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2024.2025

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Academy of Music Theatre
274 Main Street
Northampton, MA 01060

413.584.9032
www.aomtheatre.com

Dear Friend of the Academy,

We invite you to join us as a sponsor of our thirteenth Academy Season Series!

At the Academy of Music, we deeply value serving our community. Over the past year, we offered live performances, community events and educational opportunities with more than 60,000 people participating in our offerings. And this year we look forward to increased growth by broadening our reach and continuing to bring new faces through our doors.

The 2024.2025 series features ***Bomba de Aquí***, a band that performs the big sounds, liveliness, and dance of Afro-Puerto Rican traditions; the laughs and political satire of ***Capitol Fools***; ***Letters Aloud***, sharing the powerful and intimate letters of individuals who have left their mark on history; followed by the laughter and acrobatic absurdity of award-winning Off-Broadway show, ***Generic Male***; the Academy Youth Production of ***Finding Nemo, JR.***; the third annual ***Academy Regional Youth Poetry Slam Competition***, shining a spotlight on the future voices of spoken word; the 10th anniversary of the ***Best of Valley Voices Story Slam™***, a local competition based on the art of first person narrative storytelling; and closing the season with the beloved Mo Willems musical adaptation of ***Don't Let the Pigeon Drive the Bus!***

As an Academy of Music sponsor, you deliver a strong message to the community about your commitment to making sure the arts thrive; to supporting artists of all races, genders, ages, and socioeconomic status; to making sure the stories of ALL people are heard and seen in the Pioneer Valley.

Your support for the 2024.2025 Academy Season Series means more than ever before. The generosity of local businesses and individuals ensure that the Academy of Music Theatre will continue to engage our community. Friends like you will allow us to once again tell the stories of the voiceless that need to be heard now more than ever.

Sponsors' names will appear on all promotional materials, including our website and our monthly e-newsletter, which reaches more than 60,000 patrons. Your ad will be seen in our season's program guide, ensuring that our patrons recognize your commitment to keeping the arts alive. Sponsorship will also include your name "in lights" on the Academy marquee, which is passed by approximately 15,000 cars daily.

On behalf of the artists, Board and staff of the Academy of Music, I thank you for playing a critical role in our community through your generosity. I look forward to welcoming you back to the Theater in September.

Sincerely,

Debra J'Anthony
Executive Director

\$7,500 - Full Season Series Sponsor Package

- Name on marquee one month before each event
- Name on our printed materials: season mailer, counter card, print ads, link on our site to your site
- 250 word company description and logo on our Sponsor page
- Full season acknowledgment (name and link) in monthly E-Newsletter, (60,000 monthly reach)
- Invitation to pre-show receptions
- Optional curtain speech at Season Series opener
- Full page advertisement in our Season Program (black and white 4" wide x 7" deep portrait orientation)
- Live on stage acknowledgment
- 4 tickets and VIP seating for each Season Series events

\$2,500 - Show Sponsor (1 show) Package

- Name on marquee for two weeks leading up to your sponsored event
- Name on our printed materials: season mailer, counter card, print ads, link on our site to your site
- 150 company description and logo on our Sponsors page
- Full season acknowledgment (name and link) in monthly E-Newsletter (60,000 monthly reach)
- Invitation to the pre-show reception for your sponsored show
- Full page advertisement in our Season Program (black and white 4" wide x 7" deep portrait orientation)
- Live on stage acknowledgment
- 8 tickets for your sponsored show

\$1,500 - Show Sponsor (1 show) Package

- Name on marquee for one week leading up to your sponsored event
- Name on our printed materials: season mailer, counter cards, print ads and your link on our site
- Full season acknowledgment in monthly E-Newsletter and show-specific E-blast (60,000 monthly reach)
- Half page advertisement in our Season Program (4" wide x 3.5" deep landscape orientation)
- Live on stage acknowledgment
- 6 tickets for your sponsored show

\$750 - Show Sponsor (1 show) Package

- Name on marquee for three days leading up to your sponsored event
- Name on our printed materials: season mailer, counter cards, print ads and your link on our site
- Full season acknowledgment(name and link) in monthly E-Newsletter (60,000 monthly reach)
- Quarter page advertisement in our Season Program (2.125" wide x 3.5" deep portrait orientation)
- Live on stage acknowledgement
- 4 tickets for your sponsored show



ACADEMY OF MUSIC

Season Series 2024.2025

Bomba de Aquí

OCTOBER 12, 2024

Bomba de Aquí performs the electric, lively music and dance from Afro-Puerto Rican traditions throughout western Massachusetts and beyond, fostering an understanding of the richness of Puerto Rican arts. Bomba de Aquí is directed by Brendalíz Cepeda, the lead dancer, and granddaughter of the great bomba performer Rafael Cepeda. Musical director and drummer Saul Peñalosa brings to life the liveliness and big sounds of bomba.

Capitol Fools

OCTOBER 20, 2024

The Capitol Fools, formally Capitol Steps, hold up a mirror to our crazy political culture, providing hilarious song parodies and foolish reflections that continue to inspire belly-laughter. Audiences will continue to see cast members from past seasons of the Capitol Steps performing all the beloved bits, the mind-boggling backward talking spoonerisms, break-neck costume changes, over-the-top impressions, and all-new song parodies reflecting the day's news. They will give you a memory that will last a lunchtime. The spirit, irreverence and D.N.A. of the Capitol Steps lives on with the Capitol Fools.



Academy's Regional Youth Poetry Slam

APRIL 5, 2025

In its third season, the Academy will present the annual Regional Youth Poetry Slam open to area high school students in Franklin, Hampshire, and Hampden counties. Twenty poets are selected to compete in three elimination rounds with cash prizes for the top three winners. Hosted by national award-winning slam poet, Lyrical Faith, this event shines a spotlight on future voices of spoken word.



Best of the Valley Voices Story Slam

APRIL 26, 2025

The Academy of Music Theatre and New England Public Media celebrate their tenth season of Best of the Valley Story Slam! Audience members have selected the top three stories for the four Valley Voices Story Slams held in the last year. These top stories by local storytellers will be shared on the Academy stage to compete for the top prize – Best of Valley Voices! Join us as we choose the winner of this competition based on the art of first-person narrative storytelling.

Don't Let the Pigeon Drive the Bus!

MAY 4, 2025

Whatever you do, don't let the Pigeon star in his own musical production! With a script written by Mo Willems, the creator of the Caldecott Honor award-winning "Pigeon" picture books, TheaterWorksUSA's Don't Let the Pigeon Drive the Bus! The Musical! is sure to get everyone's wings flapping. Pre-K through grade 2 and their families.



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