



## 2020 VYTAL AFFAIR-ATHON FACT SHEET

All proceeds from VYTal Affair-athon sponsorship revenue and in-kind donations directly support our education and outreach programs and our mainstage productions in the 2020-2021 and 2021-2022 seasons.

### WHAT?

VYTal Affair-athon is a new Valley Youth Theatre fundraiser featuring eight hours of interviews of supporters and musical performances by our exceptionally talented young performers and songs and stories shared by VYT alumni. This event includes the presentation of the Corporate \*VYTALITY Award to Edward Jones.

### WHEN?

Saturday, August 22, 2020 | 10:00am – 6:00pm

### WHERE?

Online: VYT.com – YouTube – Facebook – Instagram

### WHY?

VYTal Affair-athon proceeds support another season of award-winning productions and programs that help young people achieve their full potential through meaningful engagement, education and excellence in the performing arts. It also supports our award-winning community outreach programs.

### QUESTIONS?

Contact the Development Director at [development@vyt.com](mailto:development@vyt.com).

*\*VYTALITY – Valley Youth Theatre Applauds Leadership Impacting Today's Youth*

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Valley Youth Theatre is supported by a 50/50 split between earned and contributed revenue. Patrons who purchase show tickets and parents who register their children for classes or camps represent the earned revenue that pays for our overhead and operating costs. Our contributed revenue comes from individuals and businesses that provide us with sponsorships, grants, in-kind donations and volunteers.

### **HERE'S WHAT OUR VYTAL SUPPORTERS MADE HAPPEN LAST SEASON...**

Fee-Free Productions are a cornerstone of our theatre. Our cast members do not pay fees to participate. They don't have to rent or purchase costumes and there are no requirements for them to sell tickets. They also aren't required to have any previous theatrical experience or formal training. We just strive to recognize each child's potential and to match their talent and skill level with the needs of each role. That means, our open casting gives every child in the Valley an opportunity to participate in our shows – regardless of their social or economic backgrounds. **Each year, an extremely diverse group of more than 500 young people audition for over 150 roles.**

Sponsor-a-Seat allows disadvantaged children from dozens of local social service organizations to attend a free VYT performance at the Herberger Theater Center and enjoy a complimentary lunch with the cast and crew. **Each year, more than 1,000 children enjoy a complimentary Sponsor-a-Seat performance.**

Literacy and the Arts gives students from Title 1 schools a page-to-stage experience by effectively combining the power of in-school learning with the enchantment of experiencing live theatre. Books related to the production and accompanying study guides prepare children for a production that helps them learn. **Each year, more than 3,700 Title 1 school students benefit from this program.**

VYT's HopeKids program brings children with life-threatening illnesses and their families to a free performance, immediately preceding opening night. **Each year, we facilitate more than 650 complimentary seats to these appreciative families.**

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Military Night offers complimentary tickets for select performances to families of the armed forces and first responders, allowing them to reinforce family bonds and create positive life-long memories. **Each year, more than 170 complimentary tickets are given to veterans and their family members.**

Field Trips provide a way for teachers to supplement under-funded school arts programs by purchasing tickets at a greatly reduced price. For every show, our cast, crew and orchestra set aside designated daytime performances to facilitate these teachers and their students.

**Each year, more than 3,300 students are able to see a VYT show for our reduced field trip price.**

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## **2020 VYtal AFFAIR-ATHON SPONSORSHIP OPPORTUNITIES**

### **\$25,000 Marquee Sponsor**

- Live interview during the telethon.
- Full-page color ad on the inside front cover of VYtal Affair-athon commemorative event book
- Two full-color pages in the centerfold of the VYtal Affair-athon commemorative event book
- On screen and on-stage recognition during the entire broadcast
- Live interview by a VIP from your company during the telethon
- Prominent recognition in VYtal Affair-athon advertising, publicity and promotion, including VYtal Affair-athon invitation, program and press release, as well as ongoing lobby, playbill, social media and partner recognition throughout the 2020-2021 and 2021-2022 seasons
- 12 tickets to each of Valley Youth Theatre's productions during the 2020-2021 and 2021-2022 seasons
- Discounted ticket program for all employees throughout the 2020-2021 and 2021-2022 seasons
- Commemorative VYtal Affair-athon Event Book

### **VIP SPECIAL OFFER:**

Backstage tour of Valley Youth Theatre by Producing Artistic Director.  
*(to be scheduled in advance)*

## **2020 VYtal AFFAIR-ATHON SPONSORSHIP OPPORTUNITIES**

### **\$10,000 Choreographer Sponsor**

- Live interview during the telethon.
- Two full-color pages in VYtal Affair-athon commemorative event book
- Recognition in VYtal Affair-athon advertising, publicity and promotion, including VYtal Affair-athon signage and program, as well as ongoing lobby, playbill, social media and partner recognition throughout the 2020-2021 and 2021-2022 seasons
- 8 tickets to each Valley Youth Theatre production throughout the 2020-2021 and 2021-2022 seasons
- Discounted ticket program for employees throughout the 2020-2021 and 2021-2022 seasons
- Commemorative VYtal Affair-athon Event Book

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## **2020 VYTAL AFFAIR-ATHON SPONSORSHIP OPPORTUNITIES**

### **\$5,000 Cast Sponsor**

- On-camera mentions and appearance opportunity during the live broadcast
- One full-color page in VYtal Affair-athon commemorative event book
- Recognition in VYtal Affair-athon advertising, publicity and promotion, including VYtal Affair-athon signage and program, as well as ongoing lobby, playbill, social media and partner recognition throughout the 2020-2021 and 2021-2022 seasons
- 6 tickets to each Valley Youth Theatre production throughout 2020-2021 and 2021-2022 seasons
- Discounted ticket program for employees throughout 2020-2021 and 2021-2022 seasons
- Commemorative VYtal Affair-athon Event Book

## **2020 VYTAL AFFAIR-ATHON SPONSORSHIP OPPORTUNITIES**

### **\$2,500 Crew Sponsor**

- On-camera mentions during the VYtal Affair-athon
- One full black and white page in the VYtal Affair-athon program book
- Recognition in VYtal Affair-athon publicity, including in VYtal Affair-athon event program and on all VYtal Affair-athon signage
- Recognition on sponsor page of playbill, on theatre window signage and on Valley Youth Theatre lobby signage during 2020-2021 and 2021-2022 season

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## 2020 VYtal AFFAIR-ATHON SPONSORSHIP FORM

CONTACT NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_ ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP (required if using credit card): \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

### **LEVEL OF SUPPORT (Camera-ready Logo due upon Form submission):**

MARQUEE- \$25,000 \$ \_\_\_\_\_

CHOREOGRAPHER - \$10,000 \$ \_\_\_\_\_

CAST - \$ 5,000 \$ \_\_\_\_\_

CREW - \$ 2,500 \$ \_\_\_\_\_

**In lieu of sponsorship, please accept my donation of** \$ \_\_\_\_\_

### **ADVERTISING IN COMMEMORATIVE HARD BOUND COFFEE TABLE BOOK (Ads due by Thursday, August 20, 2020):**

Full Page B&W - \$1,000 \$ \_\_\_\_\_

One-Half Page B&W- \$750 \$ \_\_\_\_\_

One-Quarter Page B&W- \$500 \$ \_\_\_\_\_

Check enclosed (payable to VALLEY YOUTH THEATRE) or Credit Card (Visa, MasterCard, AMEX, Discover)

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CID # \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

NOTE: Commemorative Hard Bound Coffee Table Book will be mailed to everyone within 30 days following our VYtal Affair-athon event.

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