



## FINDING AID: NINE MARKETING FILES

### Collection Overview

**Identifier:** MARK176-184

**Inclusive Dates:** 2003

**Extent:** 9

### Scope and Content

Folder 176. Advertising, Creative, Budgets (ticket sales, mailers, ad treatment, pricing capacity for O'Neill Theatre, sales reports, artwork selections) -- Folder 177. Advertising, Creative, Budgets (ad treatment, copy of letter from Mario Fratti to Todd Haimes concerning lack of billing, correspondence from agents to Roundabout regarding lack of Fratti billing, contact sheets, use of image of Barbara Steele, invitation and documents for Barilla Feast featuring Maury Yeston, Jenna Elfman and John Stamos, contract between Roundabout, Donmar and O'Neill Theatre, extensions, pricing) -- Folder 178. AMEX sponsorship and ad treatment -- Folder 179. Cast recording -- Folder 180. Times Square Billboard -- Folder 181. Souvenir book -- Folder 182. American Airlines sponsorship -- Folder 183. Reviews (xerox copies and clippings) -- Folder 184. Press (xerox copies, clippings, Show People Magazine of Spring 2003, In New York Magazine of May 2003 with Antonio Banderas on cover, articles discussing Jenna Elfman's casting).

**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

Nine

### Parent Collection

Marketing Department Show Files - NI to PAC