SEASON 25
PARTNERSHIP & SPONSORSHIP KIT

2026-2027

DEA HURSTON NEW VILLAGE ARTS CENTER
2787 State Street, Carlsbad CA 92008
Box Office: (760) 433-3245

www.newvillagearts.org

CORPORATE SPONSORSHIPS

Give your organization the opportunity 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!

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
• Four (4) Opening Night Subscriptions to the sponsored season • Two (2) Tickets to NVA's 2027 Annual Gala • Invitation to Cast Dinner • Full page ad in each program • Curtain speech opportunity on any opening night • 20% discount on additional tickets to all season productions • Logo recognition on all Season Materials • Digital lobby signage • E-blast + Social Media Posts having reach of 13k following	• Four (4) Tickets to Opening Night of sponsored production • Two (2) additional tickets to any performance of sponsored production • Curtain speech opportunity on opening night of sponsored production •15% discount to select performances during sponsored production • Logo Recognition on all sponsored production materials • Digital lobby signage • E-blast + Social Media Posts having reach of 13k following	• Four (4) tickets to Opening Night of sponsored production • Two (2) additional tickets to any performance of sponsored production • Full page ad in sponsored production program •15% discount to select performances during sponsored production • Logo recognition on all sponsored production materials • Digital lobby signage • E-blast + Social Media Posts having reach of 13k following	• Two (2) tickets to Opening Night of sponsored production • Quarter page ad in sponsored production program • Logo recognition on all sponsored production materials • Digital lobby signage • E-blast + Social Media Posts having reach of 13k following

Join these Corporate Sponsors who have already supported Season 25:

City of Carlsbad Cultural Arts · Five Alarm 5 Security · Jazzercise · County of San Diego · 5 North Media

To discuss sponsorship opportunities, please contact Trevor Rex, General Manager at trevor@newvillagearts.org.

New Village Arts is a community-supported not-for-profit company. Your contribution will qualify as a charitable contribution. NVA's Federal Tax ID # is: #52-2320930.

COMMUNITY PARTNERSHIPS

New Village Arts' Community Partner Program is designed to raise awareness and support for NVA and its partner organizations. To qualify, the organization must serve the needs of San Diego residents, specific to the production's subject matter.

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
- Housing for actors
- Advertising and marketing trades
- In-kind professional services

BENEFITS:

- Four (4) tickets to the sponsored production
- Promo code to distribute in their community
- Feature in the printed program
- Logo on the digital screens in pre-show lobby loop
- Printed marketing at the Box Office
- Featured Marketing in e-blasts

Past Community Partners Include (but not limited to):

North County African American Women's Association · pure PROJECT · Beekeeping Supplies · Knockout Pizza · North County LGBTQ Resource Center · Savage Bee-ches · Señor Grubby's · Handel's Homemade Ice Cream Since 1945

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SUPPORT LOCAL ARTISTS AND BECOME AN ARTIST ADVOCATE

Our Artist Advocate Sponsorship Program allows you to directly support the most important aspect of our productions: **the artists themselves.** We pride ourselves on our diverse, talented village of collaborators, and your support can help NVA continue to provide work for the talented artists currently working in Southern California.

RENT (2025) Photo Credit: Jason Sullivan/Dupla Photography

PRODUCTION ADVOCATE $15,000 for Musicals | $10,000 for Plays	**ENSEMBLE ADVOCATE |** $5,000	**PLAYWRIGHT ADVOCATE |** $3,000
DIRECTOR ADVOCATE | $1,500	**ACTOR ADVOCATE |** $1,000	**DESIGNER ADVOCATE |** $500

Artist Advocates Benefits:

In addition to the General Donor Benefits at the appropriate donor level (See last page).

- Two (2) tickets to the sponsored production
- 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 show poster or photograph signed by the cast and crew
- A sneak peek invitation for two (2)

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SEASON 25

AUGUST 7 - SEPTEMBER 13, 2026

Music & Lyrics by **QUEEN**
Story and Script by **BEN ELTON**
Directed by **SHELDON GOMABON**
Musical Direction by **ERIN VANDERHYDE-GROSS**
Choreographed by **ERICA KAHN**

WE WILL ROCK YOU is an adrenaline-fueled musical, set in a post-apocalyptic future where individuality has been outlawed and music is controlled by algorithms. The story follows two young revolutionaries who dare to defy the system to save rock 'n' roll, and features more than 20 iconic Queen hits!

"A whole-hearted standing ovation... It makes you want to get up on your feet, sing, dance, laugh, and cheer! The show is sensational... a must-see!" -Vancouver Arts Review

OCTOBER 16 - NOVEMBER 29, 2026

A Musical Adaptation of
WILLIAM SHAKESPEARE'S AS YOU LIKE IT
Adapted by **SHAINA TAUB and LAURIE WOOLERY**
Music and Lyrics by **SHAINA TAUB**
Directed by **KRISTIANNE KURNER,**
NVA Founder and Executive Artistic Director

Named one of The New York Times' Best Shows of 2017!

AS YOU LIKE IT takes Shakespeare's beloved tale of banishment, brotherhood, and breathless romance and sets it to a spectacular, genre-defying score.
The story follows Rosalind and her cousin Celia as they escape the tyranny of the court for the freedom of the Forest of Arden. In the woods, the rules of society disappear, allowing a colorful cast of eccentric exiles, lovesick shepherds, and disguised nobles to search for love and truth on their own terms. It's a hilarious, heartwarming celebration of community, redemption, and the magic of second chances.

