



A PLACE IN THE HEART THEATRE COMPANY FOUNDATION
FOR EDUCATION PRESENTS
PRESENTS

*A Place
in the
Heart*
Theatre Company
Believe in yourself, as we believe in you



OLDTIMERS
THE MUSICAL

"OLDTIMERS"
THE MUSICAL STAGE PLAY

UNDERSTANDING ALZHEIMER'S AND DEMENTIA ONE STAGE AT A
TIME

PRESENTED BY PRESTON L. COGHILL



Written and directed by Preston Coghill
"OldTimers" The Musical and A Place in the Heart Theatre Company
(501)c3

A PLACE IN THE HEART THEATRE COMPANY ALONG WITH FOUNDATION
FOR EDUCATION & DEVELOPMENT

"Patience to Serve" The main purpose of "OLDTIMERS" The Musical is to show support to the caregivers and the families that are having a hard time coping with the reality that their loved ones who have been diagnosed with this horrible disease and having to feel there's no way out. As a stage writer, Preston has to show support the audience and viewers in a theatrical way to help caregivers in a way that is realistic to them and how to understand that this disease is not only affecting the person with Alzheimer's but the people who's taking care of the Alzheimer's patient, reducing stress through laughter.

"Preston Coghill's direction pulls no punches."

Onstage at selected Theatre's throughout

Expected attendance: 3,000 plus per city

To expand the conversation around "Oldtimers" and the themes of Alzheimer's and Caregivers addressed therein, we look forward to hosting such performances, educational talk backs, an activities as an anti-oppression and inclusivity workshop led by medical physicians and local organization in support of Alzheimer's/Dementia.

Local Vendors with informational awareness is encouraged to be a part.



ABOUT A PLACE IN THE HEART THEATRE COMPANY

January 2017, Coghill left Las Vegas, Nevada and moved back to his birthplace Winterville, North Carolina and noticed there was a need within the community for the Arts and Theatre, so Coghill formed a theatre company that's mission is to bring purpose and transformation to the lives of creative people. Developing those who has a purpose and a heart for the Arts and Theatre. Coghill formed A Place in The Heart Theatre Company, which formed a partnership with the Foundation for Educational Development Inc., which held the 501c3 non-profit for the organization. Since then, Coghill has acquired it's own non-profit called A Place in the Heart Theatricals, Inc.

“OLDTIMERS” is a slang terminology created by southern black folks that could not pronounce the name Alzheimer’s. “OLDTIMERS” The Musical was created in a small southern town outside of Johnston County called Newton Grove, North Carolina. “OLDTIMERS” is written, produced, and directed by me, Preston Coghill. I am utilizing local cast members that understand the vision, purpose, and importance of properly taking care of a loved one who has been diagnosed with Alzheimer’s Disease. We are one step away from finding a cure with a cause, helping someone understand that they do not have to go through this alone and sharing knowledge “We can succeed in beating this disease”.

