

**PROJECT  
SING  
OUT!**



**SPONSORSHIP  
PROSPECTUS**



Dear friend,

We invite you to join us for ***Project Sing Out! Broadway Live For Arts Education***. Our mission is to universally keep the arts alive by igniting creativity and inclusivity while paying homage to our educators, empowering young artists, and honoring the Broadway community. We are dedicated to making sure arts programming is available in communities large and small.

We are excited to announce that the 2020 live stream concert will be broadcast via YouTube on July 20th, 2020 with the purpose to raise charitable donations for the **Educational Theatre Foundation**.

Some of the artists that will be part of our livestream include: **Vanessa Williams** (Grammy, Emmy, & Tony Nominee), **Chita Rivera** (Tony Award winner), **Jenna Ushkowiz** (Glee), **Peppermint** (RuPaul's Drag Race, Head Over Heels), **Hailey Kilgore** (Tony Nominee), **Jon Rua** (Hamilton), **Mandy Gonzalez** (Hamilton, In The Heights), **Ali Stroker** (Tony Award winner), **Daphne Rubin-Vega** (Tony Nominee), **Ana Villafañe** (On Your Feet), **Joshua Castille** (Deaf West Spring Awakening).

We anticipate over 500,000 viewers, 70 cast members composed of Broadway, film and television stars, theatre students and theatre educators from all over the country. This is an invaluable opportunity to build awareness for your brand among an audience of kids, teens, young adults and families.

We offer a wide range of sponsorship opportunities to suit your needs outlined in the prospectus. Highly sought after positions will sell out so we encourage you to get in quick.

On behalf of the entire ***Project Sing Out!*** team, I hope you'll choose to partner with us for what's shaping up to be a wonderful live stream benefit supporting arts education for kids all over the country.

Sincerely,

**Chase Thomas**

***Director of Corporate Sponsorship, Project Sing Out!***

# ABOUT THE PROJECT

## About Project Sing Out!

Fact: According to the National Endowment for the Arts, The Arts Endowment recommends on average 2,400 grants in every Congressional District in the country. The majority of grants go to small and medium sized organizations (budgets less than \$2 million) which tend to support projects that benefit audiences that otherwise might not have access to arts programming. A significant percentage of grants go to those who have fewer opportunities to participate in the arts. 42% of Arts Endowment grants take place in high-poverty neighborhoods and 35% of grants reach low-income audiences of underserved populations such as people with disabilities, people in institutions, and veterans. The idea that this could be taken away from so many people in need is devastating.

Anyone who works in the arts knows that when it comes to budget cuts the arts are the first to go. While many schools shifted their curriculum to online education, many programs have either closed or are on the verge of closing. In response to the growing desire to keep arts alive, we have created **Project Sing Out! Broadway Live For Arts**.

**Project Sing Out!** will be pre-recorded event that will be streamed at the end of June. Proceeds from this YouTube telecast will go towards Educational Theatre Foundation. We want to raise money and awareness for arts-in-education organizations that may be in need of assistance during and post pandemic because they are in danger of closing or shutting down.

We would like to highlight unsung heroes from arts programs to the backbones of the Broadway industry that make things run to colleges and schools that focus on students who may be considered "the others" of the business (persons of color, those that are physically disabled or neuro-diverse, et al).



## About The Educational Theatre Foundation:

***"Theatre allows you to feel things with the heart. I love theatre because it has the power to tell important stories, to move an audience, to connect people, and to make change."***

*Sophia Willard-Van Sistine, high school Thespian*

**The Educational Theatre Foundation (ETF)** was launched November 2017 as the philanthropic arm of the **Educational Theatre Association**, which is the home of the **International Thespian Society**. ETF provides essential financial support to enhance excellence in theatre education and to expand access to school theatre programs for every child, putting them on a more positive life path. ETF is focused on three areas: **JumpStart Theatre**, to create sustainable musical theatre programs where there previously were none; **need-based grants to schools**, to provide teaching and performance resources and equipment in under-resourced schools; and merit and need-based **grants to individuals**, to nurture the next generation of theatre teachers and artists. In its first year, ETF has awarded more than \$650,000 in grants, directly impacting high school theatre programs in 50 cities, and enabling the development of musical theatre programs in underserved middle schools in six states.

