

The campaign for **New Place**

Shakespeare
birthplace trust

shakespeare.org.uk

New Place holds a particularly important position among the landmarks of Shakespeare's life. At the age of 33, Shakespeare purchased the largest home in Stratford-upon-Avon and lived there until his death 19 years later in 1616. During these years, he wrote some of his greatest works, including *The Tempest*, *Hamlet* and *Macbeth*.

New Place was demolished in the 18th century, making it difficult for visitors to get a real sense of the site's significance and history.

Now, in celebration of the 400th anniversary of Shakespeare's death, the Shakespeare Birthplace Trust has an exciting and innovative £5.25m plan to transform the site of New Place into a fitting tribute to our greatest dramatist.

The imposing new entrance gateway is in the same place as Shakespeare's front door, enabling visitors to walk in his footsteps. Bronze strips laid in the ground outline the shape of the house, emphasizing its size and splendour.

Throughout the grounds, specially commissioned artworks will symbolize different aspects of Shakespeare's life and times, and represent his plays and sonnets.

A new exhibition centre will be constructed, providing the opportunity to exhibit treasures from the Shakespeare Birthplace Trust collection which have never been on display before. Attractive new displays will inform and educate visitors, and additional learning spaces will be included. At the same time, significant conservation work will be carried out on neighbouring Nash's House, the home of Shakespeare's granddaughter.

Be part of the New Place Campaign

The re-imagining of New Place is the most significant project anywhere in the world commemorating the 400th anniversary of William Shakespeare's death in 1616. With your support, this site of unique historical importance will be transformed into a fitting tribute to our greatest dramatist.

Please help by making a donation of any amount today. You can find out more about the difference you can make and how your support will be recognised at shakespeare.org.uk. Or get in touch at development@shakespeare.org.uk or 01789 338498. Thank you.



New Place.
The site of Shakespeare's family home from 1597 to 1616.

'And to thee and thy company I bid
A hearty welcome.' *The Tempest Act 5 Scene 1*

How you can be part of *New Place*

Thanks to generous support from the Heritage Lottery Fund, Historic England, and many individual donors, more than half the funds needed for the New Place Campaign have already been raised. Now we need you to join us and help create this exciting new interpretation of one of the most important sites in literary history. Your donation to this unique project can be recognised in a variety of ways and all donations may be pledged over four years.

Dedicate a play or sonnet

In the garden at New Place, colourful and beautifully constructed Play Pennants will move gently in the breeze – representing all of Shakespeare's Plays. You can dedicate the play of your choice with a donation of £5,000.

Around the edge of the garden, a bright steel ribbon will run, each segment representing one of the sonnets and engraved with its opening two lines. You can dedicate the sonnet of your choice with a donation of £2,500.

Join the exclusive "1616 Society"

A society of Shakespearians who, in commemorating William's death, honour his life. This worldwide Society will meet online for special events and lectures, as well as receiving signed copies of new books on New Place, and a unique memento – a vial of earth taken from New Place during the dig, from the same archaeological layer as Shakespeare's house ... perhaps the very earth that he walked on.

Members make a commitment of £1,616 either paid in whole or in instalments over four years.

Your name on a leaf on the Greenwood Tree

A wonderful tree sculpture in the Great Garden will provide a lasting record of the names of individuals, families, groups and societies who have supported the transformation of New Place. You can have the name of your choice engraved on a leaf of the Greenwood Tree for £500.

There are many other ways you can play a lasting part at New Place. To make a donation or find out more please call the development office on 01789 338498 or email development@shakespeare.org.uk.

We are very grateful for your donation of any amount – thank you.



Shakespeare's
Birthplace
America

The Greenwood Tree

Dedicate a leaf on *the Greenwood Tree*. Make a *memory* that endures and show your support for *Shakespeare's New Place*.

New Place, New Chapter

Re-imagining New Place: family home, status symbol, seat of creativity.

In 1597, the largest house in the middle of Stratford-upon-Avon, England was sold to a 33-year-old businessman. His name was William Shakespeare.

Over the next 19 years, New Place was the family home where he raised his children, and his base during a long period of creativity. Shakespeare wrote many of his major works in that time, including *The Tempest*, *Hamlet* and *Macbeth*.

He stayed there until he died in 1616, at the age of 52. The site has attracted literary pilgrims for centuries, but the house was demolished in the 1700s. Since then, the real significance of New Place has been confined to the archives, and hidden underground.