SEASON 25

JANUARY 29 - MARCH 14, 2027

CABARET

Book by **JOE MASTEROFF**
Based on the play by **JOHN VAN DRUTEN**
and stories by **CHRISTOPHER ISHERWOOD**
Music by **JOHN KANDER**
Lyrics by **FRED EBB**

Step inside the infamous, decadent Kit Kat Klub in CABARET, a provocative musical masterpiece set in Berlin during the dying days of the Weimar Republic. The story follows the whirlwind romance between American novelist Cliff Bradshaw and eccentric nightclub singer Sally Bowles, while the ominous rise of the Nazi party fractures the world outside. Guided by the hauntingly omnipresent Emcee, Cabaret is a gripping, razor-sharp examination of complacency and the high cost of turning a blind eye.

"An absolute triumph. It is thrilling, devastating, and completely hypnotic from the moment you step into the theater. You won't breathe for the final ten minutes." -BroadwayWorld

APRIL 9 - MAY 9, 2027

WEST COAST PREMIERE!

FURLOUGH'S PARADISE

APRIL 9 - MAY 9, 2026

Book by **A.K. PAYNE**
Directed by **KALI BOSTON**, Artistic Producer
Choreography by **KARA MACK**

Cousins Sade and Mina used to be inseparable. Now leading very different lives, they return to their childhood town for the funeral of their mother and aunt. While Sade is on a three-day furlough from prison and Mina experiences a brief reprieve from her career, the two try to make sense of grief, home, love and kinship. Poetic and theatrical, FURLOUGH'S PARADISE explores family dreams of a utopia yet to be realized.

This play will be the first in NVA's new **Audacious Initiative**, sponsored by K.A. Keller!

SEASON 25

JUNE 4 – JULY 18, 2027

in the HEIGHTS

JUNE 4th – JULY 18th, 2027

Music & Lyrics by **LIN-MANUEL MIRANDA**
Book by **QUIARA ALEGRIA HUDES**
Conceived by **LIN-MANUEL MIRANDA**
Directed by **MARIA PATRICE AMON**

IN THE HEIGHTS captures the heartbeat of a tight-knit Dominican-American neighborhood in New York City over three scorching summer days. We follow Usnavi, a charismatic bodega owner who dreams of a better life, alongside a community of dreamers navigating love, rising rents, and shifting identities. Driven by an unforgettable score fusing hip-hop, salsa, and traditional musical theatre, this high-energy show is a powerful celebration of family, resilience, and the true meaning of home.

"It's a piece of mainstream American entertainment in the best sense – an assertion of impatience and faith, a celebration of communal ties and individual gumption, a testimony to the power of art to turn struggles into the stuff of dreams." –The New York Times

SEASON SUBSCRIPTIONS ARE ON SALE NOW!

4-SHOW & 5-SHOW
SUBSCRIPTIONS START AS LOW AS $108!

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

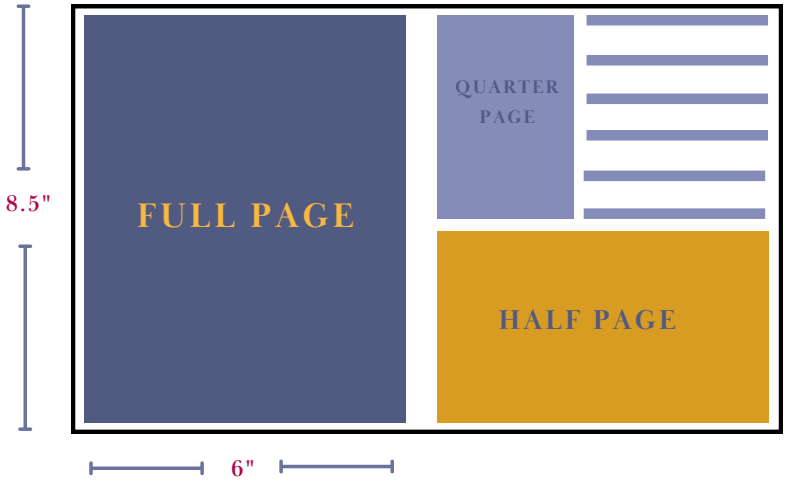
SUBSCRIBERS RECEIVE ADDITIONAL DISCOUNTS, SPECIAL BENEFITS AND EXCLUSIVE UPDATES! CALL THE BOX OFFICE AT 760.433.3245 OR EMAIL INFO@NEWVILLAGEARTS.ORG

Season 25

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

ADVERTISEMENT PLACEMENT REFERENCE:



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!

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 25 DEADLINES FOR GRAPHICS

WE WILL ROCK YOU August 7 - September 20 2026	AS YOU LIKE IT October 16-November 29 2026	CABARET January 29 - March 14 2027	FURLOUGH'S PARADISE April 9 - May 9 2027	IN THE HEIGHTS June 8 - July 18 2027
JULY 22nd 2026 at Noon PST	**September 25th 2026** at Noon PST	**January 8th 2027** at Noon PST	**March 19th 2027** at Noon PST	**May 14th 2027** at Noon PST

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

NEW VILLAGE ARTS | DONOR PERKS

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.

	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	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in digital lobby signage.	✓	✓	✓	✓	✓	✓	✓	✓	
Invitation to select special donor events	✓	✓	✓	✓	✓	✓	✓	✓	
Private backstage tour for two (2) people	✓	✓	✓	✓	✓	✓	✓		
Receive season announcements before general public	✓	✓	✓	✓	✓	✓	✓		
Receive an exclusive New Village Arts logo item	✓	✓	✓	✓	✓	✓			
Invitation to our annual holiday party	✓	✓	✓	✓	✓				
Exclusive name recognition displayed in the Happy Times Bar	✓	✓	✓	✓					
Complimentary event rental for up to 25 guests held at the Dea Hurston New Village Arts Center	✓	✓	✓						