



TAMPATHEATRE

Welcome To The Show

Cush Your Tush

Frequently Asked Questions

How will my contribution be used?

Funds raised through this campaign will be used to cover the cost of the new seats and their installation. During the approximately eight-week installation process, the inside of the theatre will benefit from several improvements:

- Beautiful, comfortable seats with more leg room
- The addition of small bistro tables in select sections of the mezzanine and balcony
- New carpeting and proscenium drapes
- Modifications to the concrete floor to accommodate ADA-compliant wheelchair locations
- Relocation of return air vents underneath the seats on the main floor
- Cleaning and sealing the theatre floor

Any additional revenue from the Cush Your Tush campaign will allow us to continue to address other urgent projects throughout the 90-year-old Theatre building.

When will the seats be installed?

Current plans call for the seats to be installed in November and December 2017.

What do I receive when I make a gift to the Cush Your Tush campaign?

Gifts of more than \$500 will be commemorated with a seat plaque on your sponsored seat, engraved with your personalized message. Equally important, you will receive our undying gratitude for gifts of any size!

What can I have engraved on my seat plaque?

Each personalized seat plaque will have space for two to three lines of text. Once the seats are manufactured, we will finalize the size of the plaques and advise you on the maximum characters per line. You may choose to place your own name, or you may wish to honor someone else. We reserve the right to reject proposed text if it contains unacceptable language and/or does not adhere to our family-friendly Theatre standards.

Where will the plaque be placed on the seat?

Our new seats will be designed with a wooden "reveal" trimming the upholstered back. Your plaque will be prominently displayed on that reveal, and will be the first thing people see as they approach the seat.

How long will my seat plaque remain on the seat?

Your plaque will remain on your sponsored seat for the life of the seat. Our current seats have been in place for forty years. Generally, seats are replaced approximately every twenty-five years; however, this is only the second time in the Theatre's 90-year history that the auditorium has been re-seated.

May I choose my seat?

Not exactly. Your sponsorship level will determine what section of the Theatre your seat is in. When filling out the Cush Your Tush campaign pledge form, you may indicate your seat preference within that assigned section, and we will do our best to honor all seat location requests on a first-come, first-served basis. However, the theatre reserves the right to make final seat-plaque assignments.

Will I be able to sit in my seat(s) at films or performances?

The Cush Your Tush campaign is a naming opportunity only, and seat sponsors must still purchase tickets to Tampa Theatre movies and events. Just because your name is on it doesn't guarantee you'll get to sit there!

When is my seat sponsorship due?

Simply fill out a Cush Your Tush pledge form to notify us of your intent to sponsor a seat. Your seat sponsorship can be paid in full or, at certain levels, is payable over up to five years.

What if my friends and I want to go together to purchase a seat plaque(s)?

You are more than welcome to work together to purchase one or more seat plaques. We will simply need contact information for all those involved in the purchase.

I bought a plaque during a seat campaign in the late 1970s and 1980s. What's going to happen to it?

Thank you for your thoughtful gift, which has served our audiences well for the past forty years! The 250 existing seat plaques that were sponsored for \$35 and \$50 per seat will be removed from the current seats and saved for anyone who would like to keep their plaque. A full list of those seat sponsors will be displayed in our lobby to honor those who made those important early gifts.

What are you going to do with the old seats? Can I buy one for my house?

The current seats were installed in 1977 and are not original to the building. However, they are an undeniable (and squeaky) part of Tampa Theatre history! If you are interested in purchasing one of those seats, please email JL@tampatheatre.org to be added to the list, and we will update you as more information becomes available.

Are the new seats going to have cup holders?

Yes!