To mark the 400th anniversary of Shakespeare's death, we're transforming the site of his final home into a place where his spirit still dwells, among beautiful gardens and stunning contemporary works of art. A new exhibition center displays rarely-seen objects from the Shakespeare Birthplace Trust Collection and archaeological finds from the site itself. New Place will be a new way to meet and marvel at the world's greatest story-teller.

We can only achieve this transformation with the support of Shakespeare lovers like you. Please join us, and help write this exciting new chapter at New Place.

*The Newe
Place wherein I
nowe dwell*

Make a lasting memory

The Greenwood Tree

Help us to develop a unique heritage site which will inspire thousands of people for years to come. With a personal and lasting dedication, you can pay homage to the people, places, or events that inspire you.

The Greenwood Tree is a specially commissioned sculpture bringing to mind the Forest of Arden in *As You Like It* (written around 1599, shortly after the Shakespeare family moved into New Place). It commands a prime position in the Great Garden at New Place.

300 individually engraved leaves will fill the tree ready for the site's opening in 2016. Each inscription is a monument to those who chose it, and the entire work is a lasting symbol of all the support given by people like you, helping to make our vision for New Place a reality.

Create a unique tribute

Dedicating one of just 300 Greenwood Tree leaves is a very personal, original way of showing your support for our work or your affection for Shakespeare. It could be a tribute to the memory of a loved one, or an occasion, like an anniversary or birthday. You can dedicate a leaf as an individual, a group of family or friends, or an organization.

*Dedicate
one of
just 300
leaves on the
Greenwood
Tree*

Shakespeare's Birthplace America is a non-profit organization founded to help connect Americans with Shakespeare's heritage, through conservation and education programs. It supports the work of the Shakespeare Birthplace Trust (SBT), a UK-registered charity which **receives no regular government or public funding**, and everything we achieve is thanks to the help of our partners, our volunteers, and supporters like you.

Make a single donation of \$750, or pledge \$15 a month for 50 months.

Your dedication of a leaf on the Greenwood Tree will help to make the transformation of New Place possible, and give people a new way to connect with the man whose stories are known across the world.



Yes, I would like to dedicate a leaf on
The Greenwood Tree

Please write your name or message in the boxes below as you would like it to appear on your leaf, using a separate box for each letter, space and punctuation mark.

All inscriptions will be confirmed in writing prior to production.

Three easy ways to apply:

1. *By post*

Simply complete the form overleaf and send to:

Development Department
Shakespeare's Birthplace America Inc
3554 West Orange County Club Drive
Suite 250 Winter Garden FL34786

2. *By phone*

The development team are on hand to discuss donations and other opportunities to give.

You can call us on +44 (0)1789 338 498

3. *Online*

Donate and learn more online at shakespearesbirthplaceamerica.org

t: +44 (0)1789 338 498

e: shakespearesbirthplaceamerica@shakespeare.org.uk

w: shakespearesbirthplaceamerica.org

And
good
supporters
are you

Measure for Measure, Act 5 Scene 1

Personal Details

Title: _____ First Name: _____ Last Name: _____

Address: _____

City & State: _____ Zip Code: _____

Contact number: _____ E-mail: _____

Please check the box if you wish your donation to remain anonymous. If not ticked, names will be listed both online and in publications.

I would like to dedicate a leaf on the Greenwood Tree with

a single gift of \$750 a monthly gift of \$15 for 50 months

Preferred Payment Method

I enclose a check # _____ made payable to Shakespeare's Birthplace America for \$ _____

or

Please charge my Visa Mastercard Amex Discover with the amount of

\$ _____ single gift or \$ _____ per month for 4 years

Card number:

Expiration date (month/year): /

CSC:

Signature: _____ Date: _____

Shakespeare Birthplace America is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous financial donation.

We would like to use your information to tell you more about the work of Shakespeare Birthplace Trust or Shakespeare's Birthplace America. We will never sell your information or share it for any third parties to contact you. Please check this box so that we can contact you.



Supported by
Historic England

When the
SWEET
wind did
gently
KISS the
trees

Merchant of Venice, Act 5 Scene 1

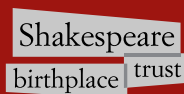
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Shakespeare's
Birthplace
America

The
1616
Society

Join an *exclusive* society of Shakespeare lovers. Discover the *very best* of our research and show your support for *Shakespeare's New Place*.

New Place, New Chapter

Re-imagining New Place: family home, status symbol, seat of creativity.

In 1597, the largest house in the middle of Stratford-upon-Avon, England was sold to a 33-year-old businessman. His name was William Shakespeare.

