

WRITTEN BY LATOYA GARRETT

DIRECTED BY TRINELL P. BROWN

THE DEVIL IS A LYA

STAGE PLAY

*Abuse has many faces! How can
this family hide the Devils drama?*

Nominated 2015 Playwright's Awards Gala

Stage Play of the Year • Real Life Stage Play • Drama Stage Play of the Year

MEDIA KIT 2015

FEATURING TONY GRANT
from TYLER PERRY'S 'LOVE THY NEIGHBOR'

Latoya is Dallas' best kept secret!
– TONY GRANT



2 SHOWS – ONE NIGHT ONLY

SEPTEMBER 19, 2015 – PART 1

NOVEMBER 07, 2015 – PART 2

P: 214.854.9291 – E: beeflyproject@gmail.com

W: www.tdialtheplay.weebly.com

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Stage Play of the Year * Real Life Stage Play * Drama Stage Play of the Year

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2 SHOWS – **ONE NIGHT ONLY** – 7PM
GRANVILLE ARTS THEATER
300 N 5th Street - Garland, TX 75040

TICKETS
214-854-9291

www.tdialtheplay.weebly.com – www.tdialstageplay.eventbrite.com

PRE-SHOW V.I.P. DINNER * GENERAL SEATING * V.I.P. SEATING * VENDOR SPACE AVAILABLE
Designed by LG Ent Group

DRAMA HAS MANY FACES IN 'THE DEVIL IS A LYA... STAGE PLAY' AND IT SHOWS UP IN MANY ABUSIVE FORMS INCLUDING INCEST, INFIDELITY, SECRETS, LIES, DEPRESSION AND INSECURITIES. THE BACKBONE OF THE FAMILY (BIG MAMA) TRIES TO KEEP IT TOGETHER BUT THROUGH THE CHEATING, FIGHTING, DISRESPECTFUL KIDS AND GRANDKIDS, IT IS TOO MUCH FOR ONE PERSON TO HANDLE ALONE. BIG MAMA IS TRULY PUT TO THE TEST AS THIS...

FAMILY'S DIRTY LAUNDRY IS AIRED CAUSING A DOMINO EFFECT BIGGER THAN A TSUNAMI. THIS MADE-FOR-TV INSPIRATIONAL STAGE PLAY IS A COMBINATION OF DRAMA, LOVE, AND HOPE. FROM THE PRODUCER AND PLAYWRIGHT, LATOYA GARRETT, ALONG WITH DIRECTOR TRINELL PARRISH-BROWN, RETURNS TO THE STAGE A PRODUCTION WITH JUST THE RIGHT TWISTED DRAMA THAT YOU'VE BEEN LOOKING FOR.

The way I see it, what men used to take from me
when I was younger, they have to pay to get it now!

– **ASIA THE STRIPPER**

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ABOUT TDIAL – PART 1

Abuse is the key word for this made-for-tv inspirational stage play. Big Mama is the glue that holds this family together and her abilities are put to the test as this family's dirty laundry is aired causing a domino effect. TDIAL is a combination of brilliant comedy, drama, love, and hope. Nominated in 3 categories at the 2015 Playwright Awards Gala, this is one production you definitely want to be a part of!

ABOUT TDIAL – PART 2

Big Mama and her bigger-than-life drama filled family return with more secrets, lies, and deceit. Even though life (and Big Mama) tells us, *"You can't live your life based on past hurt"*, she didn't teach us what to do when your past resurfaces to reside in your present. Loving your enemy is sometimes hard to do especially when your biggest enemy lives inside you. Some secrets are better kept hidden because the revelation can be life threatening and get somebody killed!



LATOYA GARRETT – PLAYWRIGHT

Since her first event 11 years ago, Latoya has strived to host creative and original events including fashion shows, stage plays, musical productions, parades, dance competitions and more. Known mostly for creative edutainment, she decided to pursue her natural talent and passion for writing in 2010. From that life-changing decision, *The Devil is a Lya* was birthed. Latoya continues to perfect original material and hopes to eventually take her productions to the big screen.

