



PROPOSAL FOR PARTNERSHIP

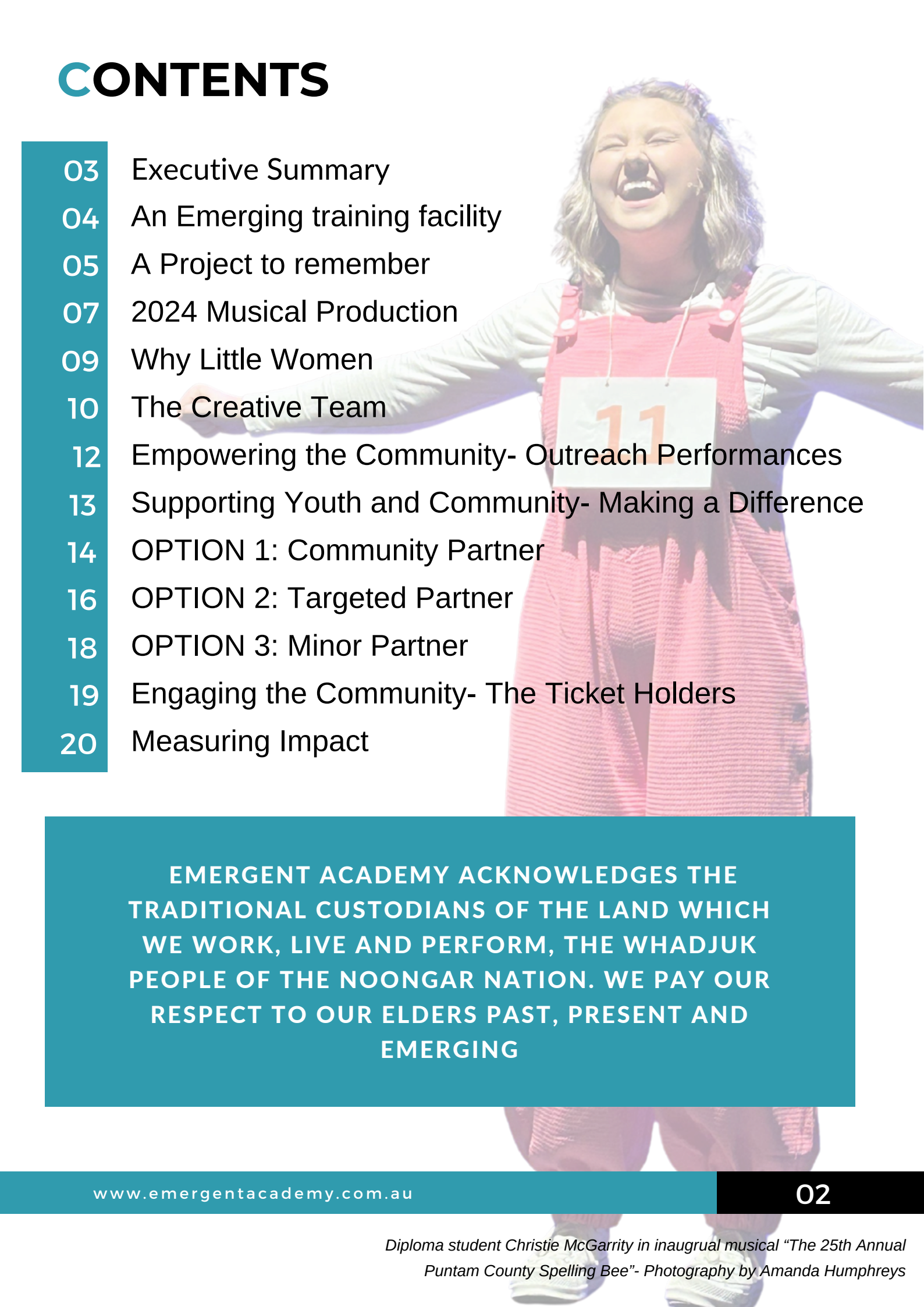
5 SEPT- 7 SEPT 2024



Emergent Academy

U6/2 Mulgul Road, Malaga, 6090

CONTENTS

- 
- 03 Executive Summary
 - 04 An Emerging training facility
 - 05 A Project to remember
 - 07 2024 Musical Production
 - 09 Why Little Women
 - 10 The Creative Team
 - 12 Empowering the Community- Outreach Performances
 - 13 Supporting Youth and Community- Making a Difference
 - 14 OPTION 1: Community Partner
 - 16 OPTION 2: Targeted Partner
 - 18 OPTION 3: Minor Partner
 - 19 Engaging the Community- The Ticket Holders
 - 20 Measuring Impact

**EMERGENT ACADEMY ACKNOWLEDGES THE
TRADITIONAL CUSTODIANS OF THE LAND WHICH
WE WORK, LIVE AND PERFORM, THE WHADJUK
PEOPLE OF THE NOONGAR NATION. WE PAY OUR
RESPECT TO OUR ELDERS PAST, PRESENT AND
EMERGING**

EXECUTIVE SUMMARY

Emergent Academy is honoured to present this corporate partnership proposal to the **your business**. As Perth's new leading provider of performing arts education, we deliver the highest quality of holistic training to dance and musical theatre performers in a supportive, inclusive environment.

The funding proposal aims to provide real-world performance opportunities to students enrolled in performing arts education training qualifications, offering a transformative experience that bridges theoretical learning with practical application. By engaging in live performances, students develop essential skills, including professionalism, time management, collaboration, and problem-solving, preparing them for successful careers in the performing arts industry. These experiences build confidence, stage presence, and networking connections while fostering personal growth and fulfilment. Ultimately, the proposal seeks to empower students to pursue their passions and aspirations, ensuring their readiness for the demands of the professional performing arts world.

The funding proposal seeks to establish a partnership that not only provides real-world performance opportunities to students in performing arts education but also extends the benefits of the arts to broader communities. Through this partnership, free performances will be offered to families with children with additional needs and senior school-aged children, ensuring accessibility and inclusivity in cultural experiences.

For the students, this means gaining invaluable practical experience and personal growth while serving as ambassadors for the arts, fostering connections with diverse audiences, and fulfilling their social responsibility as emerging artists.

