All-of-us Express Children’s Theatre produces four different plays per year, each with a six-to-10-performance run.

Currently, the fall, winter and summer shows are performed at the East Lansing Hannah Community Center. The spring show is performed in collaboration with Riverwalk Theatre located in downtown Lansing.

To bring a production to live audiences and professional venues, rehearsals, set construction, props and costumes are all created at the rehearsal space located in the East Lansing Hannah Community Center.

All-of-us Express Children’s Theatre was founded in 1989 on the principle that—with supervision and instruction by adult mentors—youth become responsible for all aspects of staging a play, on both sides of the curtain. Not only are all actors exclusively youth, but the young people also make up the backstage crews that build the sets, sew the costumes, run the sound and lighting, manage the stage and perform all the jobs to bring a script from page to performance for a live audience.

All-of-us Express annually serves more than 500 youth in the greater Lansing area, with more than 4,000 audience members per season. In addition to main stage productions, All-of-us Express offers various workshops, classes, summer drama camps and a Young Playwrights Festival.

All-of-us Express makes the Lansing area an appealing place for individuals and families to live and visit. It provides affordable, professional-quality live performances, along with opportunities for youth to participate. Here, they can gain skills in both technical and dramatic sides of the art.
SPONSORSHIP LEVELS

PRODUCER SPONSORSHIP ($5,000)
Sponsor one main-stage production and receive the following benefits:
• Name on sponsor sign at theater during production
• Recognition in print advertising, including interviews
• Recognition on show flyers for sponsored production
• Recognition on inside cover of show program
• Full-page ad in show program for sponsored production
• Full-page ad in show program for other productions that season
• Fifty (50) tickets to sponsored production
• Verbal acknowledgement during curtain speech at shows of sponsored production
• Website acknowledgement on main page
• Thirty-two (32) tickets to be used at other shows held at the East Lansing Hannah Community Center
• Framed/signed photo of cast and crew

PARTNER SPONSORSHIP ($1,500)
Partially sponsor one of the main-stage productions and receive the following benefits:
• Recognition on show flyers for sponsored production
• Recognition on title page of show program
• Half-page ad in show program for sponsored production
• Ten (10) tickets for sponsored production at the East Lansing Hannah Community Center
• Website acknowledgement prior to and during sponsored production
• Sixteen (16) tickets to be used at other shows held at the East Lansing Hannah Community Center
• Framed/signed photo of cast and crew

CO-PRODUCER SPONSORSHIP ($2,500)
Co-sponsor one main-stage production and receive the following benefits:
• Name on sponsor sign at theater during production
• Recognition on show flyers for sponsored production
• Recognition on title page of show program
• Full-page ad in show program for sponsored production
• Quarter-page ad in show program for one additional production
• Twenty-five (25) tickets to sponsored production
• Verbal acknowledgement during curtain speech at shows of sponsored production
• Website acknowledgement prior to and during sponsored production
• Twenty-four (24) tickets to be used at other shows held at the East Lansing Hannah Community Center
• Framed/signed photo of cast and crew

GUILD SPONSORSHIP ($1,000)
Sponsor one of our guilds and receive the following benefits:
• Name recognition associated with sponsored guild
• Recognition on show flyers for season
• Recognition on title page of show program
• Half-page ad in show programs for the season
• Website acknowledgement during the season
• Twenty-four tickets to be used at other shows held at the East Lansing Hannah Community Center
• Framed/signed photo of sponsored guild crew

SPONSORSHIP AGREEMENT

Business Name (if applicable): ________________________________
Contact Name: ____________________________________________
Address: __________________________________________________
City/State/ZIP: _____________________________________________
Phone: _________________________ E-mail: _______________________
Website: ___________________________________________________

Sponsorship Levels
☐ Producer ($5,000+)
☐ Co-Producer ($2,500)
☐ Partner ($1,500)
☐ Guild ($1,000)
☐ Enclosed is my check made payable to “City of East Lansing”
☐ I would like to have my sponsorship renewed annually

Sponsor Signature: _________________________________________ Date: ____________________

