

SUPERB MUSICALS • MEMORABLE DINING • SPECTACULAR SHOPS • FABULOUS SERVICE

If there are other things you would like to see or have something specific you could use help with, please don't hesitate to ask. We want you to be successful and look forward to welcoming your group to The Fireside!

Franki Elmore
Franki Elmore, Group Sales

Sample Sign-up sheet - actual size 8.5 X 11 - please note if you are offering your guests the meal choices

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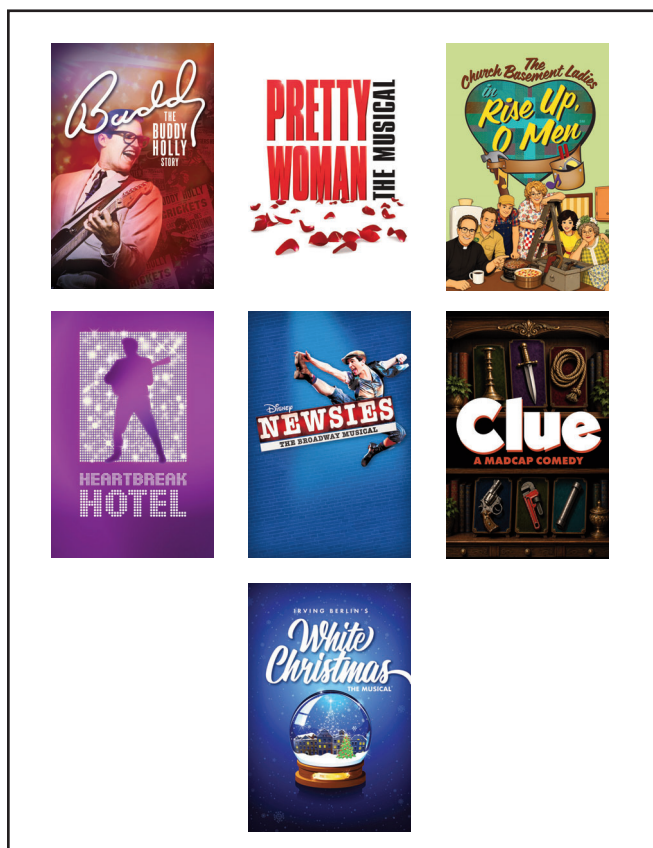
Show Logos in black & white or full color - available either as logo sheets or as .jpg files



Black & White Logos



Full Color Logos



Color Poster art - .jpg files

PRESS RELEASE – BUDDY – The Buddy Holly Story

The following news release can serve as a guide for your own release to be sent to your area newspapers and radio stations. You should include information on your group or organization such as your purpose or activities, meeting time/date and member recruitment as well as the specific information on this trip. The items appearing in **BOLD** need to be filled in according to your group's plans. We hope this format is helpful to you in your promotional efforts.

FOR IMMEDIATE RELEASE

For More Information Contact:
NAME
PHONE

Members of the **NAME OF GROUP** are planning a trip to The Fireside in Fort Atkinson, Wisconsin on **DAY AND DATE** to enjoy the legendary musical BUDDY – The Buddy Holly Story.

Before the Beatles and the Rolling Stones ever played a note, popular music was forever changed by a bespectacled kid from Lubbock, Texas – BUDDY HOLLY! Now you can witness his story explode onto the Fireside stage in a toe-tapping, hand-clapping, live-band extravaganza that will have you up and dancing. BUDDY tells the true story of Buddy Holly through his short yet spectacular career, and features the classic songs "That'll Be the Day," "Peggy Sue," "Oh Boy," "Everyday," "Not Fade Away," "Heartbeat," "Rave On," as well as The Big Bopper's "Chantilly Lace," Ritchie Valens' "La Bamba," and many more. You're invited to attend this unforgettable production with your friends from **NAME OF GROUP**.

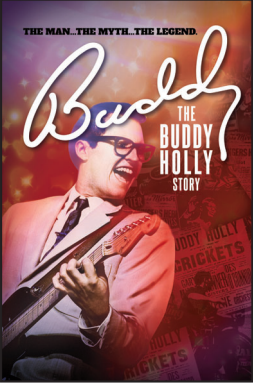
The menu for the day starts with Cheesy Potato Soup with Dill and features your choice of Shrimp Tempura, Grilled Pork Ribeye, Fontanini Sausage Stuffed Chicken, or Vegetarian Stuffed Shells with New York Cheesecake Pie for dessert. The Fireside is a complete destination in itself or the perfect complement to any Wisconsin tour. The year-round motorcoach attraction specializes in professional Broadway shows, family hospitality, superb dining, and beautiful gift shops. The Fireside proudly celebrates 63 years of family hospitality and 50 seasons of professional theatre in 2027. The Klopke Family has been honored with a Midwest Travel Writers Assn GEMmy Award for Excellence, a WI Department of Tourism Legacy Award, a WI Business Achievement Award, a WI Restaurant Assn Innovation Award, and numerous Readers' Choice and "Best Of" Awards.

BACKGROUND INFORMATION ON YOUR ORGANIZATION AND ANY OTHER ACTIVITIES PLANNED FOR YOUR TRIP TO THE FIRESIDE.

The group will be departing from **PLACE** at **TIME** and will return at approximately **TIME**. The cost per person is **COST** including a complete dinner, professional theatre performance with reserved seating, and transportation. For more information, contact **GROUP LEADER** at **PHONE**. Reservations need to be made by **DEADLINE**.

