



ALL-OF-US EXPRESS CHILDREN'S THEATRE



SPONSORSHIP BROCHURE

Youth Creating Quality Theater





"Young Playwrights Festival," 2016

MAIN STAGE PRODUCTIONS

All-of-us Express Children's Theatre produces four different plays per year, each with a six-to 10-performance run.

Currently, the fall, winter and summer shows are performed at the East Lansing Hannah Community Center. The spring show is performed in collaboration with Riverwalk Theatre located in downtown Lansing.

To bring a production to live audiences and professional venues, rehearsals, set construction, props and costumes are all created at the rehearsal space located in the East Lansing Hannah Community Center.

OUR MISSION

All-of-us Express Children's Theatre's mission is to offer young people of all backgrounds, cultures, and lifestyles the opportunity to produce professional quality plays, study many aspects of the dramatic arts, and develop valuable life skills while providing outstanding entertainment to the community.

HISTORY

All-of-us Express Children's Theatre was founded in 1989 on the principle that—with supervision and instruction by adult mentors—youth become responsible for all aspects of staging a play, on both sides of the curtain. Not only are all actors exclusively youth, but the young people also make up the backstage crews that build the sets, sew the costumes, run the sound and lighting, manage the stage and perform all the jobs to bring a script from page to performance for a live audience.

All-of-us Express annually serves more than 500 youth in the greater Lansing area, with more than 4,000 audience members per season. In addition to main stage productions, All-of-us Express offers various workshops, classes, summer drama camps and a Young Playwrights Festival.

All-of-us Express makes the Lansing area an appealing place for individuals and families to live and visit. It provides affordable, professional-quality live performances, along with opportunities for youth to participate. Here, they can gain skills in both technical and dramatic sides of the art.



GUILD PROGRAM

Youth participants are able to develop master-level skills for any running crews working with a mentor. As participants progress through the program, they learn real-life skills—carpentry, sewing, project planning and management, teamwork, mentoring, design aesthetics, problem-solving, time management, and financial budgeting—all while gaining self-esteem, technical training, an appreciation for the arts and a sense of accomplishment.



SPONSORSHIP LEVELS

PRODUCER SPONSORSHIP (\$5,000)

Sponsor one main-stage production and receive the following benefits:

- Name on sponsor sign at theater during production
- Recognition in print advertising, including interviews
- Recognition on show flyers for sponsored production
- Recognition on inside cover of show program
- Full-page ad in show program for sponsored production
- Full-page ad in show program for other productions that season
- Fifty (50) tickets to sponsored production
- Verbal acknowledgement during curtain speech at shows of sponsored production
- Website acknowledgement on main page
- Thirty-two (32) tickets to be used at other shows held at the East Lansing Hannah Community Center
- Framed/signed photo of cast and crew

CO-PRODUCER SPONSORSHIP (\$2,500)

Co-sponsor one main-stage production and receive the following benefits:

- Name on sponsor sign at theater during production
- Recognition on show flyers for sponsored production
- Recognition on title page of show program
- Full-page ad in show program for sponsored production
- Quarter-page ad in show program for one additional production
- Twenty-five (25) tickets to sponsored production
- Verbal acknowledgement during curtain speech at shows of sponsored production
- Website acknowledgement prior to and during sponsored production
- Twenty-four (24) tickets to be used at other shows held at the East Lansing Hannah Community Center
- Framed/signed photo of cast and crew

PARTNER SPONSORSHIP (\$1,500)

Partially sponsor one of the main-stage productions and receive the following benefits:

- Recognition on show flyers for sponsored production
- Recognition on title page of show program
- Half-page ad in show program for sponsored production
- Ten (10) tickets for sponsored production at the East Lansing Hannah Community Center
- Website acknowledgement prior to and during sponsored production
- Sixteen (16) tickets to be used at other shows held at the East Lansing Hannah Community Center
- Framed/signed photo of cast and crew

GUILD SPONSORSHIP (\$1,000)

Sponsor one of our guilds and receive the following benefits:

- Name recognition associated with sponsored guild
- Recognition on show flyers for season
- Recognition on title page of show program
- Half-page ad in show programs for the season
- Website acknowledgment during the season
- Twenty-four tickets to be used at other shows held at the East Lansing Hannah Community Center
- Framed/signed photo of sponsored guild crew



SPONSORSHIP AGREEMENT

Business Name (if applicable): _____

Contact Name: _____

Address: _____

City/State/ZIP: _____

Phone: _____ E-mail: _____

Website: _____

Sponsorship Levels

- Producer (\$5,000+)
- Co-Producer (\$2,500)
- Partner (\$1,500)
- Guild (\$1,000)
- Enclosed is my check made payable to "City of East Lansing"
- I would like to have my sponsorship renewed annually

Sponsor Signature: _____ Date: _____

Mail to: All-of-us Express Children's Theatre, 819 Abbot Road, East Lansing, MI 48823

I would like to support All-of-us Express at another level:



ADDITIONAL DONOR OPPORTUNITIES

- \$25** to help pay for makeup supplies for one production.
- \$50** to help pay for tech supplies for one production.
- \$100** to help pay for a scholarship for one production.
- \$150** to help pay for ad space for one production.
- \$200** to help pay for the props for one season.
- \$250** to help pay for the costumes for one production.
- \$500** to help pay for the royalties for one production.
- \$1000** to help pay for theatre rental for one production.
- Other Amount (please specify) _____

All of us Express is near perfect, the just right mix of professional and community. It has every part of a real theatre and allows anyone to fill whatever role they want to inside it. You could become an Assistant Director like me and work your way up until you direct a show yourself or focus on Makeup and learn the tricks of the trade until you're heading the Makeup Crew yourself. If those don't fit your style then you could work on Costumes, Sets, Lights, Sound, Props, and many more crews all ready to teach you and be enjoyed. Or you could come by for a show or two and be in the cast and have the spotlight focused on you. All-of-us lets you be who you want to be and have fun while you do it.



