

# Creative Theatre Experience

PO Box 2192, Olympia, WA 98507

[www.ctekids.org](http://www.ctekids.org)

## CTE Sponsorship Policy 2018

**WHY:** Creative Theatre Experience (CTE), a 501(c) (3) nonprofit organization, wants to educate the local community about its one-of-a-kind summer youth arts program and make it available to all interested students. To that end, it established a CTE Community Business Sponsorship Program.

CTE is a unique summer theater program for students in first through twelfth grade held at Olympia High School. It's different from other summer youth arts programs because of the importance placed on youth mentoring youth, educational themes throughout the program and the primary emphasis on the process of creating the production. 2018 will mark CTE's 38th year in operation. It is the longest running youth summer arts program in Thurston County and a self-supporting nonprofit since its inception in 1981.

**WHAT:** CTE offers local businesses the opportunity to support a worthy cause in our community and be recognized by thousands of local families. CTE benefits from community businesses' awareness of our vital summer youth arts program, and the opportunity to spread the news to more people in the area. Local businesses are invited to sponsor the CTE season, a workshop, or an individual show in return for a variety of benefits. CTE runs three performance workshops every season:

- **Showcase:** *Musicals are highly entertaining and extremely popular with adults and children alike and feature well-known titles, such as Disney's The Lion King Jr, Schoolhouse Rock, Wizard of Oz, Bye Bye Birdie, Anything Goes, Once on this Island, Pirates of Penzance, Crazy for You, Once upon a Mattress, Seussical, Peter Pan and Cinderella.*
- **Spotlight:** *Productions focus on non-musical theatrical endeavors and provide performers and audience with a variety of entertaining and thought-provoking shows including She Kills Monsters, Crazytown, Twelfth Night, Men at Arms, Snow Angel, The Comedy of Errors, Murder in the Knife Room, Everyman, Midsummer Night's Dream, Lorax /Butter Battle and As You Like It.*
- **Arts Festival:** *Shows highlight the very best our young stars have to offer, under the direction of their dedicated Interns. Each summer the production consists of several, similarly-themed vignettes in which students experience newfound confidence and applause from friends and family they'll remember for a lifetime.*

Please visit [www.ctekids.org](http://www.ctekids.org) for show dates/times and other information including our video.

### HOW: Sponsorship Levels

Proceeds from sponsorships will be used for CTE student scholarships and CTE show production expenses. The different sponsorship levels take their names from memorable CTE lore.

Choose from:

**\$1,000 "Sparkle Plenty" – Season Sponsor**

**\$500 "Imagination" – Workshop Sponsor**

**\$250 "Pint" – Show Sponsor**

### **\$1,000 “Sparkle Plenty” – Season Sponsor**

Season sponsors receive 4 CTE T-shirts with SPONSOR on the sleeve, 4 CTE grocery bags, 8 complimentary tickets to a CTE production of the sponsor’s choice, verbal recognition at the beginning of all CTE performances as a Sparkle Plenty/season sponsor, and print recognition by sponsor level in the CTE playbill, slide show, Website, Facebook page and eblast to the CTE community of families and supporters.

*“Sparkle Plenty” is the name of CTE’s benevolent theatre ghost who goes out of her way to make everything go well, especially on opening night. Ask any CTE student and they’ll tell you about Sparkle Plenty sprinkling her magic dust!*

### **\$500 “Imagination” – Workshop Sponsor**

Workshop sponsors receive 2 CTE T-shirts with SPONSOR on the sleeve, 2 CTE grocery bags, 4 complimentary tickets to a CTE production of the sponsor’s choice, verbal recognition at each performance of the sponsored workshop as an Imagination/workshop sponsor, and print recognition by sponsor level in the CTE playbill, slide show, Website, Facebook page and eblast to the CTE community of families and supporters.

*“Imagination” is the title of CTE Arts Festival’s “theme song.” It’s always performed at the end of Arts Festival shows, complete with time honored gestures. Older CTE students and Interns (and many audience members) recall the song and join in happily with voice and gestures!*

### **\$250 “Pint” – Show Sponsor**

Show sponsors receive 2 complimentary tickets to a CTE production of the sponsor’s choice, a CTE grocery bag, verbal recognition at the performance of the sponsored show as a Pint/show sponsor, and print recognition by sponsor level in the CTE playbill, slide show, Website, Facebook page and eblast to the CTE community of families and supporters.

*“Pint” refers to CTE’s youngest students in Arts Festival (usually 6-7 years old). It comes from the idea that each person is equally valuable, no matter how large or small. A pint of water and a gallon of water are made of the same thing; the only difference is their size.*

### **MORE:**

CTE’s Mission:

- Collaborate with youth to create an environment of respect and compassion where young people discover their unique gifts and personal worth.

CTE’s reach within our community:

- As of 2018, more than 7600 youth will have gone through the CTE program since its inception in 1981; that’s approximately 200 students each year for 38 years of CTE.
- Since CTE’s beginning, students have performed an estimated 38 musical productions and 29 dramatic plays.
- As of 2018, an estimated 76,000+ community members will have enjoyed CTE theatre performances over the years; that’s approximately 2000 audience members each year for 38 years.

CTE's financial commitment to our community:

- CTE does its best to keep the program affordable for all families. It costs about \$650 to support each CTE student, which is more than the 2018 tuition: \$490 for Arts Festival & Tech Theatre Workshop, \$565 for Spotlight & Production Team, and \$610 for Showcase workshops. So in addition to tuition, CTE depends on sponsorships/donations, ticket sales, and concessions to help area students afford this one-of-a-kind summer theatre program.
- CTE funding comes from sponsorships/donations (2%), tuition (83%), concessions (1%) and ticket sales (14%).
- CTE is a 501(c) (3) nonprofit organization and accepts tax deductible contributions. CTE also welcomes local business sponsors.
- CTE expenses include administration of program (13%), compensation for staff and interns (59%), production costs (18%) and facility rent (10%).
- CTE's costs compare favorably with similar community arts programs. Tuition ranges from \$490 to \$610; as much as 40 percent less than other area youth theater programs. And CTE's student-staff ratio is smaller, so students get more one-on-one attention.

**Thank you for your CTE sponsorship!**