For the partnering organizations, this initiative represents a commitment to community engagement, social impact, and cultural enrichment, aligning with their core values of inclusivity, accessibility, and education. By working together to provide free performances, both partners contribute to the well-being and enrichment of local communities, fostering a culture of creativity, diversity, and empathy through the transformative power of the arts.

“Alone we can do so little; together we can do
so much”

MAYA ANGELO

AN EMERGING TRAINING FACILITY



Certificate III student Alex Westbrook performing at "Act 1" Emergent Academy's mid-year showcase 2023. - Photography by Amanda Humphreys

Emergent Academy is training with a difference. We are dedicated to providing premier training in the performing arts, offering students a comprehensive curriculum that combines theoretical knowledge with practical applications. This includes offering real-world performance opportunities that allow our students to apply their skills and gain valuable experience in professional settings. Our commitment extends to engaging professional mentors from the industry who actively participate in our students' training, providing guidance, support, and insights based on real-world experience.

Central to our mission is fostering an inclusive and nurturing environment where every student feels valued, supported, and empowered to express themselves creatively. We understand the importance of holistic training, addressing not only technical skills but also promoting positive mental health and body image to ensure the well-being of our students. Additionally, we provide business, marketing, and brand mentoring to equip our students with the entrepreneurial skills needed to succeed in the competitive performing arts industry. Our personalized instruction is tailored to the unique needs and aspirations of each student, recognizing and nurturing their individual talents and strengths. We are committed to affording every opportunity to students from diverse cultural backgrounds, emerging artists, and those with additional needs, ensuring equity and accessibility in our programs.

Finally, we promote a culture of diversity, equity, and inclusion, celebrating the richness of our community and embracing the unique perspectives and experiences of all individuals.

