



Our Mission

Metropolitan School of the Arts (MSA) is a performing arts community on a mission to change the world by inspiring and supporting students, faculty, and staff to reach their fullest potential as artists, innovators and generous citizens.

We offer dance, music and theatre classes and lessons to ages 3-18, through our **Studio Division**, our **Homeschool Program**, a growing performing arts supplement for students who school primarily at home, and **Adult Dance and Fitness** classes.

MSA also has a full-time secondary school, our **Academy Division**, which trains students pursuing careers in the arts, partnered with a rigorous fully accredited academic program. Our Academy includes a **Postgraduate Program**, for those wanting an additional year of training after high school.

Our Unique Commitment

We are committed to offering multiple ways of incorporating performing arts education into young lives. It is our promise to those who want and need to be inspired by providing:

- A variety of programs and lessons at all levels of dance, music and theatre.
- A high caliber of faculty with exceptional training and experience.
- A unique, challenging curriculum, which incorporates a holistic approach.
- A focus on values of joy, positivity, grit, gratitude and a commitment to each other and our community.
- A 20-year history of supporting and creating a network of extraordinary people, educating more than 10,000 since first opening.

We are also committed to providing charitable performances and free arts education classes to the greater Washington, DC and Northern Virginia community. We believe using the arts to make a difference in the community is a responsibility.

Our Recent Efforts

Safety is our utmost priority. We are following CDC guidelines and have worked with a professional advisory board to retrofit our facilities with new sanitation procedures and upgraded technology in response to COVID-19.

Following our participation in Blackout Tuesday, we created Metropolitan's Anti-Bias Action Committee, to help lead us in change, with multiple opportunities to gather, meet and lead.

We're also continue to remind students of MSA's core values and how they are relevant to current events:

Fearlessness - Empathy - Compassion - Collaboration
Curiosity - Integrity - Resilience - Innovation



WE NEED YOUR SUPPORT

I. BECOME AN ANNUAL SPONSOR:

Demonstrate your commitment to the hearts and minds of today's performing artists

"The Innovators Circle" -- \$10,000+

- Live or recorded recognition of sponsorship during MSA's annual productions
- Full-page advertisement in the electronic or printed programs of *The Nutcracker* and the Spring FINALE Production (front or back cover, as available); logo recognition at other performances and any newly created shows
- Tickets to each performance
- Behind-the-scenes access to open dress-rehearsals and shows
- Sponsor/logo recognition as Innovators Circle Sponsor on event signage
- Innovators Circle Sponsor recognition and logo hyperlink on metropolitanarts.org/support
- First rights of sponsorship to any new performance and event opportunities
- Sponsor recognition in printed annual registration e-mail to 500-800 area families
- Opportunity for customized MSA/Sponsor event promoting your product/services
- Early access to virtual recordings
- Innovators Circle Sponsorship with logo highlighted on MSA lobby television
- Signature Metro-gear items

"The Producers Circle" -- \$5,000+

- Live or recorded recognition of Producers Circle Sponsorship at a targeted performance
- Full-page advertisement in the electronic or printed programs of *The Nutcracker* and Spring FINALE production; logo recognition at our five other annual performances and any newly-created shows
- Tickets to each performance
- Behind-the-scenes access to open dress-rehearsal of a show
- Sponsor/logo recognition as Producers Circle Sponsor on event signage
- Sponsor recognition and logo hyperlink on metropolitanarts.org/support
- Rights of sponsorship to new performance and event opportunities
- Sponsor recognition in annual registration e-mail to 500-800 area families
- Opportunity for customized MSA/Sponsor event promoting your product/ services
- Early access to virtual recordings
- Producers Circle Sponsorship with logo highlighted on MSA lobby television
- Signature Metro-gear items