Press Release you can customize

Promo Flyer/Poster - 4 styles to choose from. Actual size 8.5 X 11



The Fireside

Before the Beatles and the Rolling Stones ever played a note, popular music was forever changed by a bespectacled kid from Lubbock, Texas – BUDDY HOLLY! Now you can witness his story explode onto the Fireside stage in a toe-tapping, hand-clapping, live-band extravaganza that will have you up and dancing. BUDDY tells the true story of Buddy Holly through his short yet spectacular career, and features the classic songs "That'll Be the Day," "Peggy Sue," "Oh Boy," "Everyday," "Not Fade Away," "Heartbeat," "Rave On," as well as The Big Bopper's "Chantilly Lace," Ritchie Valens' "La Bamba," and many more.

Featured Menu
Cheesy Potato Soup with Dill

Shrimp Tempura, Grilled Pork Ribeye, Fontanini Sausage Stuffed Chicken,
or Vegetarian Stuffed Shells

New York Cheesecake
With a buttery Graham Cracker Crust, finished with a vibrant Strawberry Sauce.

JOIN US!

Style 1 - you fill in your own info



Thursday, March 24, 2026

\$120 per person
Includes Motorcoach transportation, delicious meal and fabulous show.

Featured Menu
Cheesy Potato Soup with Dill
Choice of: Shrimp Tempura, Grilled Pork Ribeye, Fontanini Sausage Stuffed Chicken,
or Vegetarian Stuffed Shells
New York Cheesecake

Motorcoach pickup at Your Location at approx. 9:30 a.m.

Call Group Leader Name at 555-1212 to register by January 1st.

Before the Beatles and the Rolling Stones ever played a note, popular music was forever changed by a bespectacled kid from Lubbock, Texas – BUDDY HOLLY! Now you can witness his story explode onto the Fireside stage in a toe-tapping, hand-clapping, live-band extravaganza that will have you up and dancing. BUDDY tells the true story of Buddy Holly through his short yet spectacular career, and features the classic songs "That'll Be the Day," "Peggy Sue," "Oh Boy," "Everyday," "Not Fade Away," "Heartbeat," "Rave On," as well as The Big Bopper's "Chantilly Lace," Ritchie Valens' "La Bamba," and many more.

Style 2 - we customize for you

Your Group Name

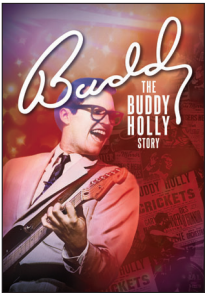
TOUR DATE

TIME & LOCATION OF DEPARTURE & ARRIVAL

PRICE

HOW TO REGISTER

DEADLINE



Before the Beatles and the Rolling Stones ever played a note, popular music was forever changed by a bespectacled kid from Lubbock, Texas – BUDDY HOLLY! Now you can witness his story explode onto the Fireside stage in a toe-tapping, hand-clapping, live-band extravaganza that will have you up and dancing. BUDDY tells the true story of Buddy Holly through his short yet spectacular career, and features the classic songs "That'll Be the Day," "Peggy Sue," "Oh Boy," "Everyday," "Not Fade Away," "Heartbeat," "Rave On," as well as The Big Bopper's "Chantilly Lace," Ritchie Valens' "La Bamba," and many more.



FEATURED MENU
Cheesy Potato Soup with Dill; Freshly Baked Breads; Choice of Shrimp Tempura, Grilled Pork Ribeye, Fontanini Sausage Stuffed Chicken, or Vegetarian Stuffed Shells. Sides include Garlic Parmesan Orzo and a California Blend of Fresh Vegetables depending on entree selection. **New York Cheesecake** with a buttery Graham Cracker Crust and Strawberry Sauce for Dessert. Coffee, Tea & Milk.



Style 3 -
tour info left blank or customized for you

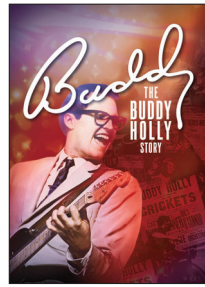


SUPERB MUSICALS | MEMORABLE DINING | SPECTACULAR SHOPS | FABULOUS SERVICE





YOUR GROUP NAME



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TOUR DATE

TIME & LOCATION OF DEPARTURE & ARRIVAL

PRICE

HOW TO REGISTER

DEADLINE

Style 4 -
tour info left blank or customized for you

2027 GROUP PROMO NEEDS

SHOWS BOOKED FOR:

Check all that apply.

Need materials by: _____

_____ BUDDY - The Budd Holly Story
_____ PRETTY WOMAN The Musical
_____ The Church Basement Ladies in RISE UP, O MEN
_____ HEARTBREAK HOTEL
_____ Disney's NEWSIES
_____ CLUE - A Madcap Comedy
_____ Irving Berlin's WHITE CHRISTMAS

PROMO ORDER LIST:

_____ EXTRA BROCHURES - Quantity: _____
_____ SIGN-UP SHEET (with menu choices _____)
_____ BLACK & WHITE LOGOS
_____ COLOR LOGOS
_____ COLOR POSTER ART
_____ PRESS RELEASE

PROMO FLYER/POSTER ORDER LIST:

Refer to poster samples for required tour info and provide that here or on a separate sheet:

Quantity _____ POSTER STYLE 1 (as is, with space for you to fill in your tour info)

Quantity _____ POSTER STYLE 2 (customized-provide your info) color _____ black & white _____

Quantity _____ POSTER STYLE 3 blank _____ or customized _____ (provide your tour information)

Quantity _____ POSTER STYLE 4 blank _____ or customized _____ (provide your tour information)

Mail form to Group Sales at The Fireside, PO Box 7, Fort Atkinson, WI 53538 or go to our web site at www.firesidetheatre.com/Groups/General.aspx to complete and submit a similar form. Questions? 920-563-9505

PLEASE SEND MATERIAL VIA _____ US MAIL _____ EMAIL _____

Mailing Address _____
