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HOLD
THE APPLAUSE
Productions

2022-2023

SPONSORSHIP
PACKET

Theatre for the community, by the community.
since 2013

HOLD THE APPLAUSE *Productions*

Dear Community Partner,

Hold the Applause Productions is a proud, registered 501(c)3 nonprofit located in Albuquerque's Uptown that focuses on multigenerational arts community and education. We are absolutely delighted to be reopening post-pandemic with an action-packed season curated specially for our audiences!

My name is Natalie, and I am the Artistic Director of HAP. (Think of that as the theatre equivalent to CEO.) I would like to invite you to partner with Hold the Applause Productions to stand out in our community as a strong supporter of the arts and arts education.

In our 2022-2023 season, we anticipate engaging with over 250 local volunteer artists and serving over 1,500 audience members and students through our performances, events, and classes. We produce five full-length productions and two children's productions each season. Participation in all productions with Hold the Applause are completely free for actors, designers, and crew members. Ticket sales cover only a portion of the funds needed to ensure the excellence of our theatrical productions and educational opportunities for artists of all ages (five to 105!) and backgrounds.

Every year, we must raise a significant percentage of our budget from corporations, foundations, agencies, and individuals who value the arts and understand their importance in our community.

This season, HAP has set the goal to raise \$30,000 in sponsorships from community partners, which will be put directly towards production costs. Our business partners play a starring role in the creation of local, high-quality live theatre. Sponsorship provides an opportunity for a local business to enhance the company's reputation, demonstrating strong support for the performing arts, youth and adult arts education, and the community that you serve.

It is my sincere hope that you will consider partnering with Hold the Applause this season for one or all of our productions. I would love to engage with you further, either to meet you for coffee or a Zoom meeting, or to invite you to see one of our productions in person!

Attached is a packet with all of the sponsorship information. If you have any further questions, please don't hesitate to reach out!

Thank you.

Sincerely,



Natalie Shields
Artistic Director
Hold the Applause Productions

Who Are We?

Hold the Applause Productions is a 501c3 nonprofit theatrical organization located in Albuquerque, New Mexico. We are focused on "theatre for the community, by the community."

Our Mission

We focus on the 3 C's: compassion, collaboration, and community engagement. We are committed to multigenerational theatre, where we involve actors from ages 5 to 105!

Our values

- Encourage artistic expression.
- Create a judgement-free, collaborative environment for our artists.
- Create an environment that spurs creativity, inclusiveness, and thought-provoking conversations.
- Prioritize the use of local artists.
- Support the lifelong learning and participation in theatre.
- Guarantee that our work is accessible to patrons of all ages, cultural or economic backgrounds, and physical or mental ability.

Young people in intergenerational programs like theatre are 52% less likely to skip school, 46% less likely to begin using illegal drugs and 27% less likely to begin abusing alcohol.

Our Vision

We are committed to becoming a safe place for artists and performers to create in an environment that encourages imagination and inclusiveness. We believe that through these practices, we will help to create a strong artistic, multigenerational community in Albuquerque.



Our productions attract over 1,000 locals in the Albuquerque metro area, targeting a young and energetic crowd of families and young adults, as well as seasoned theatre-lovers. These are audiences that are passionate about ABQ and want to spend time in the community before and after the show.

*Season benefits last for one year from the date of sponsorship.
Per-Production benefits last during each production only.*

Title Sponsorship - \$20,000 for a full year

- You are named a **Title Sponsor**. You are featured in our program in a **full-page advertisement**.
- Your name will be included on **each production's Title Page** and your logo will be added to our website (with link to your website) and newsletter for all communications.
- We will create **four (4) dedicated social media posts** promoting you as Title Sponsor, on either Facebook, Instagram, or TikTok.
- You will receive **six (6) tickets to opening night of every production**.

Leading Sponsorship - \$10,000 for a full year

- You are named a **Leading Sponsor**. You are featured in our program in a **half-page advertisement**.
- Your logo will be added to our website (with link to your website) and newsletter for all communications.
- We will create **two (2) dedicated social media posts** promoting you as Title Sponsor, on either Facebook, Instagram, or TikTok.
- You will receive **four (4) tickets to opening night of every production**.

Community Sponsorship - \$500 per production

- You are named a **Community Sponsor**. You are featured in our program in a **1/3-page advertisement**.
- We will add your logo to our email newsletter and website.
- You'll get **two (2) tickets to opening night**.
- Best of all, our audience becomes YOUR audience!

Neighborhood Sponsorship - \$250 per production

- You are named a **Neighborhood Sponsor** and will have **Logo Placement** in our program.
- We will add your logo to our email newsletter and website.
- You'll get **two (2) tickets to opening night**.
- Best of all, our audience becomes YOUR audience!

**If you're ready to commit to a sponsorship today, please fill out the attached form.
We look forward to working with you!**

**To create a personalized sponsorship package, please contact our
Artistic Director, Natalie Shields, here: natalie@hapabq.org.**



2022-2023 Sponsorship Commitment Form

Please select your sponsorship level

-
- Title Sponsorship
 - Neighborhood Sponsorship
 - Leading Sponsorship
 - Personalized Sponsorship
 - Community Sponsorship
-

Contact Information

Organization Name: _____

Organization Address: _____

Primary Contact: _____

Phone: _____

Email: _____

Payment Information

- A check made out to Hold the Applause Productions for the full amount is enclosed.
- I would like to pay the sponsorship in monthly payments.
- Please invoice our organization.

