

New Musical - Graphic Design Package

ONE
=FOR MY=
BABY

The graphic features the title 'ONE =FOR MY= BABY' in a stylized font. The words 'ONE', 'BABY', and the first 'E' of 'FOR' are rendered in large, glowing marquee-style letters with a grid of small lights. The second 'E' of 'FOR' and the '=' signs are in a bright pink, glowing neon style. The background is a dark, textured brick wall.

Larry Saperstein, Designer - February, March 2025

ALL ROADS THEATRE COMPANY

IN ASSOCIATION WITH FRED BARTON, SHERI CLARK HENRIKSEN, JERAMIAH PEAY, & BRIAN ZUCKER
PRESENTS AN EXCITING WORLD PREMIERE MUSICAL!

LANA GORDON LUBA MASON

IN

DREAMLAND
COCKTAILS

ONE =FOR MY= BABY

MUSIC BY HAROLD ARLEN

LYRICS BY TED KOEHLER, JOHNNY MERCER, E.Y. HARBURG, AND IRA GERSHWIN

BOOK BY SCOTT THOMPSON AND FRED BARTON

A CAST OF BROADWAY AND HOLLYWOOD VETERANS!

24 LEGENDARY SONGS! INCLUDING:

GET HAPPY | STORMY WEATHER | THE MAN THAT GOT AWAY
BLUES IN THE NIGHT | THAT OLD BLACK MAGIC | COME RAIN OR COME SHINE
AND THE TITLE SONG ONE FOR MY BABY

MARCH 14-23, 2025 - EL PORTAL THEATER

ELPORTALTHEATRE.COM OR CALL (818) 508-4200

MUSIC ARRANGEMENTS AND CONDUCTED BY FRED BARTON

DIRECTED AND CHOREOGRAPHED BY SCOTT THOMPSON



FINAL POSTER

Client Requirements:

- Create Show Logo
- 1940s New York
- Jazz
- Sexy
- Alleyway
- Neon
- Dance Heavy Musical
- Promote New Theater Company
- Incorporate Theater Company Logo
- Incorporate All Required Text

ONE
FOR MY
BABY

SHOW LOGO

Client Requirements:

- Marquee Lights
- Neon
- Sexy
- Old Broadway
- Bold

SEASON PROMOTION

ALL ROADS THEATRE COMPANY

INAUGURAL SEASON!

BECOME A
SUBSCRIBER!

GET THE BEST SEATS
AND
SAVE UP TO
\$60
PER PACKAGE

AN EXCITING WORLD PREMIERE MUSICAL!
LANA GORDON LUBA MASON
IN

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MARCH 14-23, 2025

STEPHEN SONDHEIM'S MASTERPIECE!

**anyone
can
WHISTLE**

MUSIC AND LYRICS BY
STEPHEN SONDHEIM
BOOK BY
ARTHUR LAURENTS

STARRING "MACK AND MABEL'S"
CAROLINE O'CONNOR

WITH MORE STARS TO BE ANNOUNCED!
CONDUCTED BY
FRED BARTON
DIRECTED AND CHOREOGRAPHED BY
SCOTT THOMPSON

OCTOBER 17-26, 2025

SUBSCRIBE NOW! - ELPORTALTHEATRE.COM



CALL **(818) 508-4200** OR **(818) 508-0281**

SEASON PROMOTION



Scott Thompson

FROM THE PRODUCERS OF "MACK AND MABEL"! HELP US BUILD A COMPANY!

A word from Producing Artistic Directors SCOTT THOMPSON and FRED BARTON

Join us for our inaugural season at the El Portal and become a SEASON SUBSCRIBER! Your patronage is an essential building block toward the longevity of our new theatre company! Like the Geffen and Pasadena Playhouses, we long to put down roots in this community here in North Hollywood for years to come! We invite you to become our first subscribers with a special offer of 10% off your season package! Get the BEST SEATS NOW and make them yours for seasons to come! Featuring the best talent from Broadway and Hollywood right here on the intimate stage of the Debbie Reynolds MainStage at the El Portal Theatre!

Our journey depends on YOU! Don't wait - JOIN US TODAY!