Over the next 19 years, New Place was the family home where he raised his children, and his base during a long period of creativity. Shakespeare wrote many of his major works in that time, including *The Tempest*, *Hamlet* and *Macbeth*.

He stayed there until he died in 1616, at the age of 52. The site has attracted literary pilgrims for centuries, but the house was demolished in the 1700s. Since then, the real significance of New Place has been confined to the archives, and hidden underground.

To mark the 400th anniversary of Shakespeare's death, we're transforming the site of his final home into a place where his spirit still dwells, among beautiful gardens and stunning contemporary works of art. A new exhibition center displays rarely-seen objects from the Shakespeare Birthplace Trust Collection and archaeological finds from the site itself. New Place will be a new way to meet and marvel at the world's greatest story-teller.

We can only achieve this transformation with the support of Shakespeare lovers like you. Please join us, and help write this exciting new chapter at New Place.

The New Place wherein I nowe dwell

A journey of discovery

The 1616 Society

Come together with like-minded Shakespeare enthusiasts to support the development of the unique heritage site at New Place.

As a member of the exclusive 1616 Society, you're entitled to:

- Access to exclusive online resources, special events and lectures from 2016-2020, to fuel your interests and deepen your understanding
- A signed copy of two much-anticipated new publications: *The Shakespeare Circle: An Alternative Biography* and *Shakespeare's New Place: An Archaeological Biography*
- A vial of the very earth Shakespeare walked on, recovered from the archaeological dig at New Place.*

As well as all this, as a sign of our gratitude, you'll enjoy four years of these extra benefits as a Patron of the Shakespeare Birthplace Trust, including:

- Unlimited free entry to all five Shakespeare family homes until 2020
- The Shakespeare Birthplace Trust newsletter, delivered three times a year
- Invitations to special events, previews and behind the scenes access, in addition to exclusive 1616 Society events
- 10% discount at all Shakespeare Birthplace Trust shops and cafes
- Discounts on other Shakespeare Birthplace Trust events.

*Please note, some countries place restrictions on the importation of soil.

A lifelong journey of discovery

The 1616 Society is open to everyone. Perhaps you're a dedicated performer, or an enthusiast keen to further your studies through the resources on offer.

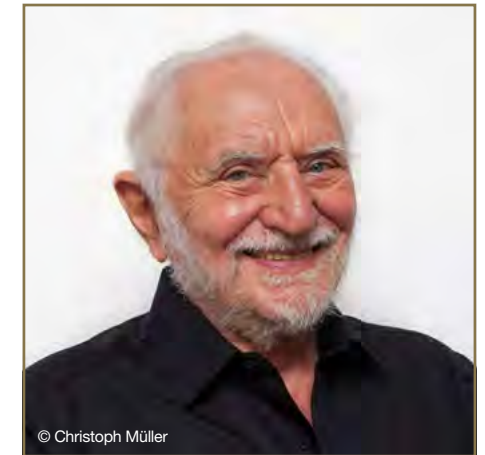
Membership would make a treasured gift for a life-long lover of Shakespeare, or for someone encountering his life and works for the first time.

Become
one of
1616
members in this
exclusive
Society

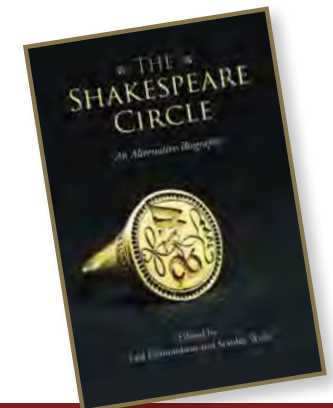
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Make a single donation of \$2,400, or pledge \$600 a year or \$50 a month for 4 years.

Your donation, and your membership of the 1616 Society, will help to make the transformation of New Place possible, and give people a new way to connect with the man whose stories are known across the world.



Professor Stanley Wells, CBE, FRSL
Honorary President of the Shakespeare Birthplace Trust,
Founder Member of the 1616 Society



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And
good
supporters
are *you*

Measure for Measure, Act 5 Scene 1

Personal Details

Title: _____ First Name: _____ Last Name: _____

Address: _____

City & State: _____ Zip Code: _____

Contact number: _____ E-mail: _____

Please check the box if you wish your donation to remain anonymous. If not ticked, names will be listed both online and in publications.