Sincerely,

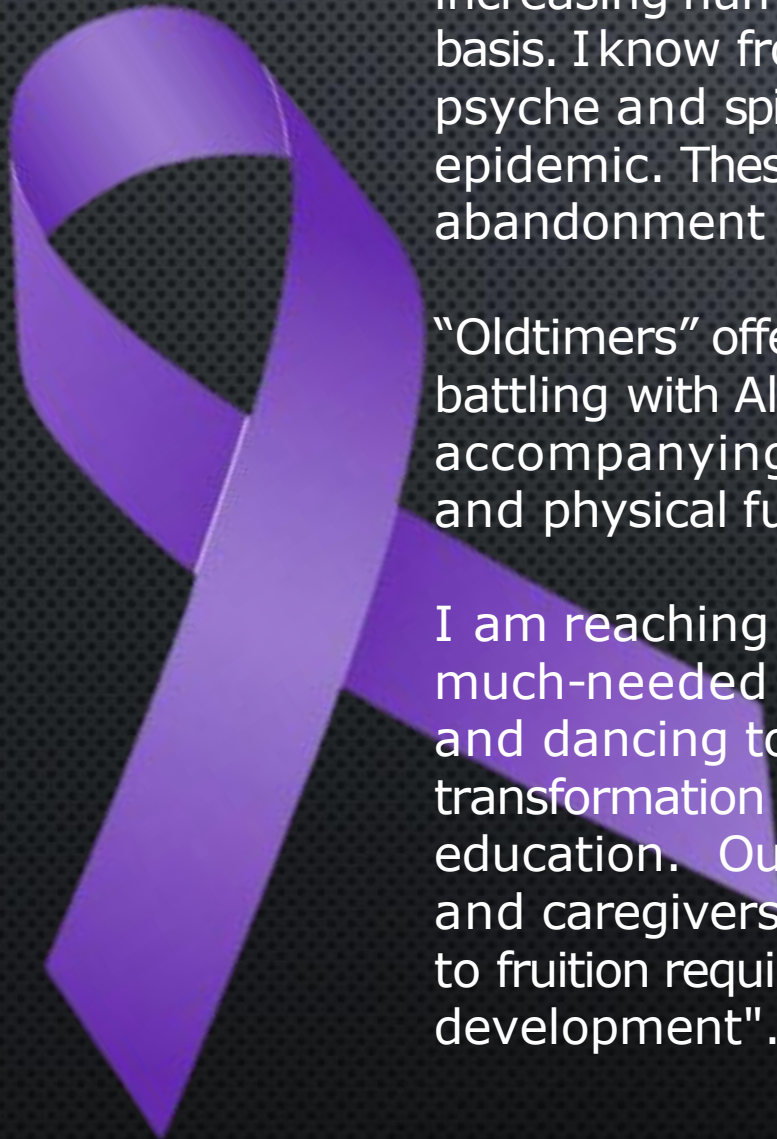
Preston Coghill
Founder and Creator of “OldTimers” The Musical

SUMMARY

"OLDTIMERS" The Musical was conceived with the intent of bringing purpose and transformation to the lives of peoples with Alzheimer's and Dementia. This production is committed to helping address the overwhelming reality of the increasing number of families confronted with life and death decisions on a daily basis. I know from first-hand experience how these circumstances can impact the psyche and spirit of family members and caregivers dealing with this terrible epidemic. These families have experience the mood changes, abuse, and abandonment of others. Families need help to create a new vision for their future.

"Oldtimers" offers purposed awareness and a glimpse into the lives of those battling with Alzheimer's/Dementia, including the journey of isolation and sadness accompanying this disease that affects memory loss and other important mental and physical functions.

I am reaching out to sponsors whom I know are compelled to be a part of the much-needed research for a cure or better treatment. Through comedy, music and dancing together these effort will work to facilitate healing and transformation through a unique and powerful blending of entertainment and education. Our goal is to provide informational skills and resources to the families and caregivers in a funny and loving way. "Succeeding in bringing this production to fruition requires an innovative approach to organization and community development".



FORMAT



"OLDTIMERS" THE MUSICAL STAGE PLAY will include stage performances in 10 different cities, showcasing 2 performances per city in 1 day. Matinee and Evening performances to allow the senior community an opportunity to see the performances during the day.

RESOURCE FAIR

This year, 5.3 million Americans will live with Alzheimer's in the United States, with an approximate 5.1 million people being 65 years and older. In terms of gender, 3.2 million are females and 1.9 million are male. Ethnicity also plays a role, as older African-American and Hispanic individuals are more likely to suffer from Alzheimer's in comparison to older white individuals. We will raise community awareness of Alzheimer's and Dementia, by including its effect on this production in selected cities where African Americans and Hispanics and bring purpose and transformation into the lives of the friends and families taking care of their loved ones. Health Screenings and local providers, providing information will be available for this progressive disease in every lobby throughout these performances.

Sponsor a Performance

Align your organization with A Place in the Heart Theatre Co., by sponsoring a performance of "OldTimers" The Musical on the night of your choice.

Our suggested level of \$1,500 Sponsorship* includes the following benefits:

MARKETING

On-site signage on the night of the sponsored performance

Half-page ad in the house program (reach: 3,000)

Acknowledgement in the program donor roll* (reach: 4,500)

Opportunity to stuff the house program with your flyer on the night of the sponsored performance

Logo and link on our website (150,000 hits/year)**

Logo and link in our e-newsletter (reach: 8,000)

Acknowledgement on Twitter with a link to your website (7,500 Followers)**

Acknowledgement on Facebook with a link to your website (3,000 Likes)**

Acknowledgement on our Instagram account (1,700 Followers)**

ENTERTAINMENT AND NETWORKING

Six complimentary tickets to the sponsored performance on the night of your choice

Acknowledgement at the Opening Night reception

Sponsorship opportunities are available at any level.

