



HIGH SCHOOL  
FOR THE  
PERFORMING AND  
VISUAL ARTS

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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.



## SPONSORSHIP OPPORTUNITIES

### **BENEFACTOR**

**\$500-\$1999**

A Benefactor Sponsor will receive

- 6 tickets to the Musical with priority seating,
- A half page B&W ad in the program
- Logo recognition on the Sponsor page of the program.

### **PROMOTER**

**\$2000-3499**

Promoter level sponsors will receive

- 10 tickets to the Musical with priority seating,
- A full page B&W ad in the program,
- Listing on the HSPVA Marquee,
- Logo recognition on the Sponsor page in the program and on the HSPVA website.

### **PARTNER**

**\$3500- \$4999**

Partner level sponsors will receive

- 15 tickets to the Musical with priority seating,
- A full page color ad in the Musical program,
- Listing on the HSPVA Marquee,
- Pre performance recorded announcement before curtain time,
- Logo recognition on the Cover and Sponsor page in the program and on the HSPVA website.

### **UNDERWRITER (Only two Underwriter sponsorships available) \$5000+**

Underwriter level sponsors will receive

- 20 tickets to the Musical with priority seating,
- A full-page color cover ad in the Musical program and listing in the programs of the HSPVA Theatre Department's season of shows,
- Priority listing on the HSPVA Marquee,
- Pre-performance recorded announcement before curtain time,
- Above the line name recognition and logo on the Cover and Sponsor page of the Musical program and on the HSPVA website,
- Pre-performance proscenium projected acknowledgment of Underwriter Sponsorship.

**All Sponsorship payments should be made out to HSPVA Friends, a 501 (c) (3) organization established to support programs at Houston's High School for the Performing and Visual Arts. All funds received from Sponsorships for the All-School Musical will be use solely for the musical.**

Should income exceed expenses for this year's production, any surplus will be rolled over into the budget for next year's all-school musical and will allow for more effective preproduction activity, including acquisition of rights to a musical early in the planning stage. The All-School Musical Steering Committee is a volunteer organization of parents and patrons working with HSPVA's principal to implement this fund-raising aspect of the annual production.

HSPVA, 4001 Stanford, Houston, 77006, Attention: All-School Musical

What does Chandra Wilson,  
 Emmy award winning actress (Grey's Anatomy) and  
 these 39 other professional performers all have in  
 common?

*They performed in the All-School Musical at  
 HSPVA!*

Cedric Bradley '86	<i>Sophisticated Ladies, West Side Story</i>
Kevin Cahoon '89	<i>The Who's Tommy, The Rocky Horror Show, Lion King, Chitty Chitty Bang Bang</i>
Alania Cater '99	<i>Crazy For You, Singin' in the Rain</i>
Darlesia Cearcy '89	<i>Ragtime, The Color Purple, The Goodbye Girl</i>
Wendy Lee Curtis '87	<i>Mama Mia</i>
Michelle DeJean '85	<i>West Side Story, Chicago</i>
Parker Esse '95	<i>Fossee, Swing, Will Rogers Follies, Camelot, Swing</i>
Tim Kratoville Flavin '77	<i>Pirates of Penzance, Zorba, On Your Toes (London)</i>
Michelle Forbes '83	Daytime Emmy Award, Soap Opera Digest Award, Saturn Award
K. Todd Freeman '83	Tony Award nominee for Best Actor
Veda Jackson '74	<i>Bubblin' Brown Sugar, The Wiz</i>
Travis Kelley '01	<i>Movin' On</i>
Travis Kelly '00	<i>Movin' Out, Seven Brides for Seven Brothers</i>
Logan Keslar '05	<i>West Side Story, A Chorus Line</i>
Amalia Marshal '75	<i>Big Deal Harrigan and Hart, Porgy and Bess, Tremonisha, The History of Dance</i>
Kearin Mire '99	<i>Mary Poppins</i>
Dequina Moore '98	<i>Hair (revival), Legally Blond, Little Shop of Horrors</i>
Peggy Parten '79	<i>A Chorus Line, Dancin'</i>
Tori Pence '05	<i>Spamalot</i>
Mercedes Perez '80	<i>Cats, A Chorus Line</i>
Dwayne Phelps ??	<i>Don't Bother Me, I Can't Cope, Tremonisha</i>
Vincent Sandoval '89	<i>Fossee, Sophisticated Ladies</i>
Tracy Shane '75	<i>A Chorus Line, Les Miserables</i>
Kathy Singleton '75	<i>The Wiz, Tremonisha</i>
Anthony Smith '02	<i>Cat's Princess Grace Award</i>
Bobby Walker '75	<i>The Wiz, Bubblin' Brown Sugar, Xanadu</i>
Cedric Bradley '86	The Josephine Baker Story
George Henderson '82	Bad (Michael Jackson video)
Janie Carothers '84	Hope Stone Dance, Weave Dance Company
Darren Cherry '98	Hubbard Street Dance Company
Michelle de la Reza '87	Perks Dance Music theatre, Attack Theatre
Jo De Romano '76	Jose Greco Dance Company
Kevin Ferguson '99	Elissa Monte
Roderick George '03	Cedar Lake Dance Company, Brussels Ballet
Bernard Jackson '94	Dallas Black Dance Company, Cirque de Soleil,
Courtney Jones '99	Elissa Monte
Patrick Lovejoy '97	STOMP
Alec Lytton '01	Metropolitan Opera Ballet
Dorrell Martin '88	Houston Metropolitan Dance Company, A Few Good Men, Joffrey Ballet faculty
Rick Odums '75	Dance Fusion Company, Paris France