I would like to join the 1616 society with

a single gift of \$2,400 one off an annual gift of \$600 a year (4yrs) a monthly gift of \$50 a month (4yrs)

Preferred Payment Method

I enclose a check # _____ made payable to Shakespeare's Birthplace America for \$ _____

or

Please charge my Visa Mastercard Amex Discover with the amount of

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Card number:

Expiration date (month/year): /

CSC:

Signature: _____ Date: _____

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We would like to use your information to tell you more about the work of Shakespeare Birthplace Trust or Shakespeare's Birthplace America. We will never sell your information or share it for any third parties to contact you. Please check this box so that we can contact you.



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They are
a **SWEET**
society
of
fair ones

King Henry VIII, Act 1 Scene 4

Shakespeare's Birthplace America

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Shakespeare's
Birthplace
America



Plays & Poems

Lay claim to the work that moves you. Share your *passion* with the world and show your support for Shakespeare's *New Place*.

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*The New
Place wherein I
nowe dwell*

Lay claim to the work that *moves* you

Shakespeare's plays and poems at New Place

Show your support for New Place, and your passion for Shakespeare, by sponsoring your favorite play, sonnet, or long poem.

The installation of sponsored titles will be a unique and lasting reminder of both your support and Shakespeare's incredible legacy. Pennants and ribbons engraved with the works will form permanent fixtures in the fabric of the new site. Share your passion for Shakespeare with the world, and help to make our vision for New Place a reality.

Sponsor one of Shakespeare's 38 plays, 154 sonnets, or 4 long poems, and in recognition of your support, you'll receive:

- Your name associated with the work of your choice, inscribed on the benefactors' board in the Great Garden at New Place
- A unique print artwork acknowledging your sponsorship of your chosen work, inspired by printed volumes of Shakespeare's works from our Collection
- A special New Place map marked with your sponsored work's location
- Four years' worth of Patrons' benefits including behind-the-scenes tours, private views and other exclusive events.

Leave an enduring legacy

The transformation of New Place is the most significant permanent project worldwide to commemorate the 400th anniversary of Shakespeare's death. The development gives visitors a chance to get acquainted with the man behind the fame: bringing up his family, living by his craft, serving his home town.

New Place will encourage visitors to explore his works in a fresh light, and inspire yet another generation to experience literature, drama, and Shakespeare's life in more detail.

Sponsor one of Shakespeare's unique works

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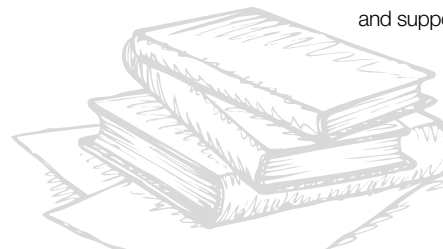
To sponsor one of Shakespeare's 38 plays, make a single donation of \$7,500, or pledge \$1,875 a year / \$156.25 a month, for 4 years.

The title of your play will be inscribed on a colorful permanent pennant in the Golden Garden, part of New Place's celebration of Shakespeare's works.

To sponsor one of his 154 sonnets or 4 poems, make a single donation of \$3,750, or pledge \$937.50 a year / \$78.13 a month, for 4 years.

The first two lines of your poem will be inscribed into a beautiful stainless steel ribbon, permanently fixed in the walkways of New Place.

Your sponsored work will help to make the transformation of New Place possible, and give people a new way to connect with the man whose stories are known across the world.



Yes, I would like to sponsor one of *Shakespeare's* works

Works will be allocated on a first come, first served basis; please tell us your 1st, 2nd and 3rd choice.

1st

2nd

3rd

For a full list of the plays, sonnets and poems available please visit www.shakespeare.org.uk

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And
good
supporters
are *you*

Measure for Measure, Act 5 Scene 1

Personal Details

Title: _____ First Name: _____ Last Name: _____

Address: _____

City & State: _____ Zip Code: _____

Contact number: _____ E-mail: _____

Please tick the box if you wish your donation to remain anonymous. If not ticked, names will be listed both online and in publications.

I would like to sponsor a play with

a single gift of \$7,500

an annual gift of \$1,875 a year (4 yrs)

a monthly gift of \$156.25 a month (4 yrs)

(please tick as appropriate)

I would like to sponsor a sonnet/poem with

a single gift of \$3,750

an annual gift of \$937.50 a year (4 yrs)

a monthly gift of \$78.12 a month (4 yrs)

(please tick as appropriate)

Preferred Payment Method

I enclose a check # _____ made payable to Shakespeare's Birthplace America for \$ _____

or

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So long as
men ^{can} breathe
or eyes ^{can} see,
So long lives this,
and this gives
life ^{to} *thee*

Sonnet 18

Shakespeare's Birthplace America

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