We will be pleased to create a package of networking and marketing benefits tailored to your organization's budget.

**Alternatively, if you prefer to make a donation in support of these productions, you will still receive these selected benefits as well as a charitable tax receipt for the full amount of your contribution.

Our Values

Provocation: We use theatre to inspire a deeper conversation about the matters at hand and life experiences.

Empowerment: Theatre is a tool of enlighten matters for the individual and for the community.

Experiences: We believe in finding a cure for all people and showcasing those matters in a way to understand the reality of those problems. Theatre has the power to challenge those matters and social assumptions about those challenges.

Opportunity: It is our responsibility to mentor and share knowledge with emerging talent and seed a new generation.

Respect: All of our relationships, whether with artists, producers, employees, donors or audiences must be conducted with full transparency, open communication and an emotional intelligence that approaches human relationships with fairness and collaboration.

Inclusivity: We have a responsibility to produce art that gives voice to the diverse society we live in.

Integrity: It is critically important to operate with integrity, be truthful in our interactions and be accountable for our actions

INVOLVEMENT FROM THOSE WITH WHO HAVE BEEN AFFECTED BY THE DISEASE

Hello!
 In late 2013, a once-in-awhile nagging fear that I might follow in my Father's footsteps was confirmed when the Doctor stated "You have early on-set Alzheimer's disease (AD)." This news crushed me in ways I hadn't expected.


At first, my emotions changed daily from fear (oh, no!), to frustration (what now?), to anger (why me?), then suddenly, the will to fight took me over.

With no cure and terminal prognosis, we that are diagnosed need your participation to garner AD awareness, dispel the stigma attached to this disease and help to secure funding for new research. It is a Tall order but we can do this together.

Nancy Nelson
 Author and Advocate
 Blue.River.Apple. an exploration of Alzheimer's through poetry

Nancy Nelson | Author | Alzheimer's Advocate



Join
 THE
 Fight 
 Against
 ALZHEIMERS

~ Patrice Isley
 Patrice Isley

Patrice Isley | Singer Song Writer Producer



Don't wait until this disease meets you at your front door. Be willing to support those already in the fight. Join us in our efforts to improve awareness. ~ Toni T. Ellis

Toni T. Ellis
 Soul Sparker and Clarity Coach

Toni T. Ellis | Soul Sparker and Clarity Coach



My experience is very personal. My mom had dementia for over ten years. The first time ~~she~~ she looked at me and said "I love you, but who are you." was the most painful ~~by~~ I can ever remember. It felt as if the world had stopped. She didn't know me anymore. But she still need my care. She would always talk to them by name.

Maryellen Derkacs
 Maryellen Derkacs

Maryellen Derkacs | Aflac Benefits Consultant

MARKET

Each project or city is handled individually with community coordinators, churches, local community and college, coming together to iron out specific standards, criteria and preferences that will ensure a successful performance in their area. The magnitude, timeline demanded, and entirely new model for collaboration.

The process of bringing "OLDTIMERS" begins with the key component, a true visionary and a initial supporter for the production. In the past, we have worked with local city & state officials, senior living homes, AARP, Alzheimer's Association, memory care facilities, churches and universities, corporate businesses such as PF-Changs, McDonalds, Walmart, etc. Local and personal supporters looking to make a difference in a community.



<https://www.youtube.com/watch?v=DAeIoESCrlk>

Tour Cities States With the Highest Alzheimer's Death Rates

- California
- Utah
- Washington
- Tennessee
- Texas
- Arkansas
- Louisiana
- Georgia
- Alabama
- Mississippi

We know that Alzheimer's affects so many lives around the globe, but to what extent? How many individuals are directly affected by Alzheimer's and how many are receiving care? This condition is incredibly serious, as so many lives are being affected on a daily basis. In fact, out of the top ten causes of death in America, Alzheimer's is the only condition which cannot be slowed down, prevented, or cured. These are the leading states that has the highest rates of Alzheimer's and we would love to shed a little entertainment to those who are the caregivers and families dealing with this disease.

JOIN US TODAY!

Align your organization with an amazing theatre company, demonstrate your support of the arts and reach a prime demographic of loyal patrons.

For more information on the OldTimers The Musical marketing benefits and visibility you will receive

when you support A Place in the Heart Theatrical Inc., please contact:

Preston Coghill

Director/Producer

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