-- Ellison Winterstein Youth participant, age 16

IMPACT

As a result of their participation in All-of-us Express:

- 96% learned a new skill or improved in a skill area
- 93% had fun
- 90% increased their ability to express themselves through the arts
- 94% built self confidence



I have enjoyed theater for as long as I can remember. It was not until I joined All-of-us Express though, that I really fell in love with theater. My first show was Dragonsong in the spring of 2010 where I played the dragon puppet Lazybones. I learned a lot in my first show alone and scored one of the two main roles in the next show I auditioned for, Time Machine where I played Mrs. Watchett. Landing that role really showed me how much I had grown and learned from just one show at All-of-us.

This theater not only taught me a lot but gave me a second home as well. I knew no matter what I would always have friends who shared similar interests as mine here at AECT as well as Crew heads who were always there for me. As I grew up I knew there was somewhere I could go where I was free to explore my passion and be me without judgment.

I took all the knowledge I received from my years as a youth participant at All-of-us Express and use it as a crew head. It feels so good to be able to give back to the place that helped me grow and learn so much. The place that helped me meet most of the friends I have still to this day. The place I call home.

-- Savannah Segueda All-of-us Express Alumna, Actor, Director,

SHOW PROGRAM ADVERTISING

All-of-us Express Children's Theatre would like to help you boost your business as well as help ours. Advertise in one or more of our show programs!

Full-season discount: get four ads for the price of three!

- Full-page ad : \$110
- Half-page ad: \$60
- Quarter-page ad: \$40

Company/Organization: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

All artwork must be submitted on USB drive/CD-R/DVD-R or e-mailed in Adobe Acrobat PDF format. We accept both full color and black & white ads. We do our best to always print full color programs but can't guarantee it for every show.

- Full Page Width 4.25" x Height 7.0"
- Half Page Width 4.25" x Height 3.5"
- Quarter Page Width 4.25" x 1.75" or 2.125" x 3.5"
- Full Season Full Page Half Page Quarter Page

___ Check Make checks payable to "City of East Lansing." Thank you! ___ M/C ___ Visa ___ Discover

Card #: _____ Exp. Date: _____

Cardholder name: _____

3-digit code (back of card): _____ Zip code of cardholder: _____

Phone # of cardholder _____

Signature _____

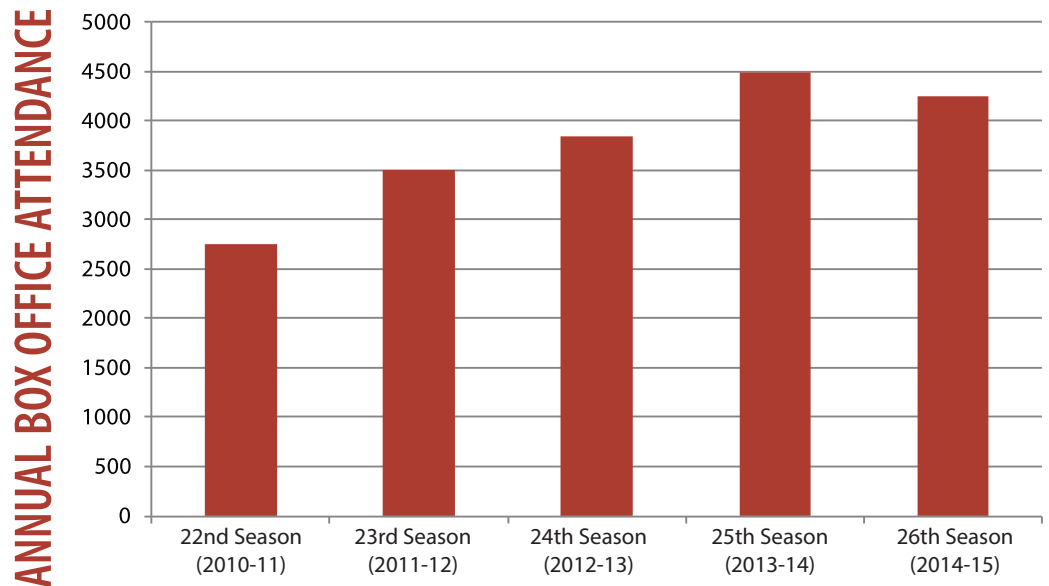


CHILDREN'S THEATRE

Please return this form to: All-of-us Express Children's Theatre
c/o East Lansing Department of Parks, Recreation & Arts
819 Abbot Road
East Lansing, MI 48823

BE A PART OF THE ACTION!

All-of-us Express Children's Theatre continues to grow in both numbers of participation and in the number of people who attend our shows. We welcome you to be a part of a growing organization!



THANK YOU TO OUR PARTNERS

Jackson National Life
City of East Lansing

SUPPORTERS & SPONSORS

Michigan Council for Arts & Cultural Affairs
Arts Council of Greater Lansing
Capital Region Community Foundation

CONTACT US

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East Lansing Hannah
Community Center
819 Abbot Road
East Lansing, MI 48823

[www.cityofeastlansing.com/
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www.allofusexpress.org

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