

# New Musical - Graphic Design Package

ONE

=FOR MY=

BABY

Larry Saperstein, Designer - February, March 2025





# 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

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

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

CONDUCTED BY  
FRED  
BARTON

DIRECTED AND CHOREOGRAPHED BY  
SCOTT  
THOMPSON

OCTOBER 17-26, 2025

SUBSCRIBE NOW! - [ELPORTALTHEATRE.COM](http://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!



**ALL ROADS**  
THEATRE COMPANY

7659 Kraft Ave.  
North Hollywood, CA 91605

## ●●●●●●●●●● 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



**ELPORTALTHEATRE.COM - CALL (818) 508-4200 OR (818) 508-0281**



# SEASON PROMOTION

ALL ROADS THEATRE COMPANY PRESENTS

AN EXCITING WORLD PREMIERE MUSICAL!

## ONE = FOR MY = BABY

MARCH 14-23, 2025

STEPHEN SONDHEIM'S CULT CLASSIC MUSICAL!

## anyone can WHISTLE



OCTOBER 17-26, 2025





# SIMPLIFIED PROGRAM COVER





# WEB GRAPHICS



ONE  
= FOR MY =  
BABY

MARCH 14-23, 2025

---



# SOCIAL GRAPHICS

MEET THE CAST!

## ONE =FOR MY= BABY

MARCH 14-23, 2025 - [ELPORTALTHEATRE.COM](http://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](http://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



**BRITTANY ROSE HAMMOND**  
ENSEMBLE



**SHIRA JACKMAN**  
ENSEMBLE



**DANIELLE LARAUF**  
ENSEMBLE



MEET THE CAST!

## ONE =FOR MY= BABY

MARCH 14-23, 2025 - [ELPORTALTHEATRE.COM](http://ELPORTALTHEATRE.COM)



**MAX LARSEN**  
ENSEMBLE



**MARCUS WOOLING**  
ENSEMBLE



**CAMAL PUGH**  
ENSEMBLE



**CHARLOTTE SCALLY**  
ENSEMBLE



**OLIVIA SCHUH**  
ENSEMBLE



**KRYSTLE SIMMONS**  
ENSEMBLE



**ALEC TALBOTT**  
ENSEMBLE



**JEREMY WARD**  
ENSEMBLE



**KELSEE WOODS**  
ENSEMBLE





# SOCIAL GRAPHICS

ALL ROADS THEATRE COMPANY  
PRESENTS  
AN EXCITING WORLD PREMIERE MUSICAL!



**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

FROM THE PRODUCERS OF MACK AND MABEL - MARCH 14-23, 2025 - EL PORTAL THEATER  
MUSIC ARRANGEMENTS AND CONDUCTED BY FRED BARTON  
DIRECTED AND CHOREOGRAPHED BY SCOTT THOMPSON



ALL ROADS THEATRE COMPANY  
PRESENTS  
AN EXCITING WORLD PREMIERE MUSICAL!

**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 28 FEATURING 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**

FROM THE PRODUCERS OF MACK AND MABEL - MARCH 14-23, 2025 - EL PORTAL THEATER  
MUSIC ARRANGEMENTS AND CONDUCTED BY FRED BARTON  
DIRECTED AND CHOREOGRAPHED BY SCOTT THOMPSON





# VIDEO CAMPAIGN

COMMERCIALS & SHOW SIZZLES

CLICK PICTURES TO WATCH





# VIDEO CAMPAIGN

REHEARSAL FEATURETTES

(CLICK PICTURES TO WATCH)