A PROJECT TO REMEMBER

This year, Emergent Academy hopes to collaborate with the **your business** to create a professional-grade musical theatre production showcasing the talents of Emergent Academy students. This annual production provides a wealth of benefits to both the aspiring young performers studying performing arts in Western Australia and various demographics within the wider community.

Advantages to West Australian Performing Arts Students



Diverse Skill Development

Participating in a professional grade musical theatre productions exposes students to different styles, genres, and roles, allowing them to develop a diverse range of performance skills and techniques.



Performer Versatility

Performing in a productions challenges students to adapt to different characters, story lines, and musical scores, enhancing their versatility and flexibility as performers. This experience prepares them for the performing arts industry.



Broadened Horizons

Enabling students to experience a range of musical theatre productions exposes students to a wide array of theatrical traditions, cultural perspectives, and artistic expressions, broadening their cultural horizons and fostering appreciation for diversity.



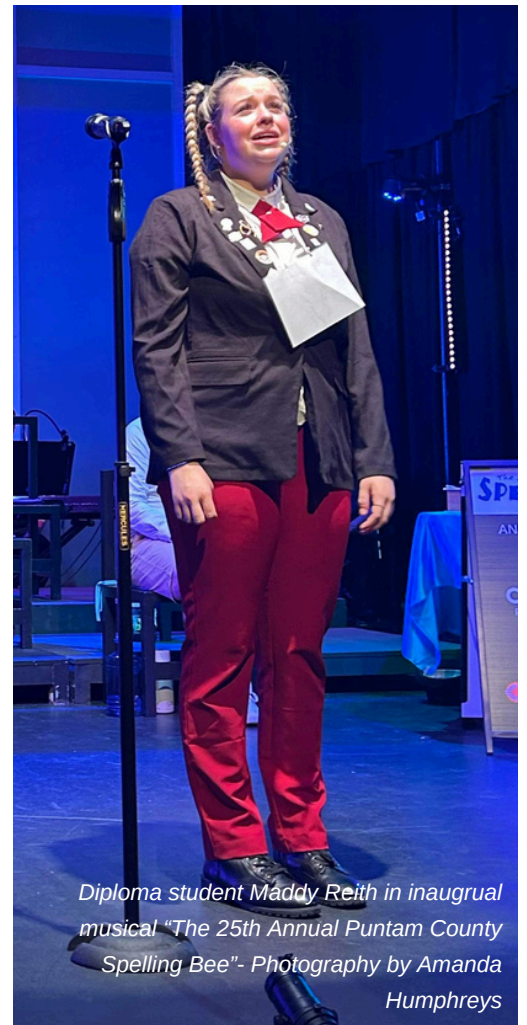
Personal Growth

A production presents students with unique challenges and opportunities for personal growth, including building confidence, overcoming obstacles, and discovering their strengths and weaknesses as performers.



Networking and Collaboration

Students involved in a productions in a professional setting allows students to collaborate with a professional creative team, industry technical staff and premiere venues fostering valuable relationships, networking opportunities and experience.



Diploma student Maddy Reith in inaugural musical "The 25th Annual Puntam County Spelling Bee" - Photography by Amanda Humphreys



Community Outreach

Each year Emergent will include a number of free performance to school aged students, disadvantaged families and people with additional needs to access and enjoy theatre and entertainment.



Cultural Enrichment

Each production provides an opportunity for the community to engage with and appreciate the rich cultural and artistic diversity of musical theatre, fostering cultural enrichment and understanding.



Audience Engagement

Offering a variety of productions encourages repeat attendance and audience engagement, as community members look forward to experiencing new and exciting theatrical experiences year after year.

Advantages to West Australian Communities



*Inaugural Musical Theatre Productions
"The 25th Annual Putnam County
Spelling Bee — Photography by
Amanda Humphreys*



Economic Impact

The production of multiple musical theatre productions generates economic activity within the community. This supports local businesses, restaurants, hotels, and other businesses through increased patronage.



Community Pride

Locally produced theatre with WA youth enhances community pride, as residents take pride in their local arts organizations and contributing to a sense of identity and belonging within the community.