***Every child in America deserves access to theatre and all it has to offer in their school.***

# THE LINEUP



**VANESSA WILLIAMS**  
HOST



**CHITA RIVERA**  
HOST



**PEPPERMINT**  
HOST



**HAILEY KILGORE**  
HOST

**SCHEDULED  
PERFORMERS**

**JENNA USHKOWITZ •**

**ALI STROKER • TELLY LEUNG •**

**DAPHNE RUBIN-VEGA • JON RUA •**

**ILDA MASON • ADAM JACOBS • ANA**

**VILLAFañE • JELANI ALLADIN •**

**JAMIE BREWER • CELIA ROSE**

**GOODING • JARI JONES • MIA MEI**

**WILLIAMSON • RAMIN KARIMLOO**

**• EMERSON DAVIS • AUDRA**

**MCDONALD • WILL SWENSON •**

**RUTHIE ANN MILES • GEORGE**

**SALAZAR • LACHANZE • RODNEY**

**HICKS • MANDY GONZALEZ**

**JORDAN DONICA • VIVEK TIWARY**

**• ANTONIO CIPRIANO • QUENTIN**

**EARL DARRINGTON**

**AND MORE TO  
BE ANNOUNCED**

# SPONSORSHIP OPPORTUNITIES

Join us on Monday, July 20, to honor school theatre and the teachers, students, and supporters who make it happen! **Project Sing Out!** includes star-studded performances, top student theatre productions, and Tony-winning theatre teachers.

All proceeds from the evening will be used to fulfill the Educational Theatre Foundation's mission to shape lives through theatre education — after all, school theatre is where the theatre and entertainment industries begin!

School theatre programs use box office proceeds to fund their next year's shows. With schools closed and spring shows canceled, many theatre programs are at risk of failing. Plus, with the massive cuts in state education budgets, arts and theatre programs will be on the chopping block. Every gift toward **Project Sing Out!** will go to the **Thespian Relief Grants to Save School Theatre**. \$500 helps a theatre program restart, \$1,000 helps a program to restart and work on its first show.

Your sponsorship/patron investment will resonate beyond **Project Sing Out!** and fuel long-term programmatic impact. Every child in America deserves access to theatre in their school because it teaches essential skills such as collaboration, communication, creativity, and critical thinking to enable success in college, career, and life.

Donors of \$500 or more to Project Sing Out will be acknowledged on the Project Sing Out! and ETF websites. All donors will be recognized on the ETF website and in the ETF annual report. Please give at [www.edtf.org/donate](http://www.edtf.org/donate).

## For Information:

Marion Combs, [mcombs@edtf.org](mailto:mcombs@edtf.org), 513-977-5539

Cait Bothwell, [cbothwell@edtf.org](mailto:cbothwell@edtf.org), 513-977-5529

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## Educational Theatre Foundation Sponsors



FORD  
FOUNDATION



## **Presenting Sponsor \$50,000**

- Recognition of logo/name as "Presenting Sponsor" before & during the Project Sing Out! broadcast
- "On-air" verbal acknowledgment during the Project Sing Out! broadcast
- Option for sponsor/patron statement or interview during the broadcast (1 minute)
- Recognition on Project Sing Out! website
- Recognition on ETF's website and in "ETF in Action" blog
- Recognition in ETF's Annual Report
- ETF "Thought-leader" press release for sponsor
- Right of first refusal to sponsor at this level for future events
- **Helps save 50 school theatre programs**

## **Underwriting Sponsor \$25,000**

- Recognition of logo/name during the Project Sing Out! show
- "On-air" verbal acknowledgment during the Project Sing Out! show
- Recognition on Project Sing Out! website
- Recognition on ETF's website and in "ETF in Action" blog
- Recognition in ETF's Annual Report
- Logo in the credits of "Project Sing Out!"
- **Helps save 20 school theatre programs**

## **Exclusive Sponsor \$10,000**

- "On-air" verbal acknowledgment during the Project Sing Out! show
- Recognition on Project Sing Out! website
- Recognition on ETF's website and in "ETF in Action" blog
- Recognition in ETF's Annual Report
- Logo in the credits of "Project Sing Out!"
- **Helps save 10 school theatre programs**

## **VIP Sponsor \$5,000**

- Recognition on Project Sing Out! website
- Name/logo in the credits of "Project Sing Out!"
- Recognition on ETF's website
- Recognition in ETF's Annual Report
- Video message from one of our artists
- **Helps save 5 school theatre programs**

## **Elite Sponsor/Patron \$2,500**

- Recognition on Project Sing Out! website
- Name/Logo in the credits of "Project Sing Out!"
- Recognition on ETF's website
- Recognition in ETF's Annual Report
- Video message from one of our artists
- **Helps save 3 school theatre programs**

## **Sponsor/Patron \$1,000**

- Recognition on Project Sing Out! website
- Name in the credits of "Project Sing Out!"
- Recognition on ETF's website
- Recognition in ETF's Annual Report
- **Helps save 1 school theatre program**

The Educational Theatre Foundation is a 501c3 non-profit educational organization. Your donation is tax-deductible.

