

SEASON 22

Partnership & Sponsorship Kit



**The Dea Hurston New Village
Arts Center**

2787 STATE ST | CARLSBAD | 92008
www.newvillagearts.org | 760.433.3245

DOUBT[†]a parable

Written by John Patrick Shanley

John Patrick Shanley's Pulitzer-winning play takes audiences to a catholic school in the Bronx where a nun accuses a priest of inappropriate behavior with a student. But did anything actually happen? Directed by Executive Artistic Director Kristianne Kurner, this timely play leans into how we define truth, and seems even more relevant today. DOUBT: A PARABLE returns to Broadway in February, 2024 – see it first at NVA!



*Adapted by Patrick Barlow
From the novel by John Buchan
From the movie by Alfred Hitchcock*

The hilarious THE 39 STEPS, directed by NVA's own AJ Knox, is a feat of incredible comedic acting and will have audiences rolling with laughter and thrilling at the ingenuity of turning this Alfred Hitchcock story into something completely different. Amidst the laughter, audiences will experience a swoon-worthy romance between two unsuspecting lovers that find a reason to look after each other and look after the world.



*Music by Jeanne Tesori
Book and lyrics by Lisa Kron
Based on the graphic novel by Alison Bechdel*

In the new year, Kym Pappas will direct the groundbreaking musical FUN HOME, which follows a woman, Alison, as she delves into her past and seeks to come to terms with the life and legacy of her father (who is exactly the same as her and still so different). This Tony-award winning musical invites us as the audience to come to a fuller understanding of the journey of coming out and stepping into yourself.

The Color Purple

*Based on the novel by Alice Walker
Book by Marsha Norman
Music and lyrics by Brenda Russell, Allee Willis, and Stephen Bray*

This uplifting musical brings Alice Walker's remarkable coming of age book to life, touching on such themes as domestic violence, female identity and the power of love, which can overcome hatred and selfishness. A new, major motion picture produced by Oprah Winfrey, Stephen Spielberg, and Quincy Jones is coming out this Christmas Day 2023.

SEASON 22

a weekend with
Pablo Picasso

*Written and performed
 by Herbert Siguenza*

*Based on the writings of
 Pablo Picasso*

In this one-man tour de force based on Picasso's writings, writer/performer Herbert Siguenza takes on the role of the legendary artist, inviting the audience into Picasso's private studio for an intimate and revealing weekend as he prepares to deliver six new works to a buyer by Monday morning.



Written by Dea Hurston

*Created by Dea Hurston,
 Milena (Sellers) Phillips,
 Frankie Alicea, and
 Kevin "Blax" Burroughs*

For the holidays, NVA's 2020 commissioned musical written by Dea Hurston, 1222 OCEANFRONT: A BLACK FAMILY CHRISTMAS, returns as a new holiday favorite. Named one of the best shows of 2021 by The San Diego Union-Tribune, this year the acclaimed up and coming director Kandace Crystal will lead the way in telling this heartwarming and funny story of the Black family and their Christmas in Carlsbad.

SEASON SUBSCRIPTIONS ARE ON SALE NOW!

4-SHOW SUBSCRIPTION - 2 PLAYS & 2 MUSICALS

PREVIEW* – \$108

GENERAL - \$175

OPENING – \$207

SENIOR/MILITARY - \$158



To include A Weekend with Pablo Picasso and 1222 Oceanfront: A Black Family Christmas to your subscription package with a 15% discount please call the Box Office at 760.433.3245.

**SUBSCRIBERS RECEIVE ADDITIONAL DISCOUNTS, SPECIAL BENEFITS AND
 EXCLUSIVE UPDATES! CALL THE BOX OFFICE AT 760.433.3245 OR EMAIL:
 INFO@NEWVILLAGEARTS.ORG**

SEASON 22

Season 22

DONOR BENEFITS



As a donor to New Village Arts, you have the opportunity to be recognized as a key contributor to our success in the arts. Your generous contributions directly support our ability to create exceptional performances, nurture artistic talent, and engage the community through enriching cultural experiences. Join us in making a lasting impact. For more information on donor benefits please visit our website through the QR code.

