



DONOR PACKET

North County School of the Arts
- Youth Theater

Who We Are

Dear Friend,

Now's your chance to contribute to the arts in North County, alert thousands of potential customers to your business, and build goodwill and brand awareness in the community.

We, Pamela Laurent and Scott Gregory, are the owners and artistic directors of North County School of the Arts (NCSA) in Encinitas— a thriving school that counts hundreds of children thousands of performances, hundreds of productions, countless auditions, and training with some of the best professionals in opera and musical theatre, we felt it was time to give back to our community. This brought about the founding of NCSA.



NCSA offers a comprehensive teaching curriculum that enables students to become better singers, actors, dancers, and performers while providing opportunities for personal development and growth.

We are looking for select businesses that want to support the arts – and enjoy the many benefits that come from it. We invite you to peruse the brochure to learn how you can introduce your company to a waiting and loyal audience at the NCSA – and spread the arts in North County.



A Little About Us

Pamela and Scott have sung leading roles with many opera companies, including: Lyric Opera of Chicago, Chicago Opera Theater, Seattle Opera, Piccolo Theatre in Florence Italy, and many others in the US and abroad. They had the pleasure of

singing with each other as leading roles in the German production of Webber's *Phantom of the Opera* at the Neue Flora Theatre in Hamburg, Germany.

The NCSA welcomes students of all aspirations and levels - from beginners seeking to gain their first performing arts experience, to experienced performers wanting to sharpen their technique. Its mission is to create quality theater productions that enrich the lives of North County residents and performers.

Touching the Community: Who We Reach



Performing Arts Are Vital to the Community



The performing arts provide many opportunities for students to express themselves, participate in the exhilarating process of learning and creating, and develop a sense of themselves as contributing members of their community. These kinds of experiences inspire artistic growth and personal development. ***An education including the arts fosters the creativity and introspection needed for a successful life.*** It has

the potential to change lives, and, ultimately, create a better world beyond the stage.

This quote from Edutopia, The George Lucas Educational Foundation, points out the connection between arts education and academic achievement:

"If they're worried about their test scores and want a way to get them higher, they need to give kids more arts, not less," says Tom Horne, Arizona's state superintendent of public instruction. "There's lots of evidence that kids immersed in the arts do better on their academic tests."



Musical Productions

In 2008, NCSA produced its first musical, ***You're a Good Man, Charlie Brown***. Since then, NCSA has produced, and artistically overseen, the musicals,

Seussical, Honk!, Annie, Annie Get Your Gun, Oklahoma!, and ***The Wizard of Oz***. With each production, audiences continued to grow. Audiences average between 1200-1500 patrons per production. Future plans are now being made for the spring production of ***Oliver!*** and the highly anticipated production of Broadway's ***Shrek!***.



Summer Camps

In 2007, NCSA introduced musically themed ***Best of Broadway Summer Camps***. These camps provide an enriching, supportive and often profoundly memorable experience for the 40 to 50 children who attend. Students learn famous scenes/songs from popular Broadway shows and in the process, hone their acting, singing, and dancing skills. The final day of camp ends with a performance put on by the students.

Performing Arts Classes

Throughout the school year, NCSA offers classes in performing arts and private vocal instruction to some 150 children. Some of the classes offered annually include Beginning Acting,

Acting for the Camera, Stage Combat, Broadway Song and Dance, Stand up Comedy and Clowning, Audition Success in Musical Theatre, Tap, Comedies of Shakespeare, Group Singing Class, and many more.

"She has really enjoyed her first production ever - thanks for making it a fun time as well as a great learning experience!" L.

Volunteer opportunities for teens

NCSA believes in encouraging and supporting participation in all aspects of the performing arts. Volunteer opportunities are thus available for teenagers throughout the year, including: stage management, assistant directing, ushering, and administration. High School students can use volunteer hours to meet community service requirements for graduation.

What's Being Said

“...Thank you for the amazing experience that you provided for my daughter.....Being cast in Honk was a life changing event for her and us. We have never in our lives seen her look happier and more comfortable in her own skin then when she was up on that stage!

