



**FIRST ACT**  
YOUTH COMPANY  
teams for young artists

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# 2024 SPONSORSHIP PACKAGE

We invite you to join us in making a lasting impact at **First Act Youth Company.**

As we embark on our mission to be an industry leader in youth musical theatre education, we are excited to offer you the opportunity to be a key part of this incredible journey.

## About FAYC

Since 2014, First Act Youth Company has been offering industry-leading musical theatre training for young artists ages 3 -18.

**Our Mandate:** FAYC is dedicated to enriching the lives of youth through innovative performing arts education. We strive for excellence while encouraging collaboration amongst students, faculty, staff, and the community.

Our educational approach promotes self-discovery and fosters a life-long appreciation for the arts.



## Why First Act Youth Company?

Aligning with a youth-focused organization like FAYC can enhance a company's reputation, especially among parents and community members. It showcases a dedication to investing in the future generation and contributing to the well-being of youth in our community.

Investing in youth arts programs can also be seen as an investment in a talent pipeline. By supporting young artists, a company may be contributing to the development of future innovators, creatives, and leaders. This aligns with a forward-thinking approach to talent development for the next generation.

## It's not all about us!

To express our gratitude for your support in contributing to our continued growth and success, we're happy to offer special **'thank you' perks** to all sponsors. Review the packages on pages 5 and 7 for an overview of donor levels and associated benefits.

# Meet our Team

The First Act Youth Company is fortunate to be led by a team of exceptionally talented and dedicated individuals who bring a wealth of experience and passion to their roles.



## **Nicole Strawbridge (she/her)**

### ***Artistic Director***

Nicole is a visionary leader and dedicated advocate for youth empowerment through the arts, currently serving as the Artistic Director of FAYC. With a passion for fostering creativity and self-expression in young minds, Nicole has become a driving force behind the organization's commitment to providing a transformative and inclusive artistic experience for the next generation. Being a graduate of the Randolph College for the Performing Arts and having a wealth of experience working with various youth-focused arts initiatives, she has honed her skills in directing, producing, choreographing, programming, coaching, and mentoring aspiring young talent.



## **Dani Rito (she/her)**

### ***Creative Director***

Dani is dedicated to advocating for the role of the arts in youth development with a focus on inclusivity and diversity. Working closely with her colleagues, she emphasizes the transformative power of creative expression. With an unwavering commitment to pushing artistic boundaries and empowering the next generation of artists. As a graduate of Sheridan College's Performing Arts Preparation Program and St. Lawrence College's Musical Theatre Performance Program, Dani is armed with a diverse skill set in theatre and dance as a Director, Choreographer, and Stage Manager.



## **Colin Frotten (he/him)**

### ***Executive Director***

Originally from Nova Scotia, Colin is a pianist, tenor, music director, vocal coach and educator who graduated from Mount Allison University. Colin is a strong advocate for music education. As the Executive and Music Director of FAYC, he brings a wealth of experience in curating musical productions that not only showcase the talents of young performers, but also emphasize the emotional depth and storytelling within the music. Through his multifaceted role, Colin continues to create an environment where musical excellence thrives and young artists are nurtured to reach their full potential.

# Pillars of Support

(General Sponsorship)



Your support is an investment in the future, ensuring that the experiences for these inspiring individuals is nothing short of extraordinary. By sponsoring or donating to the First Act Youth Company, you are investing in a brighter and more promising future **assisting in the following areas:**

## Education

Day and overnight camps, hiring industry professionals, course materials, scripts, apprentice/internship programs, workshops, equipment, teacher training and curriculum development.



## Community

Theatre rentals, props, costumes, sets, musicians, production teams, marketing, outreach, production royalties, performances, talks, and arts awareness.



## Opportunity

Awards, scholarships, financial aid, educational trips, Q&A's, mentorship programs, updating and maintaining facilities, and technology integration.



# Levels of General Sponsorship

## BOX SEAT SPONSOR \$1000 and up

### WHAT YOU GET

- Logo/name on our website for the duration of 2024
- Name on our lobby wall for the duration of 2024
- One dedicated social media feed post
- One dedicated post on Instagram and Facebook story
- Ten (10) tickets to a 2024 production for you/your team

## ORCHESTRA SPONSOR \$600 and up

### WHAT YOU GET

- Logo/name on our website for the duration of 2024
- Name on our lobby wall for the duration of 2024
- One dedicated post on Instagram and Facebook story
- Six (6) tickets to a 2024 production for you/your team

