


PinProductions sponsorship opportunity

A photograph of a man and a woman in a bed. The man is on the left, leaning over the woman on the right. He has his hands on her back, and she has her hands behind her head. They are both looking towards the camera. The lighting is soft and warm, creating a romantic atmosphere. The background is dark, making the white bedding and the couple stand out.

The Importance of Doing Art

**A state-of-the-art comedy
about the state of the arts
hits Off-Broadway this fall.
We want you to help it
pack a punch.**

With a stellar production and artistic team, this play is positioned to make some waves in NYC.

But don't take our word for it.

Here's a message from the theater's artistic director -

**Learn More About
PinProductions**

**Learn More
About 59E59**



January 5, 2024

To Whom It May Concern:

I am delighted to write in support of Pin Productions' application for funding to produce their Off-Broadway premiere of *The Importance of Doing Art* at our venue in October of 2025.

We are thrilled to host a company of this caliber, with a play that is sure to delight audiences.

PinProductions is a bilingual theater company committed to enriching New York City's cultural landscape with inclusive, innovative, and resonant productions. Over the past 15 years, the company has fostered connections across diverse communities by performing in multiple languages, employing humor to bridge political and cultural divides, and collaborating with a wide range of local and international artists. Their repertoire spans bold reinterpretations of fairy tales with local drag performers to showcasing Spanish-speaking talent from Latin America and Spain.

With this production of *The Importance of Doing Art*, PinProductions brings to the stage a timely and biting comedy that grapples with the ironies of a world where intentions trump actions. From poignant to silly, Susannah Dalton's rapid-fire dialogue and love of imperfect characters are on full display in this irreverent romp.

José Ignacio Vivero draws effervescent performances from a likable cast, and bolsters the comedy with visual wit. – California Literary Review

-PinProductions has a strong show on their hands, one that is deserving of packed houses for the rest of its run and Dalton is a young voice that is worth keeping an eye on." – nytheater.com

To further its mission of accessibility, the company has commissioned a new Spanish translation of the play, offering select performances in Spanish. This ensures that the production resonates with New York City's richly multicultural audience while maintaining the integrity of the original English version.

I am confident that audiences will eagerly embrace *The Importance of Doing Art* and that this production will be the beginning of a lasting relationship.

Please support Pin Productions' application for funding to help make this exciting production a reality.

Sincerely,

A handwritten signature in blue ink that reads "Val Day".

VAL DAY
Artistic Director

59E59 THEATERS
59 EAST 59th STREET
New York, NY 10002
59E59.ORG
VAL@59E59.ORG

Why become a season sponsor?



“The Importance of Doing Art” will have a month-long run at 59E59 Theaters next year, and we anticipate strong attendance from diverse local communities. Our production offers an ideal opportunity for your company to engage with the NYC arts scene and demonstrate your commitment to supporting cultural and community initiatives.

In an effort to enhance accessibility for Spanish-Speaking New Yorkers and in anticipation of a 2026 opening in Madrid, we have developed a Spanish adaptation of the play. Select performances will be presented in Spanish, ensuring the production’s themes and artistic integrity reach a broader audience.

We believe this partnership could offer excellent visibility through:

Brand recognition: Your logo prominently displayed on our marketing materials, website, and in-show programs.

Community engagement: Invitations to attend select performances, allowing your team to connect with our audiences and other community leaders.

Social media promotion: Collaborative posts on our social media channels, reaching our followers who are engaged theatergoers and arts advocates.

PinProductions has a long track record of producing innovative works of theater with quantifiable, lasting impact on communities in NYC.



PinProductions is a sponsored project of Fractured Atlas, a non-profit arts service organization. Fractured Atlas will receive grants for the charitable purposes of PinProductions, provide oversight to ensure that grant funds are used in accordance with grant agreements, and provide reports as required by the grantor. Contributions for the charitable purposes of PinProductions must be made payable to Fractured Atlas and are tax-deductible to the extent permitted by law.

Join our ever-growing list of supporters



Council on the Arts



Let's Talk

We're excited to reach out to organizations whose missions and values align with ours—especially those focused on bridging cultural gaps through humor and supporting the artistic community.

We'd love to discuss the possibility of you becoming a season sponsor with us!

Susannah Dalton
Artistic director, PinProductions

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