Educational Opportunities

Access to theatre productions provides educational opportunities for students, families, and community to learn about different historical periods, cultures, and social issues through the lens of theatre.



2024 MUSICAL PRODUCTION

Emergent Academy with the support of the **your business** is excited to produce this year's performance starring the extraordinary talent of West Australian youth in the production of "Little Women." With a cast comprised of emerging performers, audiences will witness the depth of talent and creativity fostered by the vibrant arts community of Western Australia. As youth studying performing arts they will showcase exceptional performances and bring to life the timeless story of the March sisters with authenticity, emotion, and boundless energy.



WHAT	Little Women
WHERE	Studio Underground Heath Ledger Theatre
5 SEPT	Free Visiting School Performance
5 SEPT	General Public Performance
6 SEPT	Free Visiting School Performance
6 SEPT	General Public Performance
7 SEPT	Free Community Engagement Performance
7 SEPT	General Public Performance



STUDIO UNDERGROUND- The City of Perth

LITTLE WOMEN

the
broadway
musical

Licensed by Music Theatre International (Australasia)



STUDIO UNDERGROUND
SEPTEMBER 5TH-7TH, 2024

WHY LITTLE WOMEN?

Emergent Academy is proud to present "Little Women" with amazing underlying themes that encompasses the joy of theatre with the opportunity to evoke thought and emotion.

Resilience and Adaptability

Set in the Civil War era, "Little Women" portrays characters who show resilience and adaptability. From financial hardship to navigating personal loss, the March family exemplifies the strength and persevere in difficult times.

Independence and Ambition

Jo March embodies independence, ambition, and the pursuit of one's dreams. Her determination to become a writer despite societal expectations for women reflects themes of empowerment and self-discovery.

Friendship and Community

Friendship is significant in "Little Women," as the characters form deep bonds that sustain them through life. The musical highlights the importance of friendship, and support networks in fostering personal growth and emotional well-being.

Family Bonds

"Little Women" emphasizes the importance of familial relationships and the enduring bonds between March sisters—Meg, Jo, Beth, and Amy—the musical highlights the love, support, and unity that define family dynamics.

Equality

"Little Women" explores themes of gender roles and societal expectations in the 19th century. Through Jo's struggles for independence and Meg's pursuit of a domestic life, prompts audiences to reflect on issues of gender equality and women's rights

Compassion

"Little Women" encourages empathy and compassion towards others, as characters show kindness and generosity. It celebrates the capacity for empathy to bridge differences, foster understanding, and forge deeper connections within communities.

THE CREATIVE TEAM

Experienced staff play a pivotal role in mentoring and educating students in the performing arts and the team that work on the production are no exception in the Emergent Academy faculty. It is their wealth of knowledge, expertise, and real-world experience serves as a guiding light for aspiring performers, providing invaluable insights and mentorship that cannot be replicated in textbooks or classrooms alone. Through mentorship, experienced staff not only impart technical skills and artistic techniques but also share perspective and practical advice gained from years of navigating the complexities of the industry. They serve as role models inspiring students to strive for excellence, pursue their passions, and overcome challenges with resilience and determination. Moreover, experienced staff bring a depth of industry connections and professional networks that open doors to performance opportunities and collaborations, providing students with invaluable exposure and experience.



RENAE O'NEILL *Creative Producer*

Renae's extensive career includes performances on stage and screen (Appealathon, Telethon) and with dance company "Small Talk" on "PYE" (Perth Young Entertainers), musical theatre productions and corporate performances. Driven by her passion for teaching, Renae wholeheartedly dedicated herself to her role of mentor and teacher eventually assuming leadership of the WA Stage School which she has now owned and operated for 28 years. Beyond her successful performing arts school. Renae's creativity flourished as she served as a choreographer and producer for numerous productions, corporate cabaret and floor shows with Icon Entertainment, Ellandar Productions and independent producing. In 2007, Renae founded her own theatre company, MESH, where she produced popular musicals like "All Shook Up," and "The Wedding Singer". Renae's unwavering commitment to education and the arts culminated in the establishment of Emergent, a Full-Time Performing Arts Academy, where she serves as a guiding force, nurturing and mentoring emerging talents.