Mail to: All-of-us Express Children’s Theatre, 819 Abbot Road, East Lansing, MI 48823

I would like to support All-of-us Express at another level:
☐ $25 to help pay for makeup supplies for one production.
☐ $50 to help pay for tech supplies for one production.
☐ $100 to help pay for a scholarship for one production.
☐ $150 to help pay for ad space for one production.
☐ $200 to help pay for the props for one season.
☐ $250 to help pay for the costumes for one production.
☐ $500 to help pay for the royalties for one production.
☐ $1000 to help pay for theatre rental for one production.
☐ Other Amount (please specify) ____________________

ADDITIONAL DONOR OPPORTUNITIES
SHOW PROGRAM ADVERTISING

All-of-us Express Children's Theatre would like to help you boost your business as well as help ours. Advertise in one or more of our show programs!

Full-season discount: get four ads for the price of three!

- Full-page ad: $110
- Half-page ad: $60
- Quarter-page ad: $40

Company/Organization: ____________________________
Contact Name: ____________________________________
Address: _________________________________________
________________________________________________________________
Phone: _____________________________ Fax: _____________________________

All artwork must be submitted on USB drive/CD-R/DVD-R or e-mailed in Adobe Acrobat PDF format. We accept both full color and black & white ads. We do our best to always print full color programs but can't guarantee it for every show.

☐ Full Page Width 4.25” x Height 7.0”
☐ Half Page Width 4.25” x Height 3.5”
☐ Quarter Page Width 4.25” x 1.75” or 2.125” x 3.5”
☐ Full Season ☐ Full Page ☐ Half Page ☐ Quarter Page

___ Check ___ M/C ___ Visa ___ Discover
Make checks payable to “City of East Lansing.” Thank you!

Card #: _________________________________________ Exp. Date: ______________
Cardholder name: _________________________________________________________
3-digit code (back of card): _____________ Zip code of cardholder: ______________
Phone # of cardholder ____________________________

Signature _______________________________________________________________

Please return this form to: All-of-us Express Children’s Theatre
c/o East Lansing Department of Parks, Recreation & Arts
819 Abbot Road
East Lansing, MI 48823

--- Ellison Winterstein Youth participant, age 16 ---

As a result of their participation in All-of-us Express:
96% learned a new skill or improved in a skill area
93% had fun
90% increased their ability to express themselves through the arts
94% built self confidence

I have enjoyed theater for as long as I can remember. It was not until I joined All-of-us Express though, that I really fell in love with theater. My first show was Dragonsong in the spring of 2010 where I played the dragon puppet Lazybones. I learned a lot in my first show alone and scored one of the two main roles in the next show I auditioned for, Time Machine where I played Mrs. Watchett. Landing that role really showed me how much I had grown and learned from just one show at All-of-us.

This theater not only taught me a lot but gave me a second home as well. I knew no matter what I would always have friends who shared similar interests as mine here at AECT as well as Crew heads who were always there for me. As I grew up I knew there was somewhere I could go where I was free to explore my passion and be me without judgment.

I took all the knowledge I received from my years as a youth participant at All-of-us Express and use it as a crew head. It feels so good to be able to give back to the place that helped me grow and learn so much. The place that helped me meet most of the friends I have still to this day. The place I call home.

--- Savannah Segueda All-of-us Express Alumna, Actor, Director ---

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--- Savannah Segueda All-of-us Express Alumna, Actor, Director ---
All-of-us Express Children’s Theatre continues to grow in both numbers of participation and in the number of people who attend our shows. We welcome you to be a part of a growing organization!

THANK YOU TO OUR PARTNERS

Jackson National Life
City of East Lansing

SUPPORTERS & SPONSORS

Michigan Council for Arts & Cultural Affairs
Arts Council of Greater Lansing
Capital Region Community Foundation

CONTACT US

Kathleen Miller
Program Manager
(517) 319-6963

Liz Cooke
Artistic Director
(517) 319-6957

East Lansing Hannah Community Center
819 Abbot Road
East Lansing, MI 48823

www.cityofeastlansing.com/allofus

www.allofusexpress.org

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