She will always be able to look back on this experience as one that opened her eyes to true happiness! We hope to continue working with you in the future and thank you again. -T.C.



“... Theater is such a wonderful way to teach important life lessons and create a strong sense of self-worth and acceptance of others, and you both should feel proud of the superior job you do in accomplishing these lessons...while at the same time making it FUN! ...We are so lucky to have you and NCSA!”

-R. L.

“Thank you, Scott, for everything you have done for me in the past years. The experience and preparation is especially useful at the college level and in "the real world." Thanks again.”

-R.K

“Thank you so much for your remarkable show. It is truly wonderful to watch the hard work of all those young people culminate into the final result. What a great lesson you are teaching our kids, not just about theater, but also about life”

-J.C.



“...thank you again. I can never repay you or Pam for all the training you've provided me!”- T.C.



Our Invitation to Give

The Circle of Support

The NCSA is inviting members of the community to support the organization's inaugural *Circle of Support* Fund.

The costs required for developing and producing top-quality shows for youths are increasingly expensive. As the NCSA continues to grow and expand, the financial need to underwrite productions for the 200+ children starring in them becomes greater.



When the NCSA has the monetary support, it can focus on what's important: helping children pursue their dreams in a safe, supportive, and nurturing environment that helps their talents flourish. Contributions of goods and services are also warmly welcomed.

Please help sustain NCSA programs by responding to this invitation. Become part of the special *Circle of Support*. Your gift will be appreciated tremendously, and be an investment in the children in our community.

Support specifics

Your contributions can help offset costs that include theater rental, performance rights, sets and costumes. For example:

- \$ 275.00 covers half of the rental cost for music and orchestration scores.
- \$500 covers the theater rental fee for one day. Donations at this level and greater can be used to underwrite specific expenses and will be recognized as such in NCSA printed materials and curtain speeches.
- \$995.00 covers the cost of performance rights & materials. \$1,550 covers costume rentals and materials.
- Over-all it costs between \$20,000 and \$30,000 to create, develop and execute a production at the NCSA.



Show Sponsorship Opportunities

Show Sponsorship Opportunities

We at the NCSA appreciate whatever you can do! Whether you want to help children, gain positive exposure for your business, or simply support the arts in your community, there are a number of options available. Become a show or, better yet, a season sponsor for one or both of our musicals.



Leading Role Sponsor

Show/Season

\$1000.00/\$1800.00

- * Full-page ad in program of sponsored musical
- * Prominent exposure as a corporate sponsor on the NCSA website and in all publicity and promotional materials released in connection with the sponsored production
- * Six complimentary tickets to sponsored production
- * Prominent billing at the theatre during run of sponsored production
- * Verbal acknowledgement in pre-show announcement



Supporting Role Sponsor

Show/Season

\$500.00/\$850.00

- * Half-page ad in program of sponsored production
- * Four complimentary tickets to sponsored production
- * Recognition as corporate sponsor on website and in all publicity and promotional materials released in connection with sponsored production
- * Billing at theater during run of play
- * Verbal acknowledgement in pre-show announcement

Cameo Role Sponsor

Show/Season

\$250.00/\$450.00

- * Quarter page ad in program of sponsored production
- * Two complimentary tickets to production
- * Recognition as corporate sponsor on website and in all publicity and promotional materials



North County School of the Arts Sponsorships/Donations

Company _____ Contact _____

Address _____ City _____ State ____ Zip _____

Day-time Phone _____ email _____

Date _____

Level of Sponsorship:

Leading Role: _____ Show (\$1,000) _____ Season (\$1,800)

Supporting Role: _____ Show (\$500) _____ Season (\$850)

Cameo: _____ Show (\$250) _____ Season (\$450)

Production Sponsored _____ (Show Name)

Season Sponsored _____ (Year)

Donations:

Enclosed please find my one-time donation of \$ _____

Payment

Payment attached Ck #: _____

Mail Form and Payment to: North County School of the Arts, 287 Countryhaven Rd., Encinitas, CA 92024

Please contact Pam Laurent at 760-633-3893 / pamela@nscarts.org for more information on how you can help support NCSA