Fred Barton

SAVE 10% OFF ALL SUBSCRIPTIONS - NOW THROUGH FEBRUARY 15TH ONLY!

ONE FOR MY BABY



Lana Gordon



Luba Mason

ARTCO proudly presents the world premiere of a new Broadway-Bound Musical! Set in the mythical nightclub "Dreamland", expect to be dazzled by 24 classic musical numbers such as "Blues in the Night", "Get Happy", "Come Rain or Come Shine", "That Old Black Magic", and the glorious title number "One For My Baby". A cast of Broadway headliners, 16 dancers and a big band make this show unmissable! Starring LANA GORDON, star of Broadway's SHADESTOWN and LUBA MASON, star of Broadway's CHICAGO and JEKYLL & HYDE!

ANYONE CAN WHISTLE

A seldom performed gem from STEPHEN SONDHEIM, this show has fascinated musical theatre lovers for generations. We proudly present this darkly comic masterpiece about politics, mind control and miracles. And, in 2025, this musical could not seem more timely. Presented with our full orchestra and large ensemble, this lively musical will provide a rare opportunity to see a

Sondheim classic! Starring international star CAROLINE O'CONNOR, star of the film MOULIN ROUGE and Broadway's A CHRISTMAS STORY. Last season she dazzled ARTCO's audiences as Lotte Ames in MACK & MABEL.



Caroline O'Connor



Stephen Sondheim



ALL ROADS
THEATRE COMPANY

7659 Kraft Ave.
North Hollywood, CA 91605



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SEASON PROMOTION

ALL ROADS THEATRE COMPANY PRESENTS

AN EXCITING WORLD PREMIERE MUSICAL!

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MARCH 14-23, 2025

STEPHEN SONDHEIM'S CULT CLASSIC MUSICAL!

anyone
can
WHISTLE

OCTOBER 17-26, 2025



SIMPLIFIED PROGRAM COVER



WEB GRAPHICS



SOCIAL GRAPHICS

MEET THE CAST!

ONE =FOR MY= BABY

MARCH 14-23, 2025 - ELPORTALTHEATRE.COM



LANA GORDON
PANAMA JONES



LUBA MASON
TESS FLEMING



C.J. ELDRED
RICK ANDERSON



LIANNE MARIE DOBBS
MEREDITH ALLEN



SEAN MCGIBBON
EDDIE PARSONS



JESS VAL ORTIZ
KITTY MCVEY



AMBER WRIGHT
JACKIE JAMES



HARRIS M. TURNER
KEITH NELSON



PHIL PRITCHARD
DUKE SULLIVAN



NATALIE HOLT MACDONALD
ETHEL



LUKE STEINBORN
JOE, THE BARTENDER



ERIC TOMS
DETECTIVE LARETTA

MEET THE CAST!

ONE =FOR MY= BABY

MARCH 14-23, 2025 - ELPORTALTHEATRE.COM



SYLVIE GOSSE
ENSEMBLE/ASSOC. CHOREO



MARK MARCHILLO
ENSEMBLE/ASSOC. CHOREO



TODD ANDREW BALL
TEDDY TILLMAN



KEATON BRANDT
ENSEMBLE



RYAN CODY
ENSEMBLE



BARB ERFURT
ENSEMBLE



EMMA FEATHERSTONE
ENSEMBLE



BRYATTNEY ROSE HAMMOND
ENSEMBLE



SHIRA JACKMAN
ENSEMBLE



DANIELLE LARAUF
ENSEMBLE

MEET THE CAST!