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ENGAGED & INFLUENTIAL AUDIENCE

Stats based on combined engagement
of entire cast/production team

32,000+

Facebook Fans



8,800+

Twitter Followers



17,300+

Instagram Followers



OUR AUDIENCE ARE YOUR CUSTOMERS

The Urban Theater market consists of mostly middle-aged (30-55) African-American women who are somewhat affluent, well-dressed, educated, leaning liberal, enjoys gospel and RnB music, and attends women conferences.



68% WOMEN

**39%
GRADUATE
DEGREES**

**ATTENDS
AVERAGE
4 SHOWS/YR.**

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LET'S WORK TOGETHER

Partnership Options

'The Devil is a Lya... Stage Play' is not your typical stage play production. It is not a gospel play, but has a gospel feel to it. This play is full of real-life drama centered around the many faces of abuse including incest, infidelity, depression, and insecurities.

We invite you to become a part of an extraordinary experience – one that will change lives. We expect to cater to an audience of 1400+ which would provide the perfect opportunity to feature your products, business, or services.

Your partnership will go a long way and YOU will be making a personal investment in the Arts and in a community that we all share.

Sponsorship Opportunities

Vendor Opportunities

Promotional Ad Campaign

Media Partnership

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\$1000 Partnership (1 Available)

Partner Sponsor Inclusion in Sept/Nov campaigns
Logo placement in program, event notices, Step N' Repeat banner
Full Page Ad in TDIAL Playbill or Program
Company Name/Logo on/in Gift Bags presented to VIP patrons/guests
Featured Name/Logo on website and social media sites
Logo on promotional material (flyers, posters, tickets, bookmarks, signs)
(3) VIP tickets w/preferred seating (up close and personal)
(2) VIP tickets to Meet N' Eat Luncheon (w/Tony Grant)
Recognition before, during, and after production
Option of cameo on DVD and in the show (Sep/Nov)
Photo ops with Tony Grant and private Meet N' Greet
Walk-on option as cast member at the September show
Special invite to Signature Cast Party & Meet N' Greet Mixer

\$500 Partnership (2 Available)

Partner Sponsor Inclusion in campaigns (show of choice)
Logo placement in program, event notices, Step N' Repeat banner
½ Page Ad in TDIAL Playbill or Program
Company Name/Logo on/in Gift Bags presented to VIP patrons
Featured Name/Logo on website and social media sites
Logo on promotional material (flyers, posters, tickets, bookmarks, signs)
(2) VIP tickets w/preferred seating (up close and personal)
(1) VIP tickets to Meet N' Eat Luncheon (w/Tony Grant)
Recognition before, during, and after production
Company/Personal interview featured on DVD (show of choice)
Photo ops with Tony Grant
Special invite to Signature Cast Party & Meet N' Greet Mixer

* Packages are customizable to your needs

**Social sites include: www.tdialtheplay.weebly.com,
tdialstageplay.Eventbrite.com, [twitter – LGEntGroup](https://twitter.com/LGEntGroup),
www.facebook.com/TDIALStagePlay**

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Media Partnership

We invite your media outlet to become a Media Partner for our 2011 Top Selling Show 'The Devil is a Lya... Stage Play.' Media partnerships are a great way for us to cross promote and also allow for greater exposure of 'The Devil is a Lya... Stage Play.'

Promotional Benefits of a Media Partner

- Opportunity to expose your media organization to an influential urban theater audience
- Featured in TDIAL's Playbill or Program
- Placement Ad in TDIAL Playbill or Program
- Logo featured on website with dedicated link to your media outlet's website
- Updates on Twitter/Facebook regarding the show and your business
- Logo placement on Step N' Repeat banner
- Complimentary insertion of materials in all gift bags
- Invitation to attend VIP Dinner for 1 seated guest
- (2) complimentary tickets to the show

Role of Media Partner

* Customized barter packages will be considered

- Promote TDIAL show extensively in the related digital media outlets
- Commitment of media coverage of TDIAL show before, during and after the event
- Listing of our TDIAL pre- and post-show on all the social media networks where you have a presence (provide event recap via photo story)
- Placing the TDIAL link on the company website and other related sites
- Increasing the media exposure of TDIAL in all media channels and outlets associated with your organization to promote decision makers' attendance
- Newspaper/Magazine article or advertisement space
- Television/Radio guest appearance or advertisement spot
- Special guest appearance and/or performance at your club or venue
- Blog posting or website advertisement
- Inclusion in e-blast campaign/e-newsletter
- Interview show organizers and various honorees (interview selection is at media partner's discretion; interviews may be subject to approval by PR team.)