OLIVIA JADE *Director*

Olivia's career is as versatile as it is extensive. She has graced stages in various musical theatre productions (such as Nancy-Oliver, Rizzo- Grease) and corporate gigs, including regional tours with Maddy Mouse and BP and friends. Olivia has made her mark as a producer, owning establishments like WA Academy of Dance and Drama and The Entertainment Factory teaching all facets of the craft. With over two decades of experience in tertiary education, Olivia has excelled in course co-ordination, training development, and compliance, both locally and interstate. Armed with formal trainer and assessor qualifications and a Diploma in Dance (ISTD), she brings passion and current industry expertise to her teaching, focusing on imparting industry-relevant skills and knowledge. As a well known and noted resident director and choreographer for renowned companies like Arise Productions and HAMA Productions, Olivia has helmed productions such as Grease, Annie, Tik Tik Boom, Bare, Fringe Award Winner Avenue Q and Wizard of Oz at Crown Theatre drawing sold-out crowds and leaving an indelible mark on the Perth performing arts scene.

TIMOTHY HOW *Musical Director*



With a rich and diverse background in vocal coaching, teaching, and lecturing Tim brings a wealth of experience and knowledge to Emergent students. Formerly serving as a vocal coach and lecturer at esteemed institutions such as the Elder Conservatorium (University of Adelaide), GWB Entertainment in South Australia, and the West Australian Academy of Performing Arts (WAAPA) where he additionally held the role of Course Coordinator for the Certificate IV course and coordinated the annual National Music Theatre Workshop. With over 15 years of professional experience in freelance vocal coaching, teaching and musical directing he has also worked as a repetiteur with prestigious organizations such as the West Australian Ballet and the Royal Academy of Dance. His extensive pit musician experience includes serving on Perth legs of Australian tours for productions such as "Wicked" and "The Lion King," "Aladdin" and "A Chorus Line."

MEAGAN BONIFACE *Choreographer*



A certified dancer, choreographer and qualified life coach Meagan is also the co-owner of "Loose Minds Productions." Renowned as one of Western Australia's most sought-after musical theatre choreographers, Meagan recently lent her talent to HAMA Productions "Xanadu" and "Little Mermaid". Her dance journey has taken her across the globe, recently returning from the USA and currently pursuing further professional development in Sydney through the "Show Business" course. With a diverse training background encompassing Kalamunda Performers, ATOD, Steps, Co:3 Australia and APAN Academy where she graduated with an Advanced Diploma in Performing Arts (Commercial Dance). Meagan is an accomplished artist whose performance highlights include "Legally Blonde" at the Crown Theatre, along with modeling, musicals, music videos, and numerous corporate gigs.

SARAH BOOTH *Student Services/ Production Manager*



Sarah brings a unique perspective to her role as a teacher and mentor at Emergent, having firsthand experience as a full-time performing arts student herself. Graduating in 2018 with an advanced diploma in performing arts, specializing in musical theatre, she intimately understands the challenges and triumphs of rigorous training. Sarah's dual role as both a past student and current industry performer allows her to provide invaluable support and guidance to students, drawing from her own journey in navigating the highs and lows of performing arts education. In addition to her teaching responsibilities, Sarah is a sought-after talent in Perth's performing arts scene, boasting an impressive array of stage credits in productions such as "Tik Tik Boom," "Xanadu," and "Legally Blonde," among others. Her versatility extends to screen work, with multiple credits in films and TV commercials.