Chad Peters '91  
Ernest Pugh '85  
Carlos Scott '84

Marcus Willis '03

Alvin Ailey II  
Pacific Northwest Ballet, Gus Giordano Jazz Dance Chicago  
Alvin Ailey Dance Company, Donald Byrd & Judith Jamison  
Dance Company  
Alvin Ailey II

# ADVERTISEMENT INSERTION FORM "CATS"

Please submit this completed form with your payment

## SPONSOR INFORMATION

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NAME OF SPONSOR

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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 Sponsor Commitment Level

- |                                   |                   |
|-----------------------------------|-------------------|
| <input type="radio"/> Benefactor  | \$ 500 - \$1999   |
| <input type="radio"/> Promoter    | \$ 2,000 - \$3499 |
| <input type="radio"/> Partner     | \$ 3,500 - \$4999 |
| <input type="radio"/> Underwriter | \$ 5,000          |

### 3. Please enclose a check payable to: **HSPVA, attn: All School Musical.**

Please send check and signed form to:

**LuAnne Carter HSPVA, 4001 Stanford, Houston, TX 77006**

**Email questions or other pertinent information to LUAnne Carter at  
lcarter@houstonisd.org**

## AGREED & ACKNOWLEDGED BY:

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SIGNATURE OF AUTHORIZED REPRESENTATIVE

DATE

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Please Print Name and Title

# DEADLINES, SPECS, AD RATES & DESIGN

## DEADLINES

Deadline for Ad Insertion Commitment and Art

September 18, 2009

## PROGRAM SPECS

3,000 quantity

Magazine Size 5.5" x 8.5", estimate 20 pages

Printing 4-color cover, B&W internal

## SPONSORSHIP AD BENEFITS – see Sponsorship Opportunities for additional benefits per donor level.

BENEFACTOR	(\$ 500 - \$1999) B&W, Half page, (5.5" x 4.125")
PROMOTER	(\$2000 - \$3499) B&W, Full page, (5.5" x 8.5")
PARTNER	(\$3500 - \$4999) 4-Color, Full page (5.5" x 8.5")
UNDERWRITER	(\$5000) 4-Color, Full page priority placement (5.5"x 8.5")

Only two Underwriter sponsorship available.

## AD DESIGN

The magazine will be designed by HSPVA. Priority Placements will be made on a first confirmed, first placed basis at each sponsorship level. A maximum of seven (7) 4-color locations will be made available to Presenters and Co-Producers. ***Presenters will have first choice of cover locations (back, inside front, inside back).***