



WHY SPONSOR CREATIVE THEATRE EXPERIENCE

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 to fund scholarships. As of 2021, more than 8000 youth will have gone through the CTE program since its inception in 1981; that's approximately 200 students each year for 40 years of CTE. The Scholarship Program has enabled at least 10 students each year to participate who otherwise would not have been able to do so.

CTE does its best to keep the program affordable for all families, not just those receiving scholarships. In 2019, tuition was as much as 40 percent less than other area youth theater programs despite a smaller student-staff ratio. It costs about \$680 to support each CTE student, which is approximately \$100 more than the 2021 tuition. So in addition to tuition, CTE depends on sponsorships, ticket sales, and merchandise sales to help area students afford this one-of-a-kind summer theatre program. This year, ticket and merchandise sales are not options given pandemic restrictions.

CTE is a unique summer theater program for students in first through twelfth grade held at South Puget Sound Community College. The mission of CTE is to collaborate with young people to create an environment of respect and compassion where they can discover for themselves their unique gifts and personal worth. Because of this, it's different from other summer youth arts programs, emphasizing youth mentoring youth, educational themes throughout the program and the process of creating the production. 2021 will mark CTE's 40th 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. As of 2021, an estimated 80,000+ community members will have enjoyed CTE theatre performances over the years; that's approximately 2000 audience members each year for 40 years. 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, as well as two technical theatre programs:

- **Showcase:** Musicals are highly entertaining and extremely popular with adults and children alike and feature well-known titles, such as Newsies, Footloose, 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 To See the Stars, Crush, 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 for more information or contact us at Info@CTEKids.org or 360-836-0283 to sponsor.

HOW TO SPONSOR CREATIVE THEATRE EXPERIENCE

To sponsor CTE contact us at Info@CTEKids.org or call 360-836-0283.

This year, proceeds from sponsorships will be used for CTE student scholarships and to mitigate ticket revenue loss. The different sponsorship levels take their names from memorable CTE lore.

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

\$500 “Imagination” – Workshop Sponsor

\$250 “Pint” – Show Sponsor

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

Season sponsors will receive a logo on our website and in our virtual 2021 playbill. Season sponsors will also be featured alone in social media posts. We will list our sponsors in our season’s video recording.

“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

Workshops sponsors will receive a logo on our website and in our virtual 2021 playbill. Workshop and show sponsors will be featured in social media posts and on our video recording.

“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 will receive a logo on our website and in our virtual 2021 playbill. Workshop and show sponsors will be featured in our social media posts and on our video recording.

“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.

FINANCIAL DETAILS

- CTE funding comes from sponsorships and grants (4%), tuition (80%), concessions (2%) and ticket sales (14%). In 2021, we will lose money from ticket sales. Because of restricted numbers, we will also lose money from tuition income this year.
- CTE expenses include administration of the program (10%), compensation for staff and interns (62%), production costs (12%) and facility rental (16%).

Thank you for your CTE sponsorship!