Social Media Roles for Media Partner

- Ad our link www.tdialtheplay.weebly.com and show details to your page/calendar
- Follow TDIAL on Twitter [@LGEntGroup](https://twitter.com/LGEntGroup), like TDIAL on Facebook www.facebook.com/TDIALStagePlay and use hashtag for TDIAL [#tdialtheplay](https://twitter.com/#tdialtheplay)
- Share information about TDIAL show on Facebook, Twitter and other social media platforms as applicable.

As a Media Partner, for your convenience, we have a schedule of sample tweets and Facebook posts. Customized packages are also available.

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Vendor Partnership

Network, promote or sell your product/service during 'The Devil is a Lya... Stage Play' at the Granville Arts Theatre in Garland, TX. This show can be seen September 19th and then the sequel November 7th, 2015. NO FOOD VENDORS WILL BE ACCEPTED. TDIAL has opportunities for arts and crafts, educational, health, specialty items and corporate vendors interested in being a part of this production.

Vendor spaces are \$100 or \$175 (2 shows) until spaces are filled. Vendor Partnerships include:

- 1 table
- 2 chairs
- Company listing in TDIAL Program or Playbill
- Logo listed on website www.tdialtheplay.weebly.com
- Opportunity to sell your product/services to 1400+ theater lovers

Promotional Ad Partnership

Ad space is available in our TDIAL Program or Playbill.

Rates Available:

- Back Cover (Specs 5'x8') \$110
- Half Page (Specs 5'x3.875') \$60
- Quarter Page (Specs 2.375'x3.875') \$30

Customized partnerships are also available. For more information, please visit www.tdialtheplay.weebly.com/partnerships. If your media outlet is interested in becoming a Media Partner or have questions, please contact Latoya Garrett at beeflyproject@gmail.com or call 214.854.9291. You can also visit www.tdialtheplay.weebly.com/mediapartners.

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MEDIA & PRESS

The Devil is a Lya Trailer

<https://www.youtube.com/watch?v=OdtAbbkJA9k>

The Devil is a Lya 2014 Commercial

https://www.youtube.com/watch?v=fv2wKMij_Mk

2014 BlogTalk Radio with Niacom

<http://www.blogtalkradio.com/niacomplatform/2014/09/14/niacom-special-the-cast-from-the-devil-is-a-lya-sunday-sept-14-5pm#>

2014 Online Happy Hour

<https://www.facebook.com/103896936431242/videos/378577238963209/>

Nilsa Pozo Resume

<http://www.nilsapozo.com/resume.html>

Examiner.com

<http://www.examiner.com/article/god-is-the-only-judge>



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TDIAL CAST & PRODUCTION PICTURES



**THE DEVIL
IS A LYA
STAGE PLAY**



IN THE DEVIL IS A LYA, ABUSE SHOWS UP IN THE FORM OF INCEST, INFIDELITY, AND INSECURITIES. BIG MAMA IS PUT TO THE TEST AS THIS FAMILY'S DIRTY LAUNDRY IS AIRED CAUSING A DOMINO EFFECT BIGGER THAN A TSUNAMI. LOYALTY IS CHALLENGED, TRUST IS BROKEN, AND HIDDEN SECRETS ARE REVEALED, BUT STILL THIS REAL LIFE DRAMA IS NOT A COMPLETE DARK RIDE. YOU WILL LAUGH, YOU WILL RELATE, YOU WILL BE TRANSFORMED AS YOU WITNESS THE POWER OF FORGIVENESS IN THE DEVIL IS A LYA STAGE PLAY.

#TDIALTHEPLAY

SEPTEMBER 19, 2015
NOVEMBER 7, 2015

WWW.TDIALTHEPLAY.WEEBLY.COM

INTRODUCING THE CAST



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MARKETING & PROMOTIONS

Marketing efforts for the 2015 remount of 'The Devil is a Lya... Stage Play' will be intense. From a distribution of 10,000 flyers to extensive campaigns and social media marketing, we plan to make an huge impression on the urban theater market.