Email completed form to natalie@hapabq.org or mail to:

Hold the Applause Productions
6909 Menaul Blvd NE
Suite G
Albuquerque, NM 87110

Hold the Applause Productions is a non-profit 501(c)3 organization
Tax ID # 47-2291024

2022-2023 SEASON

Little Shop of Horrors - July 1-3, 8-10 & 15-17

Feed the need for musical hilarity with this delicious sci-fi smash about a man-eating plant! A deviously delicious Broadway and Hollywood sci-fi smash musical, *Little Shop Of Horrors* has devoured the hearts of theatre goers for over 30 years. Howard Ashman and Alan Menken (Disney's *The Little Mermaid*, *Beauty And The Beast*, and *Aladdin*) are the creative geniuses behind what has become one of the most popular shows in the world!



Clue - Aug 19-21, 26-28 & Sept 2-4

Based on the iconic 1985 Paramount movie which was inspired by the classic Hasbro board game, *Clue* is a hilarious farce-meets-murder mystery. Six mysterious guests assemble for an unusual dinner party where murder and blackmail are on the menu. When their host turns up dead, they all become suspects. *Clue* is the comedy whodunit that will leave both cult-fans and newcomers in stitches as they try to figure out... WHO did it, WHERE, and with WHAT!



Peter and the Starcatcher - Dec 2-4, 9-11, & 16-18

Tony-winning *Peter and the Starcatcher* upends the century-old story of how a miserable orphan comes to be Peter Pan. A wildly theatrical adaptation of Dave Barry and Ridley Pearson's best-selling novels, the play has marauding pirates and jungle tyrants to unwilling comrades and unlikely heroes! *Peter and the Starcatcher* playfully explores the depths of greed and despair... and the bonds of friendship, duty and love.



Shakespeare's Romeo & Juliet - Feb 10-12, 17-19 & 24-26

The young lovers Romeo and Juliet risk everything to be together. In defiance of their feuding families, they chase a future of joy and passion as violence erupts around them. One of Shakespeare's most well-known and performed plays, *Romeo and Juliet* is a tragedy about two young star-crossed lovers whose deaths ultimately reconcile their feuding families.



Little Women the Musical - May 19-21, 26-28 & June 2-4

Based on Louisa May Alcott's life, *Little Women* follows the adventures of sisters, Jo, Meg, Beth and Amy March. Jo is trying to sell her stories for publication, but the publishers are not interested – her friend, Professor Bhaer, tells her that she has to do better and write more from herself. Begrudgingly taking this advice, Jo weaves the story of herself and her sisters and their experience growing up in Civil War America. *Little Women* embodies the complete theatrical experience, guaranteeing a night filled with laughter, tears and a lifting of the spirit!



2022-2023 YOUTH SEASON



Mary Poppins JR - Oct 21-23, 28-30, & Nov 4-6

Based on one of the most popular Disney movies of all time and the Broadway musical that played for over 2,500 performances and received multiple Olivier and Tony Awards nominations, *Disney and Cameron Mackintosh's Mary Poppins* is capturing hearts in a whole new way: as a practically perfect Broadway Junior musical! This entire cast will be comprised of actors ages 8-18.



Legally Blonde JR - April 14-16, 21-23 & 28-30

Based on the award-winning Broadway musical and the smash hit motion picture, *Legally Blonde The Musical JR.* is a fabulously fun journey of self-empowerment and expanding horizons. The show's songs are filled with humor, wit and sass — leaving cast members and audiences alike seeing pink! *Legally Blonde JR.* follows the transformation of Elle Woods as she tackles stereotypes, snobbery and scandal in pursuit of her dreams.

2022 SUMMER CAMPS

Students ages 8-18 join us for three weeks of camp, where they learn the basics of singing, dancing, and acting while rehearsing for a 60-minute musical theatre performance on the final day of camp.

Sponsors of our 2022 Summer Camps will cover the tuition costs of students on scholarship.



Disney's Aladdin JR - June 6-24

Discover "A Whole New World" with this magically magical stage version of the Academy Award-winning Disney classic! Aladdin and his three friends, Babkak, Omar, and Kassim, are down on their luck until Aladdin discovers a magic lamp and the Genie who has the power to grant three wishes. Wanting to earn the respect of the princess, Jasmine, Aladdin embarks on an adventure that will test his will and his moral character. Featuring the classic songs, and plenty of new hits to adore, this production will be an audience favorite!



Disney's High School Musical JR - July 11-29

We're all in this together! Disney Channel's smash hit movie musical comes to life onstage in *Disney's High School Musical JR!* Troy, Gabriella and the students of East High must deal with issues of love, friends and family while balancing their classes and extra curricular activities. The show's infectious, danceable songs are sure to engage performers and audiences alike!