## MEZZANINE SPONSOR \$400 and up

### WHAT YOU GET

- Logo/name on our website for the duration of 2024
- Name on our lobby wall for the duration of 2024
- Four (4) tickets to a 2024 production for your team

## BALCONY SPONSOR \$200 and up

### WHAT YOU GET

- Logo/name on our website for the duration of 2024
- Two (2) tickets to a 2024 production for you/your team



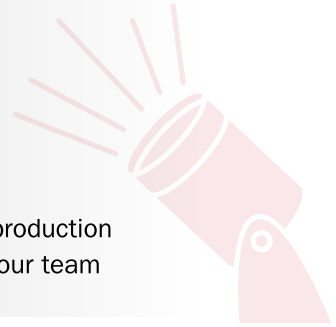
# Event/Production Sponsorship

Would you like to make a more targeted impact by sponsoring a specific program or event, ensuring your support directly contributes to the success of a particular initiative? Each year we produce two fully-staged musical productions, March Break and Summer Musical Theatre Camps, and Jinglefest: our annual holiday fundraiser. **You can be a part of that!**

## PRODUCTION SPONSOR \$5000

### WHAT YOU GET

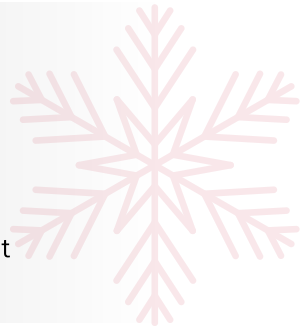
- Logo/name included on all production marketing materials
- Logo/name on the event page of our website
- One dedicated social media feed post
- Verbal recognition during pre-show announcement
- Vendor table to advertise/display your services during the production
- Twenty (20) tickets to a production of your choice for you/your team



## JINGLEFEST SPONSOR \$2000

### WHAT YOU GET

- Logo/name included on all event marketing materials
- Logo/name on the event page of our website
- One dedicated social media feed post
- Verbal recognition during the event
- Vendor table to advertise/display your services during the event



## CAMP SPONSOR \$1500

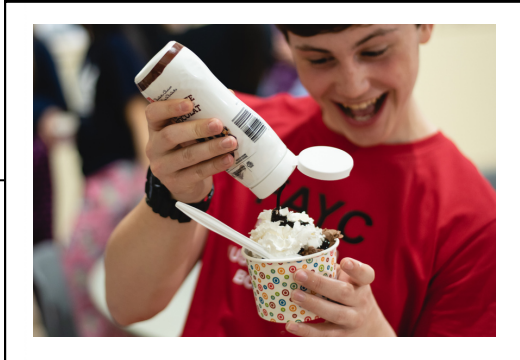
### WHAT YOU GET

- Logo/name included on all camp marketing materials
- Logo/name on the camp page of our website
- One dedicated social media feed post
- Verbal recognition during pre-show announcement



# Non-Monetary Sponsorship

*(In-kind donations)*



First Act Youth Company invites you to join our mission in nurturing young talents and fostering creativity in the performing arts. We understand that not everyone can contribute financially, but your support in services and goods is equally invaluable.

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## Why In-Kind Sponsorship Matters:

While monetary contributions play a crucial role, we understand that support comes in various forms. Your in-kind donations directly impact the success of the First Act Youth Company, providing essential resources that enhance the artistic growth of our young artists and the programming/events we offer.

## Ways To Contribute

**Raffle Prizes:** Showcase your business/services by contributing raffle prizes that add to our fundraising initiatives.

**Meals for Overnight Camps:** Fuelling creativity requires nourishment, consider donating delicious meals/snacks for our overnight camps.

**Equipment and Supplies:** Help us build the stage for success by providing essential equipment such as speakers, instruments, music stands, costumes, props or any other tools that contribute to the quality of our programming.

## Recognition And Exposure

As a cherished in-kind sponsor, your contribution will not go unnoticed. We are dedicated to showcasing our gratitude through: social media shoutouts, name/logo displayed at events/productions and website visibility.

# Let's connect!

Choosing the right sponsorship level can be a journey in itself, and we're here to guide you every step of the way. If you find yourself unsure about which sponsorship level aligns best with your vision for supporting youth in our community, don't hesitate to connect with us. We believe in the power of collaboration and tailor-made partnerships, ensuring that your generosity aligns seamlessly with our mission.

Your support, in whatever form it takes, is instrumental in empowering the dreams of our young performers. Join us on this exciting venture, and let's create lasting impacts through the magic of the arts.

**THANK YOU** for your consideration!

## Contact Details

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**FA  
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# Thank You

TO OUR 2023 SPONSORS