“The Artists Circle” -- \$3,000+

- Full-page advertisement in electronic or printed programs of *The Nutcracker* and The Spring FINALE production; logo recognition in our other performances and any newly created shows
- Tickets to Nutcracker and Spring FINALE Production, and other performances as available
- Behind-the-scenes access to open dress-rehearsal of a show
- Sponsor/logo recognition on event signage
- Sponsor recognition and logo hyperlink on metropolitanarts.org/support
- Rights of sponsorship to new performance and event opportunities
- Sponsor recognition in annual registration e-mail to 500-800 area families
- Opportunity for customized MSA/Sponsor event promoting your product/services
- Early access to virtual recordings
- Artists Circle Sponsorship with logo highlighted on MSA lobby television
- Signature Metro-gear items

“The Patrons Circle” -- \$2,000+

- Full-page advertisement in electronic or printed programs of *The Nutcracker* and The Spring FINALE Production; recognition in our other annual performances
- Tickets to each performance as available; 10% discounted tickets throughout the year
- Sponsor/logo recognition on event signage
- Sponsor recognition and hyperlink on metropolitanarts.org/support
- Opportunity for a customized MSA/Sponsor event promoting your products/services
- Early access to virtual recordings
- Patrons Circle Sponsorship with logo highlighted on MSA lobby television
- Signature Metro-gear items

“The Community Circle” -- \$500+

- 1/2 page ads in electronic or printed programs of MSA’s two largest shows, *The Nutcracker* and The Spring FINALE Production
- Sponsor recognition on metropolitanarts.org/support
- Early access to performance tickets, including one free ticket annually and 10% discounted tickets throughout the year
- Signature Metro-gear items



II. PARTNER WITH MSA TO CREATE A CUSTOMIZED SPONSORSHIP TO MEET YOUR BUSINESS MARKETING OBJECTIVES:

This could include becoming a Presenting or Title Sponsor for these groups and their performances:

The Academy at Metropolitan School of the Arts – The students at the Academy are some of the brightest and most promising talent, training for a profession in the arts while focusing on the values of grit, gratitude and community. Each year, they benefit from conservatory training and Masterclasses with guest artists, as well as providing performances for the community.

The Academy Postgraduate Program – Created for the recent high school graduate, our Training Program allows students to focus on in-depth artistic preparation before entering a performing arts college, university, conservatory or professional company.

MSA Masterclasses – offered to MSA students 2-3 times per year by world-renowned guest artists.

MSA's Home School Program – a growing three-hour, twice-a-week program offered to home school students as supplemental high-quality performing arts training to add to their academic education.

MSA Summer Camps – Over the summer we offer something for everyone: MSA classes, camps, workshops, and intensives for more serious artists in musical theatre, mixed genres in dance, and ballet.

MSA's Adult Dance and Fitness Program – Featuring our popular “metrobarre” classes, we truly have something for every adult from yoga, pilates and various adult dance classes in multiple genres.

iMpulse – The Metropolitan Youth Jazz Ensemble. iMpulse's mission is to provide an opportunity to focused, dedicated, and advanced youth jazz dancers to work with renowned teachers and choreographers and to perform various styles of dance. The company's dynamic repertoire compliments, and is offered in addition to, their basic training. Professional expectations and experiences with the company ease members into the finest performing arts colleges, universities, conservatories, and ultimately a performing arts career.

MYB – The Metropolitan Youth Ballet Company. The mission of the Metropolitan Youth Ballet is to provide a pre-professional company environment for dedicated and talented ballet students. We aim to broaden their knowledge of the traditional classical repertoire, modern-day neoclassical works, and new pieces specially commissioned for the company.



MYTE -- The Metropolitan Youth Tap Ensemble. MYTE has become two separate ensembles for different ages, MYTE and DynaMYTE, with the shared mission to be an elite opportunity for training by world class tap performers, choreographers and teachers. MYTE is a tap repertory company that has performed in a variety of venues from New York City, Chicago, Rio de Janeiro/ Brazil, and in Washington, D.C.

MetrolImprov – MetrolImprov’s mission is to provide dedicated, advanced students with the chance to grow improvisational and comedy skills in a rigorous ensemble setting. The company emphasizes trust and self-examination alongside fundamental improv and comedy technique. Students will perform throughout the year, learning how to interplay with a live audience. Students will also have exposure to the possibilities of improv beyond MSA and will be prepared to enter any college-level improv program.