Donor Benefits	Executive 50,000+	Sponsor 25,000- 49,999	Producer 15,000- 24,999	Co-Producer 10,000- 14,999	Director 5,000-9,999	Ensemble 2,500-4,999	Actor 1,000-2,499	Partner 500-999	Enthusiast 100-499
Donor name recognition in production programs and in quarterly email blast									
1) Recognition in digital lobby signage. 2) Invitation for 2 to select special donor events									
1) Receive season announcements before general public 2) Private backstage tour invitation for 2.									
Vouchers for complimentary beverage *total number of vouchers per season	+10	+10	+10	+8	+6	+4	+2		
1) Sneak Peek event invitations for 2 2) Receive an exclusive New Village Arts logo item									
Invitation for two to an annual cocktail hour and Q&A with the Executive Artistic Director									
Exclusive name recognition displayed in the Happy Times Bar									
Private event for up to 25 guests held at the DHNVAC*									

*To discuss donor opportunities, please contact Trevor Rex,
Administrative Assistant, at Trevor@newvillagearts.org*

Season 22

ARTIST ADVOCATES



New Village Arts' Artist Advocate Sponsorship Program *allows you to support the most important aspect of our productions directly: the artists themselves. We pride ourselves on our diverse, talented village of collaborators, and your support can help NVA continue to secure the most exciting artists currently working in Southern California. NVA is a professional theatre, which means all artists who contribute to our productions are paid for their work. By becoming an Artist Advocate, you are showcasing your commitment to the arts, and your sponsorship recognizes the incredible work of these dedicated artists.*

In addition to the General Donor Benefits at the appropriate level, as an Artist Advocate, you will also receive these benefits:

Your name in the show program next to your artist's name • An invitation to the cast dinner on the final Sunday of the run • A behind-the-scenes tour of the theatre for 2 • A show poster or photograph signed by the cast and crew • A sneak peek invitation for 2

PLAYWRIGHT ADVOCATE

\$3,000

Fully tax deductible

Each play and musical springs from the playwright's imagination. The characters, conflicts, and creativity of each production starts with the playwright. Playwright Advocates assist in the support of established playwrights, or in the case of new works, support exciting new voices in our space.

DIRECTOR ADVOCATE

\$1,500

Fully tax deductible

Though you may never notice their work, it is the director who oversees all aspects of the production. They coordinate the designers and work directly with the actors to develop a unique and satisfying production. Their work starts months before opening night, as they pore over the script time and time again. Though you may not see it, it is their imagination that is put on stage for us to enjoy.

ACTOR ADVOCATE

\$750

Fully tax deductible

Your donation will help support the salary of an actor of your choice. Whether they make you laugh or cry, our actors are the lifeblood of our theatre. NVA was founded by performers, and you can honor their work with your sponsorship.

DESIGNER ADVOCATE

\$500

Fully tax deductible

The designers are the ones to translate the director's vision into something tangible on stage. They are responsible for the lights, sound, props, scenery, and imagery. From the simplest stagings to the most outlandish, the designers work tirelessly into the early morning hours to create unforgettable images and exciting sounds.

*To discuss artist advocate opportunities, please contact Trevor Rex,
Administrative Assistant, at Trevor@newvillagearts.org*

Season 22

CORPORATE SPONSORSHIPS



New Village Arts' Corporate Sponsorship offers the opportunity for your organization to be recognized as a supporter of the arts and make a direct impact on our ability to offer all audiences an artistic experience unlike any other in North County San Diego! For a full list of benefits, please visit our website by following the QR code.

SEASON SPONSOR \$25,000

\$20,000 Tax Deductible

Benefits include:

- 4 seats to Opening Night of each production
- 4 additional seats for every season production
- Invitation for up to 4 guests to every production's Cast Dinner
- Full page ad in each program
- Curtain speech opportunity on any opening night
- 15% discount on tickets for your employees to all season productions
- Logo recognition on all Season Materials
- Digital lobby signage
- E-blast + Social Media Posts having reach of 10k following

MUSICAL SPONSOR \$15,000

\$12,000 Tax Deductible

Benefits include:

- 4 seats to Opening Night of sponsored production
- 4 additional seats to any performance of sponsored production
- Full Page ad in sponsored production's program
- Half Page ad in one other season production's program
- Curtain speech opportunity on opening night of sponsored production
- Employees receive 15% discount to select performances during sponsored production
- Logo Recognition on all materials
- Digital lobby signage
- E-blast + Social Media Posts having reach of 10k following

PLAY SPONSOR \$10,000

\$8,000 Tax Deductible

Benefits include:

- 2 seats to Opening Night of sponsored production
- 2 additional seats to sponsored production
- Full page ad in sponsored production program
- Employees receive 15% discount to select performances
- Logo recognition on all sponsored production materials
- Digital lobby signage
- Social Media Posts having reach of 10k following

CO-SPONSOR \$5,000

\$4,000 Tax Deductible

Benefits include:

- 2 seats to Opening Night of sponsored production
- Quarter page ad in sponsored production program
- Logo recognition on all sponsored production materials
- Digital lobby signage
- Social Media Posts having reach of 10k following

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Administrative Assistant, at Trevor@newvillagearts.org*

COMMUNITY PARTNERSHIPS

Season 22



THEATRE



ART



MUSIC

COMMUNITY PARTNERSHIPS

New Village Arts' Community Partner Program is designed to raise awareness and support for NVA and its partner organizations. NVA is seeking partner organizations (PO) per production for its 22nd Season. The PO will be an organization serving the needs of San Diego residents, specific to the production's subject matter.

