



NEW VILLAGE ARTS



SEASON 23
2024-2025

NEW VILLAGE ARTS

PARTNERSHIP & SPONSORSHIP KIT SEASON 23

The Dea Hurston New Village Arts Center
2787 State Street, Carlsbad CA 92008
(760) 433-3245

www.newvillagearts.org

AUGUST 16-SEPTEMBER 15, 2024



CREATED BY **RICH SEEBER**
MUSICAL ARRANGEMENTS
BY **MICHAEL GRIBBIN**

This music lovers' dream come true features the hits of The Emotions, The Carpenters, Labelle, Barry Manilow, Marvin Gaye, The Doobie Brothers, The Bee Gees, Helen Reddy, KC and the Sunshine Band, and more!

Rediscover the heart and soul of the unforgettable decade with this joyously rousing, moving, and often downright hilarious musical in concert.

OCTOBER 4-NOVEMBER 2, 2024



WRITTEN BY **LARISSA FASTHORSE**

Four (very) well-intentioned theatre people walk into an elementary school. The work at hand: a Thanksgiving pageant that won't ruffle any feathers. What could possibly go wrong? In MacArthur Genius Larissa FastHorse's skewering and satirical comedy, well, just about everything.

NOVEMBER 22-DECEMBER 24, 2024



ADAPTED BY **LANCE ARTHUR SMITH**
ORIGINAL SONGS AND ARRANGEMENTS
BY **JON LORENZ**

For the holidays, NVA will feature a musical adaptation of the classic **MIRACLE ON 34th STREET** told in the style of a radio play and created by San Diego artists Jon Lorenz and Lance Arthur Smith. With live Foley effects and a score of holiday carols, this beloved musical will melt even the most cynical of hearts, in this story of childlike wonder and belief.

SEASON 23

JANUARY 24-FEBRUARY 23, 2025



WRITTEN BY **LAUREN GUNDERSON**

THE HALF-LIFE OF MARIE CURIE celebrates female friendship through the story of Marie Curie & Hertha Ayrton. In 1911, Curie won the Nobel Prize in Chemistry, but by 1912, she faced scandal over an alleged affair, overshadowing her achievements. Demoralized by the press, Curie joins Ayrton, an engineer and suffragette, at her seaside retreat to recover. The play highlights their bond as they navigate personal and professional challenges.

MARCH 21-APRIL 27, 2025



WRITTEN BY **SANDRA DELGADO**

Step back to the 1960s as the Ray Charles Stage at NVA transforms to honor La Havana Madrid, a real Chicago nightclub where Latino immigrants gathered to dine, dance, and find community. Amid mambo and salsa rhythms, audiences discover stories of Latine newcomers finding their place in Chicago. Inspired by real stories, Sandra Delgado's LA HAVANA MADRID celebrates Cuban, Puerto Rican, and Colombian immigrants. By night's end, audiences will be on their feet, dancing to the soul-stirring Latine beat.

SEASON SUBSCRIPTIONS ARE ON SALE NOW!

**4-SHOW & 5-SHOW
SUBSCRIPTIONS
STARTING AT \$135!**

**TREAT YOUR STAFF!
GROUP SALES
AVAILABLE FOR ALL
SHOWS**



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

SEASONS 23

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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 Bre Eugenio,
Patron Services and Development Manager at bre@newvillagearts.org*

Season 23

PRODUCTION SPONSORSHIPS



New Village Arts' Corporate Sponsorship offers the opportunity for your organization to be a 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	MUSICAL SPONSOR \$15,000 \$12,000 Tax Deductible	PLAY SPONSOR \$10,000 \$8,000 Tax Deductible	CO-SPONSOR \$5,000 \$4,000 Tax Deductible
<p>Benefits include:</p> <ul style="list-style-type: none"> • 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 	<p>Benefits include:</p> <ul style="list-style-type: none"> • 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 	<p>Benefits include:</p> <ul style="list-style-type: none"> • 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 	<p>Benefits include:</p> <ul style="list-style-type: none"> • 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

*To discuss sponsorship opportunities, please contact Bre Eugenio,
Patron Services and Development Manager at bre@newvillagearts.org*

Season 23

PRODUCTION SPONSORSHIPS (CON.)



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 Company Dinner on the final weekend of the run*
 - *A behind-the-scenes tour of the theatre for 2 people*
 - *A show poster or photograph signed by the cast and crew*
 - *A sneak peek invitation for 2*

**PLAYWRIGHT
ADVOCATE**
\$3,000
Fully tax deductible

**DIRECTOR
ADVOCATE**
\$1,500
Fully tax deductible

ACTOR ADVOCATE
\$750
Fully tax deductible

**DESIGNER
ADVOCATE**
\$500
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.

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.

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.

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 Bre Eugenio, Patron Services and Development Manager at bre@newvillagearts.org

COMMUNITY PARTNERSHIPS

New Village Arts' Community Partner Program is designed to raise awareness and support for NVA and its partner organizations. The partner organization (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 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 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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Patron Services and Development Manager at bre@newvillagearts.org*

Season 23

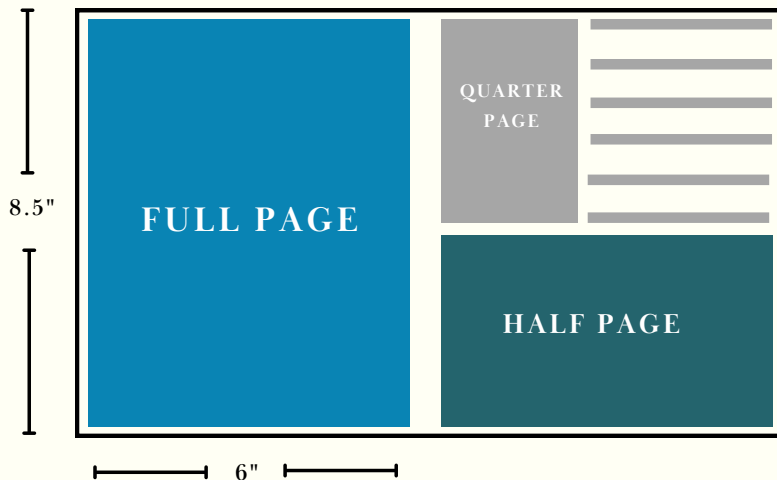
PROGRAM ADS & DIGITAL SIGNAGE

POSITION	DIMENSION (WxH)	SINGLE PROGRAM RATE	SEASON RATE (5 SHOWS)
Inside Cover	6" x 8.5" (plus 0.125" Bleed)	\$750	\$3,500
Full Page	6" x 8.5" (plus 0.125" Bleed)	\$600	\$2,500
Half Page	5.5" x 4"	\$350	\$1,600
Quarter Page	2.33" x 4"	\$125	\$575
Digital Inclusion	1920 x 1080 (16:9)	\$200	\$800

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: olivia@newvillagearts.org

SEASON 23 DEADLINES FOR GRAPHICS

8-TRACK: The Sounds of the '70s August 16-September 16	The Thanksgiving Play October 4-November 3	Miracle on 34th Street: A Live Musical Radio Play November 22-December 24	The Half Life of Marie Curie January 24-February 23	La Havana Madrid March 21-April 27
August 9th, 2024 at Noon PST	September 13th, 2024 at Noon PST	November 1st, 2024 at Noon PST	January 3rd, 2025 at Noon PST	February 28th, 2025 at Noon PST

*To discuss advertising opportunities, please contact Olivia Pence,
Manager of Marketing & Communications at olivia@newvillagearts.org*