PERFORMANCE and EVENT INFORMATION

Given the restrictions due to COVID-19 and keeping the health and safety of our community as our highest priority, our performance schedule is continuing to evolve this year. Here is what we have lined up:

MSA Takin’ It Outside: Our Academy students will be doing a free performance for the community socially distanced, featuring dance, spoken word, and singing. This will be open to an in-person audience and will be live-streamed (October 23; rain date, October 29)

One Act Performance: 4 AM: The Stay-at-Home Edition by Jonathon Dorf, directed by Kirsten Noetzel. 4 AM, gives an up-close view of Frankie, the teenage host of a self-produced radio show which he airs at 4 in the morning. Interspersed in his broadcast, the play bounces between various teenagers in town, giving audiences a window into the romances, sleepovers, nightmares, friendships, and surprises that can keep us all up at night. This show will be live streamed on Broadway on Demand, October 24, and will be available to watch for free, donations encouraged to support The Academy @ MSA.

Community Workshop Series: a new opportunity we have created this year to give up to 28 local students, identified by their guidance counselors, the opportunity to receive free performing arts training.

Santa’s Spectacular: MSA plans to release twelve NEW dance pieces as music videos, “12 Days of Joy,” to help spread holiday cheer in December as we countdown to winter break. Featuring NEW MUSIC, NEW CHOREOGRAPHY AND NEW COSTUMES, the videos will be shared with partnering charitable organizations as a way to continue to share the love and joy of dance and keep the magic of the holiday season alive during these difficult times. An Outdoor LIVE performance (3-4 shows in one day!) for small audiences, scheduled before winter break, will bring our community such JOY! December 12; rain date, December 20)



The Nutcracker: Six live socially-distanced and live streamed performances are planned using the George Washington Masonic National Memorial Theatre in Old Town, Alexandria. This year the cast will be limited and the choreography will be modified to continue to keep the safety of our performers as our highest priority. (December 19 and 20)

The faculty at MSA is working very hard to continue to create unique and important creative opportunities for our students for the remainder of the school year.

We are a 501(c)3 non-profit organization and rely on donations and partnerships to fulfill our mission.

Our commitment to community and changing the world through arts education and performances presents an opportunity for you to make a difference too.

Consider a donation, talk to us about Sponsorships, help support arts education. Visit metropolitanarts.org today or contact Heidi Seiffert, Director of Development and Community Relations at hseiffert@metropolitanarts.org or 703-965-8100 for more information.

"... we are living in unique times. We are fighting inequality, cynicism, otherism, disconnect, disease. The arts have the powerful ability to remind us who we are, to remind us how to celebrate our similarities as well as our differences." – Josh Groban



SPONSORSHIP AGREEMENT 2020-2021

Thank you! We are delighted to partner with you to share the arts with our community!

Please select your Sponsorship Level below:

- The Innovator's Circle: \$10,000 +
- The Producer's Circle: \$5,000 +
- The Artist's Circle: \$3,000 +
- The Patron's Circle: \$2,000 +
- The Community Circle: \$500

Indicate here the length of your Sponsorship Agreement, 1 – 3 years: _____

Metropolitan School of the Arts is a 501(c)(3) for purpose organization. Our Tax ID number is 01-0560112. Your sponsorship may be deductible to the extent allowed by the law.

SPONSORSHIP PAYMENT INSTRUCTIONS:

Pay by check: Please make checks payable to Metropolitan School of the Arts. if you would like to submit multiple payments, indicate dates to be expected:

Pay by credit card: If paying by credit card, please scan and send this form to vmcnamara@metropolitanarts.org (regrettably, we cannot accept American Express)

Charge: Visa Master Card Discover

Credit Card #: _____

Expiration Date: _____ CVV#: _____

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Street Address: _____

City: _____ State: _____

Today's Date: _____



Contact:

Valerie McNamara
Finance Director

Heidi Seiffert
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IMPORTANT NOTE: Please email your logo (preferably in .eps file) and advertisement you would like included in the programs to hseiffert@metropolitanarts.org. Half-page ads are full color 4.5 inches wide by 3.5 inches tall and full page ads are full color and 4.5 inches wide by 7.5 inches tall.