roots in the traditions of populist culture. **This year marks the 21st Season for American Folklore Theatre.**

### Is AFT a professional theatre company?

Absolutely. American Folklore Theatre only casts performers whose profession is acting. A number of our performers are members of the Actors Equity Association – a labor union that represents over 45,000 actors and stage managers working across the United States. AFT conducts professional auditions in New York, Chicago, Minneapolis and Wisconsin and company members now perform regularly on and off-Broadway and at major regional theatres throughout the country.

### Where do American Folklore Theatre performances take place?

During our summer season, we perform outdoors at the large AFT Amphitheatre at Peninsula State Park in Fish Creek, WI. The theatre is not covered – we perform under a canopy of stars. Seating at the theatre consists of sturdy wooden benches with backs, and seat cushions are available for rental. During the fall season, AFT heads indoors to perform at the state-of-the-art and very comfortable Door Community Auditorium in Fish Creek, WI.

### Is the theatre difficult to get to? Is handicap access available?

The AFT Amphitheatre is located in **Peninsula State Park**. Peninsula State Park has two entrances – the Fish Creek entrance and the Ephraim entrance. Watch for the AFT signs directing you to the Theatre from both entrances. The parking lot for the Theatre is actually the overflow parking lot for Nicolet Beach. Once you are parked in the lot, it's only about a three-minute walk to the amphitheatre. We also provide golf cart transportation for patrons with mobility issues. The theatre also has handicap access and parking.



## **AFT Frequently Asked Questions (Continued)**

### **2011 Season**

#### **Is the Door Community Auditorium difficult to get to? Is handicap access available? (Continued)**

Door Community Auditorium is located in the heart of Fish Creek just a short drive from many great dining establishments. Door Community Auditorium is completely handicapped accessible and has many on-site parking options. Tour busses will be directed to the rear of the attached school complex to a bus turn-around and drop off area on the south east side of the facility.

#### **Is there anything else that I might need to know about American Folklore Theatre shows?**

All AFT shows are appropriate for all ages. The shows range in average 90 minutes. Summer shows are all one-act shows with no intermission. Fall shows run slightly longer and usually offer an intermission. We do offer refreshments for sale at all our shows. Our concession stand is filled with AFT apparel, recordings, and other great items – all ready to purchase to take home with you!

#### **Any special information I need to know about tickets and will call?**

All tickets will be held at the theatre at the Will Call window. **Please be sure to arrive at least 30 minutes before show time.** Please make sure that everyone has a ticket in hand. When you get to the usher who is taking tickets, identify the name of your group and tell him or her that you have reserved seating. He or she will point you in the direction of the seating usher, who will seat you accordingly. That's all you have to do – other than sit back, relax, and enjoy the show, of course!

#### **Any other questions that haven't been answered by this sheet?**

**Please call the AFT office at (920) 854-6117 or visit our website at [www.FolkloreTheatre.com](http://www.FolkloreTheatre.com).**

#### **Mission Statement**

*The mission of American Folklore Theatre is to create, develop, and present professional musical and dramatic production which will further the knowledge and appreciation of the culture and heritage of the United States.*

*The Theatre is dedicated to maintaining standards of artistic excellence; celebrating and illuminating the human condition; reaching a large audience of all ages, including families; and fostering a humanistic work environment with adequate and appropriate emotional, financial and creative support for all those associated with us.*

American Folklore Theatre  
P O Box 273  
Fish Creek, WI 54212  
USA

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Website: [www.folkloretheatre.com](http://www.folkloretheatre.com)

# Group Sales Policies 2011

**For Details, Contact:**

Holly Feldman

Phone: 920-854-6117 x104

Email: hfeldman@folkloretheatre.com

**Please note that the policies below are subject to change**



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- A group contract is required for **ALL** group sales.
- A **MINIMUM** of 15 people is required to be considered a group.
- **Commercial groups ONLY** will receive complimentary tickets for the **group leader** and **driver**.
- This contract **MUST** be **signed** and **returned** with a **10% non-refundable** deposit to reserve tickets. For groups over 75 people a **20% non-refundable** deposit is due. **FULL PAYMENT is due 30 days prior to performance**. Refunds are honored 15 days before a performance minus the 10% or 20% non-refundable deposit.
- If full payment is **NOT** received 30 days prior to performance, tickets **will be released** if ticket demand warrants. Our Group Sales coordinator will be in contact with you to confirm the details of your tour if this is the case.
- Group reservations made less than 30 days prior to the performance **MUST** be paid in full upon ordering. Final payment the day of the performance is not permitted.
- Over-booking is strongly discouraged. Contact AFT immediately if you find a change in the number of tickets you will be requiring. Groups may add tickets any time as long as tickets are available. Please estimate numbers carefully.
- **SUMMER RESERVATIONS: ALL** groups are subject to our Group Rain Policy (Group Rain Policy in effect only if AFT cancels a performance):

*AFT shows are not cancelled until scheduled show time. If the weather appears to be clearing, AFT may decide to hold the performance after scheduled show time. If weather causes a performance to cease, and less than half of the performance has played, refund applications will be mailed to the address given for that particular group.*

- Group leaders are responsible for the tracking and distribution of tickets.
- Groups must arrive **no later than 30 minutes** before show time, or the reserved seats will be released, and the group will then be seated in general admission seating upon arrival.
- **Tickets can be picked up at the AFT WILL CALL window at the theatre starting one hour prior to show time.**

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## American Folklore Theatre

