

Alameda Theatre & Cineplex

An Art-Deco Masterpiece Re-Created

“BURNING DOWN THE HOUSE “
With Frank Sinatra’s Rat Pack Summit

The \$50 million Alameda Theatre Renovation Re-opens to a Gala Benefit Concert

January 15, 2009

Chuck Sinatra Campagnet
THE RAT PACK SUMMIT
San Francisco, California

Dear Chuck

Thank you for producing, starring in, and becoming a primary draw or our Grand Opening Charity Gala. Five years of planning and \$50 million in construction meant we needed to make a statement with our opening event. We wanted Elegance, Drama, and Fun to mark the occasion. Is that so much to ask for? It wasn't too much. We got all three in spades. We SOLD OUT and could have sold many more tickets.

The THEATRE looked like the Academy Awards on Oscar Night. And your idea for a VEGAS CASINO THEME was fantastic. Frank Sinatra's curb-side Limo arrival under the Marquee searchlights, and stroll through the crowded lobby with PAPPARAZZI flashing had everybody in the Casino cheering in amazement. That set the expectations high and made them main event that much more exciting.

The fund-raising was terrific. The energy got them to open up the wallets for the cause. What happened next was a perfectly-staged HIP-RETRO journey into big laughs and great music. Your ORCHESTRA was made for fabulous Historic Theaters like ours... the live sound brought this 80 year old grand lady back to life. Sinatra and his Rat Pack did her right.

Sincerely,

Kyle Conner

Kyle Conner
President
Alameda Entertainment Associates

Alameda Theatre & Cineplex

Take the Magic With You !

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