



HIGH SCHOOL  
FOR THE  
PERFORMING AND  
VISUAL ARTS

713 942-1960  
713 942-1968 (fax)

R. Scott Allen, Ed.D.  
Principal



## ALL-SCHOOL MUSICAL

From October 15th through October 17, 2009, Houston's High School for the Performing and Visual Arts will present our community with  
**"CATS"**

Based on the universally popular poetry of T.S. Eliot, CATS tells the story of an oversized junkyard at night, where the cats of the Jellicle tribe gather for their once-a-year Jellicle Ball to dance and sing under the full moon and compete to be chosen for rebirth into a new life. Eventually the chosen cat is elevated by Old Deuteronomy, the lovable patriarch of the tribe, to the longed for Heaviside Layer. The musical is replete with memorable music and the unforgettable hit, *Memory*. A true musical theatre phenomenon, CATS opened at London's New London Theatre on May 11, 1981 and ran for a record-setting 21 years and on Broadway for 18 years.

And speaking of a phenomenon, HSPVA has nurtured incredible young talent, by providing rigorous performance training and a challenging academic schedule, for the past 38 years! Traditions like this All-School Musical, *which are not funded by the Houston Independent School District*, present a financial challenge year after year. Yet, the unique combining of talent from the areas of voice, instrument, theatre, visual art and dance, culminating in this annual production, is a cherished celebration of the school's time-honored tradition of excellence.

***We rely solely on ticket sales, advertising and sponsorships to mount this production each year. All funds generated in this program are dedicated only to the All-School Musical, and any surplus is rolled over to seed the following year's production.*** The All-School Musical is HSPVA's showcase event. This internationally recognized, top ranked Houston High School, for 600 diverse and talented young artists, treasures your investment in this fundamental expression of its mission.

## ADVERTISEMENT INSERTION FORM "CATS"

Please submit this completed form with your payment

### INFORMATION

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NAME OF ADVERTISER

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ADDRESS

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CITY STATE ZIP CODE

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NAME OF CONTACT PERSON

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PHONE NUMBER (CONTACT PERSON)

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EMAIL ADDRESS (CONTACT PERSON)

### INSTRUCTIONS

#### 1. Indicate size and type of advertisement

- Name recognition on Producer's Circle page \$ 25\*
  - Black & White, Personal Salutation, (2.75" x 2") \$ 75\*
  - Black & White, half page, (5.5" x 4.125") \$ 175
  - Black & White, full page, (5.5" x 8.5") \$ 375
  - Color, full page, (5.5" x 8.5") reserved for primary sponsors
- \*See the next page for details with regard to these submissions.*

#### PROGRAM SPECS

2,500 programs printed  
Magazine Size 5.5" x 8.5", estimate 20 pages  
Printing 4 color cover, B&W internal

**2. Please enclose a check payable to: HSPVA, attn: All-School Musical. Include this order form and mail to LuAnne Carter HSPVA, 4001 Stanford, Houston, TX 77006.**

You may email artwork to LuAnne Carter at [lcarter@houstonisd.org](mailto:lcarter@houstonisd.org) however it will not be processed without an order form and payment.

**3. Email questions to LuAnne Carter at [lcarter@houstonisd.org](mailto:lcarter@houstonisd.org) or call 713-942-1965.**

**Insertion Deadline: September 18, 2009.**

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SIGNATURE OF ADVERTISER and DATE

## PRODUCER'S CIRCLE AND PERSONAL AD POLICIES

### Producer's Circle (\$25 – per name)

A new addition in 2007, The Producer's Circle, is designed as a meaningful way for Parents, Friends and Relatives to be included **by name in our program** in an expression of their support of the concept of the High School for Performing Arts and the All-School Musical. Your name will appear with other supporters on a page that reads:

#### PRODUCER'S CIRCLE

*HSPVA & the All-School Musical Committee  
wish to recognize and thank the following  
individuals and families who have joined  
"CATS" Producer's Circle of support:*

List Names for Producer's Circle – Please print clearly:

(Examples: Laura and Tom Smith, or The Tom Smith Family, or Grandma and Grandpa Smith)

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### Personal Salutation (\$75)

The Personal Salutation is designed to provide Families and Friends the opportunity to salute individuals, teams, or all who through collective effort have brought **"CATS"** to the stage. *These ads are **restricted to text only**.* The background will be white or black, and the graphics team will provide art that is consistent with all other program features.

Please print text for Personal Ad below or:

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### Questions?

Please contact, Ad Sales Chairperson, with any questions about submitting an ad for the CATS program — LuAnne Carter at [lcarter@houstonisd.org](mailto:lcarter@houstonisd.org) or 713-942-1965.