

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



93% OF STUDENTS ARE MORE MOTIVATED TO ATTEND SCHOOL BECAUSE OF OPENING ACT.

MISSION

Opening Act seeks to level the playing field for students attending New York City's most under-served public high schools by offering students opportunities to develop leadership, community, and commitment through its innovative, high quality, free, After-School Theater Program. www.openingact.org

WHO WE ARE

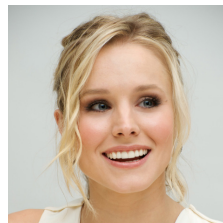
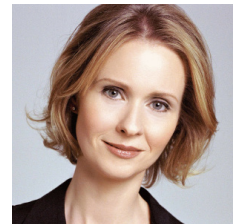
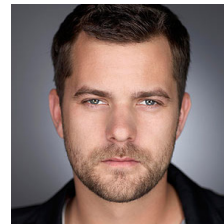
Opening Act currently serves 40 of New York City's most high-need public high schools. We specifically reach out to schools with low graduation rates (as few as 33% of students graduating in 4 years) and a severe lack of theater and arts opportunities for their students.

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 11TH ANNUAL BENEFIT PLAY READING

Opening Act is thrilled to present its Annual Benefit Play Reading at New World Stages on Tuesday, April 25, 2017. 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*). 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.



Schreck Rose
Dapello &
Adams LLP

www.openingact.org



JOIN CELEBRITY ARTISTIC ADVISORY BOARD MEMBERS

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

PAST PLAY READING ACTORS

Beau Bridges
Stockard Channing
Edie Falco
Dulé Hill
Joshua Jackson
Michael McKean
Cynthia Nixon
Bernadette Peters
Tonya Pinkins
John Slattery
Anika Noni Rose
Courtney B. Vance
David Zayas

AND THE BOARD OF DIRECTORS

Ali Kamin, *Co-President*
Rahul Tripathi, *Co-President*
Helen Lin, *Treasurer*
Loren Black, *Secretary*
Kym Blanchard
Elizabeth Buckley Lewis
Robert Burton
Paul Cellupica
Leah Day
Michael Fleming
Sari Granat
Iliana Guibert
Maza Tiyi Myrie
Rohini Pragasam
Jamie Trowbridge
Jonathan Schorr
Ira Schreck

IN SUPPORTING THIS INCREDIBLE EVENT.

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

EVENT PARTNERSHIP OPPORTUNITIES

Join the Opening Act network as a partner of the **11TH ANNUAL BENEFIT PLAY READING** to reach new audiences, make a lasting impact, and support the next generation of leaders.

SUPPORTING PARTNER \$3,000

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

VIP PARTNER \$5,000

- 6 VIP tickets for performance (best seating)
- 1 reserved table (seats 6) for VIP pre-show Chef’s Tasting Menu with bottle service
- Table signage and program listing
- 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 acknowledgment by event host

PRODUCING PARTNER \$7,500

- 8 VIP tickets for performance (best seating)
- 1 reserved table (seats 8) for pre-show Chef’s Tasting Menu with bottle service, post show dessert, and champagne toast
- Photo with members of cast and creative team
- 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 10,000 individuals
 - Full page ad, premium placement, within event program
 - Table signage, logo on rotating projection screens (visible to all 500+ guests), and verbal acknowledgment by event host

PREMIER PARTNER \$15,000

- Company Executive to be Benefit Co-Chair
- 16 VIP tickets for performance (best seating)
- 2 reserved tables (seats 16) for pre-show Chef’s Tasting Menu with bottle service, post show dessert, and champagne toast
- Sommelier service with select wine pairing
- Photo with members of the cast and creative team
- Brand recognition, including:
 - Company logo on step & repeat with premium size and placement
 - Partner listing on all event messaging including: written materials, press materials, website, social media, and all invitations to over 10,000 individuals
 - Full page ad, premium placement, within event program
 - Table signage, logo on rotating projection screens (visible to all 500+ guests), and verbal acknowledgment by event host

PRESENTING PARTNER

*Presenting Sponsorship available. For details contact Paul Gutkowski at paul@openingact.org or 917-657-8669.