BENEFITS

- 4 seats to Opening Night of the sponsored production
- Promo code for the partner organization (PO) to distribute in their community
- Feature in the printed/digital program
- Logo on the digital screens in pre-show lobby loop
- Printed marketing at the box office provided by partner organization (PO)
- Featured Marketing in e-blasts

TRADE OPPORTUNITIES

New Village Arts is happy to negotiate trade opportunities with local businesses—you provide your goods and services, and we provide tickets to our shows or advertising space! We are always looking for:

- Catering for special events
- Bar sponsors
- Advertising and marketing trades
- In-kind professional services

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Season 22

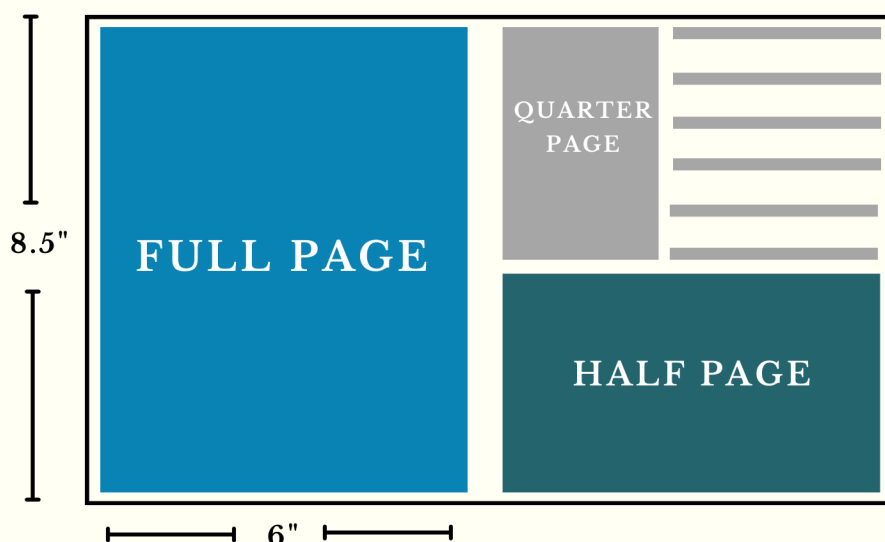
PROGRAM ADS & DIGITAL SIGNAGE

POSITION	DIMENSION (WxH)	SINGLE PROGRAM RATE	SEASON RATE (6 SHOWS)
Inside Cover	6" x 8.5" (plus 0.125" Bleed)	\$750	\$4,000
Full Page	6" x 8.5" (plus 0.125" Bleed)	\$600	\$3,000
Half Page	5.5" x 4"	\$350	\$1,800
Quarter Page	2.33" x 4"	\$125	\$500
Digital Inclusion	1920 x 1080 (16:9)	\$200	\$1000

DIGITAL INCLUSION

Any advertiser may choose to add a digital component to their advertisement. Digital ads will run in the lobby beginning one hour before showtime, during intermission, and as patrons exit. In addition, a sponsor section will be included in the digital program. We can incorporate an advertisement, a promotional film, a blog, etc. There are numerous advertising options available!

ADVERTISEMENT PLACEMENT REFERENCE



SPECIFICATIONS

Camera ready ads may be submitted as PDF or JPEG files, with all Spot or PMS colors converted to CMYK. Resolution for images should be 300 dpi and all text converted to outlines or embedded. All images must be properly licensed for commercial usage. For Full-Page or Inside Cover ads, a 0.125" bleed is required on all sides, with a 0.25" safe zone (safe zone dimensions: 5.5" x 8"). Digital specifications: PNG or JPEG file, 1920 pixels by 1080 pixels. Send files to: natalie@newvillagearts.org

To discuss advertising opportunities, please contact Natalie Alvarez, Manager of Marketing and Engagement, at natalie@newvillagearts.org