# PROJECTED REACH

**BROADCAST DATE:**  
July 20, 2020 @ 7pm EST

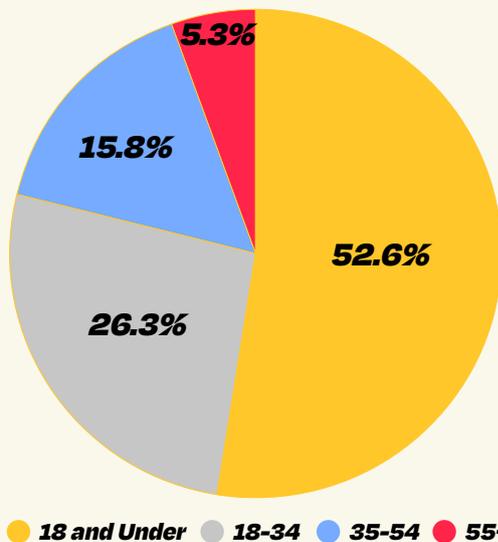
**DISTRIBUTION:**  
YouTube & Facebook

*Project Sing Out!* will draw an extensive and eclectic audience comprised of Broadway enthusiasts and educational advocates alike. As a sponsor, you will have the unique opportunity to interface with an active cumulative social media audience in excess of 5 million unique users and increase brand awareness among niche markets known to support brands & organizations that foster collaboration with the LGBTQ and BIPOC communities.

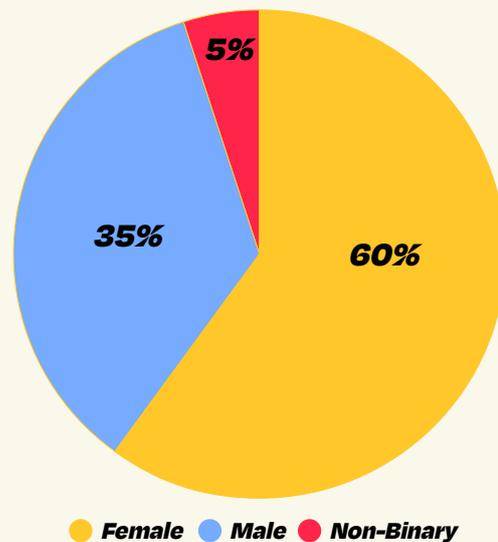
## ATTENDEE PROFILE:

Based on viewership data from recent virtual events in the Broadway community, *Project Sing Out!* anticipates over 500,000 viewers from all over the country, and the world.

### Age



### Gender



# SOCIAL IMPACT

We'd love for you to become a part of this journey. As a sponsor, you will help us ensure that educational theatre programs remain alive and thriving in our local communities for years to come.

All funds contributed to **Project Sing Out!** will be allocated to Thespian troupe theatre programs in Title 1 schools all across America. A rigorous application process will ensure that grants are awarded to schools in most need and with significant BIPOC enrollments.

To maximize the project's fundraising potential, we have partnered with two premiere Broadway promotional agencies: **Polk & Co. and Situation Interactive**. Through the support of our promotional partners, we are confident that **Project Sing Out!** will reach all corners of the globe, generating the buzz needed to make a substantial impact on the lives of so many young artists.



**1.8M**  
FOLLOWERS



**3.5M**  
FOLLOWERS

**5 MILLION +**  
TOTAL SOCIAL  
REACH

## PROMOTIONAL PARTNERS



### Polk & Co. » Public Relations Partner

Polk & Co. is a New York City-based boutique agency specializing in public relations, media campaigns and social engagement for Broadway, theatrical projects, television, film, personalities and special events.

Polk & Co. brings 20 years of Broadway and Off-Broadway experience in both the commercial and not-for-profit sectors. Past campaigns have included national media consulting for cultural institutions and theatrical touring productions, celebrity personal publicity, crisis management, Broadway outreach for theatrical film releases and philanthropic cause related publicity.

The agency has represented brands such as *La La Land*, *The Greatest Showman*, *Crazy Ex Girlfriend*, *Wicked*, and *Come From Away*.

## SITUATION

### Situation Interactive » Digital Partner

Situation is a digital-first marketing agency in New York City. Their work spans creative, media, communications, and technology solutions for a wide range of industries.

As Broadway's premier digital marketing agency, Situation knows better than anyone how to build passionate communities for musicals and plays well before and well after they open their doors. The agency represents high profile Broadway brands including *Wicked*, *Dear Evan Hansen*, and *Mean Girls*.

In addition to its Broadway brands, Situation also represents such arts institutions as The Metropolitan Opera, The New York Philharmonic, and The Brooklyn Academy of Music, as well as major networks including HBO and Fox.

**THANK  
YOU!**



#SingOut