# 2011 Summer CALENDAR

Adults – \$19, Teens – \$8, Children (12 & Under) – \$5  
**RESERVED TICKETS: Adults – \$25, Teens – \$14, Children (12 & Under) – \$11**  
*Advance Tickets available April 15, 2011*  
*American Folklore Theatre (920) 854-6117*

### ***Bing! The Cheery Musical (BING!), Guys & Does (G&D), Lumberjacks in Love (LIL)***

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>JUNE</b>			<b>15</b> BING! 8:30	<b>16</b> LIL 8pm	<b>17</b> BING! 8pm	<b>18</b> LIL 6pm
<b>19</b> NO SHOW	<b>20</b> BING! 8pm	<b>21</b> G&D 8pm	<b>22</b> BING! 6pm G&D 8:30pm	<b>23</b> LIL 8pm	<b>24</b> BING! 8pm	<b>25</b> LIL 6pm G&D 8:30pm
<b>26</b> NO SHOW	<b>27</b> BING! 8pm	<b>28</b> G&D 8pm	<b>29</b> BING! 6pm G&D 8:30pm	<b>30</b> LIL 8pm		

<b>JULY</b> NO SHOW					<b>1</b> BING! 8pm	<b>2</b> LIL 6pm G&D 8:30pm
<b>3</b> NO SHOW	<b>4</b> BING! 8pm	<b>5</b> G&D 8pm	<b>6</b> BING! 6pm G&D 8:30pm	<b>7</b> LIL 8pm	<b>8</b> BING! 8pm	<b>9</b> LIL 6pm G&D 8:30pm
<b>10</b> NO SHOW	<b>11</b> BING! 8pm	<b>12</b> G&D 8pm	<b>13</b> BING! 6pm G&D 8:30pm	<b>14</b> LIL 8pm	<b>15</b> BING! 8pm	<b>16</b> LIL 6pm G&D 8:30pm
<b>17</b> NO SHOW	<b>18</b> BING! 8pm	<b>19</b> G&D 8pm	<b>20</b> BING! 6pm G&D 8:30pm	<b>21</b> LIL 8pm	<b>22</b> BING! 8pm	<b>23</b> LIL 6pm G&D 8:30pm
<b>24</b> NO SHOW	<b>25</b> BING! 8pm	<b>26</b> G&D 8pm	<b>27</b> BING! 6pm G&D 8:30pm	<b>28</b> LIL 8pm	<b>29</b> BING! 8pm	<b>30</b> LIL 6pm G&D 8:30pm

<b>JULY</b> <b>31</b> NO SHOW	<b>AUGUST</b> <b>1</b> BING! 8pm	<b>2</b> G&D 8pm	<b>3</b> BING! 6pm G&D 8:30pm	<b>4</b> LIL 8pm	<b>5</b> BING! 8pm	<b>6</b> LIL 6pm G&D 8:30pm
<b>7</b> NO SHOW	<b>8</b> BING! 8pm	<b>9</b> G&D 8pm	<b>10</b> BING! 6pm G&D 8:30pm	<b>11</b> LIL 8pm	<b>12</b> BING! 8pm	<b>13</b> LIL 6pm G&D 8:30pm
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## American Folklore Theatre

# 2011 Fall CALENDAR

Advanced Tickets Go On Sale April 15<sup>th</sup>

Phone: (920) 854-6117 or [www.FolkloreTheatre.com](http://www.FolkloreTheatre.com)

### **Guys On Ice**

September 1<sup>st</sup> – September 24<sup>th</sup>, 2011  
Door Community Auditorium

Adults – Evening & Matinee Performances: \$23  
Children (12 & Under) – All Shows: \$13

### **The Spitfire Grill**

September 29<sup>th</sup> – October 15<sup>th</sup>, 2011  
Door Community Auditorium

Adults – Evening & Matinee Performances: \$27  
Children (12 & Under) – All Shows: \$15

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>SEPT.</b>				1 GOI 7:30PM	2 GOI 7:30PM	3 GOI 4:30PM GOI 7:30PM
4 NO SHOW	5 GOI 7:30PM	6 GOI 7:30PM	7 GOI 7:30PM	8 GOI 7:30PM	9 GOI 7:30PM	10 GOI 4:30PM GOI 7:30PM
11 NO SHOW	12 GOI 7:30PM	13 GOI 7:30PM	14 GOI 7:30PM	15 GOI 7:30PM	16 GOI 7:30PM	17 GOI 4:30PM GOI 7:30PM
18 NO SHOW	19 GOI 7:30PM	20 GOI 7:30PM	21 GOI 7:30PM	22 GOI 7:30PM	23 GOI 7:30PM	24 GOI 4:30PM GOI 7:30PM
25 NO SHOW	26 NO SHOW	27 NO SHOW	28 NO SHOW	29 SPITFIRE 7:30PM	30 SPITFIRE 7:30PM	<b>OCT</b> 1 SPITFIRE 3PM 7:30PM
2 SPITFIRE 3PM 7:30PM	3 SPITFIRE 7:30PM	4 NO SHOW	5 SPITFIRE 7:30PM	6 SPITFIRE 7:30PM	7 SPITFIRE 7:30PM	8 SPITFIRE 3PM 7:30PM
9 SPITFIRE 3PM 7:30PM	10 SPITFIRE 7:30PM	11 NO SHOW	12 SPITFIRE 7:30PM	13 SPITFIRE 7:30PM	14 SPITFIRE 7:30PM	15 SPITFIRE 3PM 7:30PM