

# Opening Act



"Opening Act gives me a light of hope that I can get somewhere in life, and grow, and continue growing."

- Odley, Opening Act Alum



**94% OF STUDENTS ARE MORE MOTIVATED TO ATTEND SCHOOL BECAUSE OF OPENING ACT.**

## MISSION

Opening Act's free, long-term, after-school theater programs give students attending New York City's most under-served public schools the opportunity to gain confidence, pride, and the knowledge that they can succeed at anything in life. [www.openingact.org](http://www.openingact.org)

## WHO WE ARE

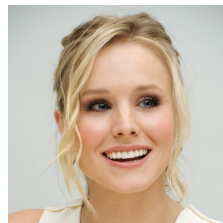
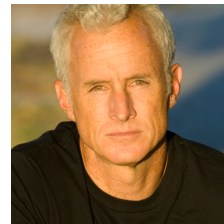
Opening Act currently serves 36 of New York City's most high-need public high schools. We specifically reach out to schools with low graduation rates (as few as 33% of students graduating in 4 years) and a severe lack of theater and arts opportunities for their students.

## WHAT WE DO

Although our medium is the theater, our results go well beyond the stage. Opening Act students emerge as energized leaders within their schools. They value community and commitment and display confidence in themselves and their ability to accomplish anything they set out to achieve.

## HOW WE DO IT 10TH ANNUAL BENEFIT PLAY READING

Opening Act is thrilled to present its Annual Benefit Play Reading at New World Stages on Tuesday, May 3, 2016. This one-night only event features some of the **biggest stars of stage and screen** performing a live play reading, directed by **Tony Award-winner Kenny Leon** (*A Raisin in the Sun*), starring **Aja Naomi King** (*The Birth Of A Nation*, *How To Get Away With Murder*), **Dulé Hill** (*The West Wing*, *Psych*), and **Joshua Jackson** (*The Affair*, *Dawson's Creek*). Attended by over 500 high-net worth urban professionals, arts enthusiasts, and celebrity supporters, this year's event will feature a **Chef's Tasting Menu** for VIP guests and an incredible celebrity performance, all to support empowering and transformative experiences in our most high-need schools.



JOIN US.

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Schreck Rose  
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Adams LLP

[www.openingact.org](http://www.openingact.org)

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## JOIN CELEBRITY ARTISTIC ADVISORY BOARD MEMBERS

Uzo Aduba  
Kristen Bell  
Alexa Fogel  
Andrew McCarthy  
Jean Smart  
Cecily Strong

## AND PAST PLAY READING ACTORS

Laura Benanti  
Beau Bridges  
Stockard Channing  
Edie Falco  
Michael McKean  
Cynthia Nixon  
Bernadette Peters  
Tonya Pinkins  
John Slattery  
Anika Noni Rose  
Courtney B. Vance  
Lillias White  
David Zayas

## AND THE BOARD OF DIRECTORS

Ali Kamin, *Co-President*  
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Iliana Guibert  
Maza Tiyi Myrie  
Rohini Pragasam  
Jamie Trowbridge  
Jonathan Schorr

## IN SUPPORTING THIS INCREDIBLE EVENT.

For inquiries or to secure your partnership, please contact Paul Gutkowski, Development Director, at [paul@openingact.org](mailto:paul@openingact.org) or 917-657-8669.

## EVENT PARTNERSHIP OPPORTUNITIES

Join the Opening Act network as a partner of the **10TH ANNUAL BENEFIT PLAY READING** to reach new audiences, make a lasting impact, and support the next generation of leaders.

### VIP PARTNER \$2,500

- 4 VIP tickets for performance (best seating)
- 1 reserved high top table (seats 4) for VIP pre-show Chef's Tasting Menu with bottle service.
- Table signage and program listing

### SUPPORTING PARTNER \$5,000

- 8 VIP tickets for performance (best seating)
- 2 reserved high top tables (seats 8 ) for VIP pre-show Chef's Tasting Menu with bottle service and post-show dessert and champagne toast.
- Brand recognition, including:
  - Company name featured within partner line on step & repeat
  - Partner listing on website and all social media
  - Half page ad, premium placement, within event program
  - Table signage, name on rotating projection screens (visible to all 500+ guests), and verbal acknowledgement by event host

### PREMIER PARTNER \$10,000

- 12 VIP tickets for performance (best seating)
- 3 reserved high top tables (seats 12 ) for VIP pre-show Chef's Tasting Menu with bottle service and post-show dessert and champagne toast.
- Brand recognition, including:
  - Company logo on step & repeat
  - Partner listing on all event messaging including: written materials, press materials, website, social media, and all invitations to over 6,000 individuals
  - Full page ad, premium placement, within event program
  - Table signage, logo on rotating projection screens (visible to all 500+ guests), and verbal acknowledgement by event host

### PRESENTING PARTNER \$20,000

- Company name integrated into event title, "Company presents..."
- Company Executive to be Benefit Co-Chair
- 16 VIP Tickets for performance (best seating)
- 4 reserved high top tables (seats 16 ) for VIP pre-show Chef's Tasting Menu with bottle service and post-show dessert and champagne toast.
- Brand recognition, including:
  - Company logo on step & repeat with premium size and placement
  - Presenting Partner listing on all event messaging including: written materials, press materials, website, social media, and all invitations to over 6,000 individuals
  - Full page ad, premium placement (back cover), within event program
  - Table signage, logo and 'Company presents...' on projection screen (visible to all 500+ guests), and verbal acknowledgement by event host