Flyers, Posters, Banners

Church and Club Venue Appearances

Grassroots Promotions

Bookmarks in Libraries

Yard Signs (shopping malls, red lights, etc)

Collaborative Partnerships

Facebook, Twitter

Websites, Newsletters, E-blasts

Cast Interviews & Blog Posts

Ticket Promos & Giveaways

CLASSIFIEDS
THE DEVIL IS A LYA STAGE PLAY
Est. 2015 Saturday, September 19, 2015 Price Varies

AUDIENCE WANTED

The Devil is a Lya is looking for its audience.
TDIAL is seeking an audience to attend the Devil is a Lya (TDIAL) Stage Play on September 19th and November 7th in Garland, TX. The audience must possess a willingness to laugh, cry, think, and be transformed. It is also desirable that our audience have a love for theatre, be familiar with real life struggles, and have an urgency to purchase tickets while they are still available.

About TDIAL.
Drama seems to be the selling point these days for entertainment, but from observation, the drama shown on TV has no substance or meaning. But what if the drama being witnessed was not only entertaining and captivating, but also filled with emotion and transformation. Above is the key word for this make-for-TV inspirational stage play. TDIAL is a combination of brilliant comedy, drama, love, hope, and redemption. This is one play you don't want to miss!

Get Your Spot.
V.I.P. ticket holders will get reserved 2nd row seating, complimentary V.I.P. bag with goodies, exclusive photo with Tracy Grant, and more. A few seats available for \$45.00.

V.I.P. Exclusive guests will enjoy a pre-show dinner with Tracy Grant and cast, exclusive signature bag loaded with goodies, autographed DVD and photo, reserved show floor seating, and a private cover up the signature cast party. Limited seats available for \$65.00.

GET YOUR TICKETS
THE DEVIL IS A LYA STAGE PLAY
TICKETS \$25
VIP \$45-\$65
SEPTEMBER 19 | NOVEMBER 7
PROMOTION ENDS SEPTEMBER 1ST

THE DEVIL IS A LYA STAGE PLAY

Free Drink & Snack
During Concessions
NEXT 20 TICKETS PURCHASED
TICKETS \$20

SALE ENDS AUGUST 1ST
WWW.TDIALTHEPLAY.WEEBLY.COM

*Tickets must be purchased directly. A confirmation email will be sent upon purchase with instructions for your receipt. Tickets to be combined with any other offer or discount. Limit 1 per purchase order. No refunds or exchanges.

THA AFTER PARTY R:ADIO
MUSIC, ENTERTAINMENT & TALK 24/7

P: 214.854.9291 – E: beeflyproject@gmail.com

W: www.tdialtheplay.weebly.com

LET'S TALK

Contact Me!

Latoya Garrett – 'The Devil is a Lya... Stage Play'
Playwright – Aspiring Author – Creative Marketing Strategist
www.tdialtheplay.weebly.com



beeflyproject@gmail.com



[@LGGetsSocial](https://twitter.com/LGGetsSocial)



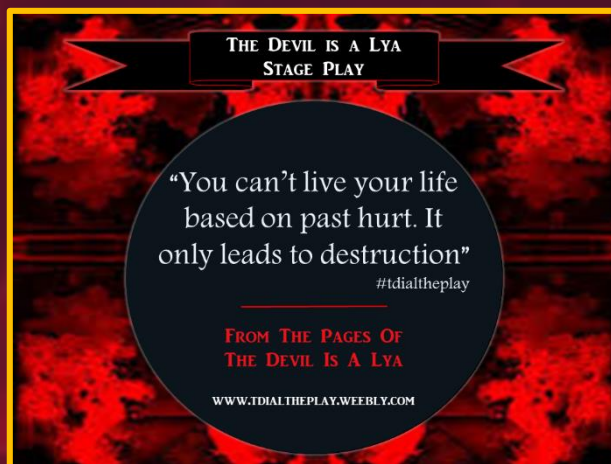
www.youtube.com/LatoyaGarrett



www.facebook.com/TDIALStagePlay



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