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MAX LARSEN
ENSEMBLE



MARCUS WOOLING
ENSEMBLE



CAMÄL PUGH
ENSEMBLE



CHARLOTTE SCALLY
ENSEMBLE



OLIVIA SCHUH
ENSEMBLE



KRYSTLE SIMMONS
ENSEMBLE



ALEC TALBOTT
ENSEMBLE



JEREMY WARD
ENSEMBLE

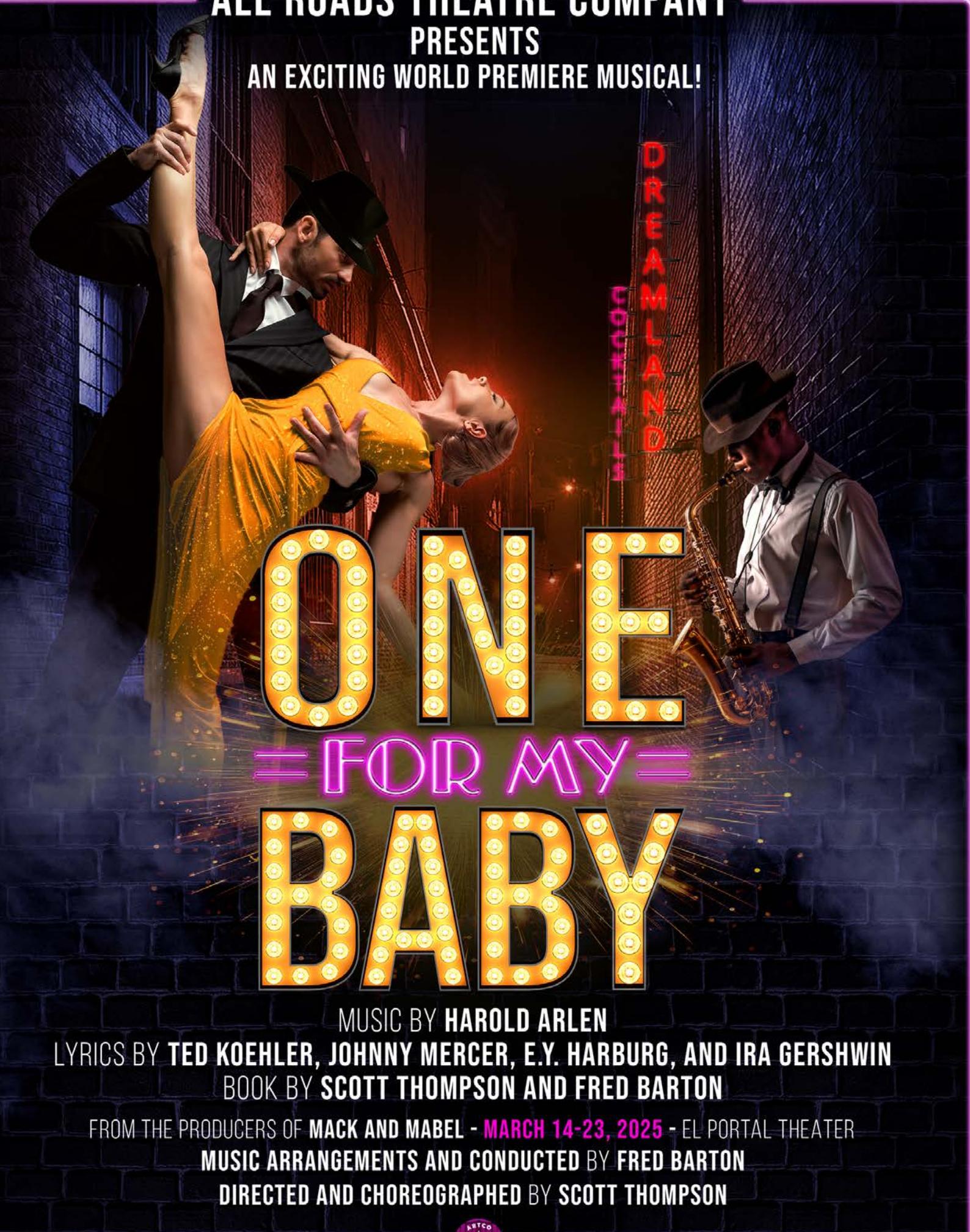


KELSEE WOODS
ENSEMBLE



SOCIAL GRAPHICS

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AN EXCITING WORLD PREMIERE MUSICAL!



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ARTCO

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ARTCO

VIDEO CAMPAIGN

COMMERCIALS & SHOW SIZZLES

CLICK PICTURES TO WATCH



VIDEO CAMPAIGN

REHEARSAL FEATURETTES
(CLICK PICTURES TO WATCH)