BEC PEARCE *Vocal Director*



Bec is a fixture on the corporate entertainment circuit, captivating audiences with her dynamic performances at gigs and events, and lending her versatile voice to various bands. With a stellar academic background, including qualifications from WAAPA such as Cert IV in Musical Theatre, Cert II in Jazz Singing, and a Bachelor of Arts in Jazz Singing, Bec has honed her craft to perfection. Her impressive resume boasts a plethora of musical theatre credits, with standout roles in productions like "My Fair Lady," "Singin' In The Rain," and "The Wedding Singer." Bec has also taken on the role of Vocal Director for acclaimed shows like "A Chorus Line" and "Kinky Boots." Beyond the stage, she extends her creative prowess to producing and starring in her own shows, including the popular cabarets "Jet, Set, Go!" and "I Am Playing Me." With nearly two decades of teaching experience under her belt, Bec is not only a master of the voice but also a dedicated mentor, committed to nurturing and inspiring the next generation of talent.

EMPOWERING THE COMMUNITY: OUTREACH PERFORMANCES

At Emergent Academy, our commitment extends beyond providing a holistic learning environment and real-world performance opportunities to our students. Central to our mission is the **belief in the power of the arts to drive social and community change**. We recognize the transformative impact that performing arts education can have, not only on individual students but also on the broader community. Through collaborative work with **your business** we can provide outreach initiatives and community engagement. Our priority is not only to educate and inspire the next generation of performers but also to be agents of change who harness the arts as a force for good in society. Whilst the annual musical provides three performances to the general public it is the three free performances that we wish to offer the wider community and provide opportunities for inclusion, engagement and cultural enrichment.



School Aged Children

Exploring Performing Arts Pathways: For school-aged children with an interest in pursuing a performing arts pathway, free performances provide invaluable exposure to live theatre and the opportunity to witness the magic of musical productions firsthand. These experiences can ignite passion and inspiration, encouraging children to explore their creative potential and consider future involvement in performing arts programs or career pathways.



Financial Hardship

Free performances offer audiences facing financial hardship the chance to access high-quality cultural experiences that they may not otherwise afford.

By removing financial barriers, these individuals and families can enjoy the enriching benefits of live theatre, including entertainment, cultural engagement, and educational opportunities, without the burden of ticket costs.



Families with Additional Needs

For families with members who have additional needs, attending free performances can be a rare and precious opportunity for inclusive entertainment and community engagement. Accessible performances that accommodate diverse needs (sensory-friendly/sign language interpretation) ensure all members of the family enjoy the experience together, fostering a sense of belonging and inclusion within the community.

Overall, with the crucial collaboration with **your business** these free performances of musical productions contribute to the cultural vibrancy and social cohesion of the community by providing accessible and enriching experiences for school-aged children exploring performing arts pathways, audiences facing financial hardship, and families with additional needs. These opportunities not only entertain and inspire but also promote equity, diversity, and inclusion within the arts and cultural sector, ensuring that everyone has the chance to participate in and benefit from the magic of live theatre.

SUPPORTING YOUTH AND COMMUNITY: MAKING A DIFFERENCE

This investment is a two pronged approach. 1. Supporting talented Western Australian youth in a musical theatre production gain real world professional opportunities and furthering their education and 2. Providing the wider community with cultural enrichment, arts engagement in a community inclusive environment of live theatre. This support not only has a multiple benefits for youth and community but also offers a multitude of benefits for **your business**.



Brand Visibility and Reputation

Partnering with Emergent Academy demonstrates a commitment to community engagement and cultural enrichment. This support enhances brand visibility and reputation, positioning it as a socially responsible and culturally aware organization that values the arts and invests in the development of young talent.



Marketing and Promotion

Partnership can be leveraged for marketing and promotional purposes. your business can showcase their involvement in community initiatives and education programs through press releases, social media posts, and other marketing channels to enhance brand visibility and generate positive publicity.



Corporate Social Responsibility (CSR)

Investing in the development of youth aligns with corporate social responsibility goals and initiatives. your business can demonstrate their commitment to supporting the arts, youth empowerment and the community, contributing to the social and cultural enrichment of the communities in which they operate.



Storytelling and Relationships

Supporting youth in performing arts can provide valuable insights and inspiration for product development and marketing campaigns in the future. Their creativity, storytelling abilities can contribute to brand narratives that resonate with consumers through building lasting sponsorship relationships.



Community Engagement

Supporting Emergent Academy production allows your business to actively engage with the community and contribute to its cultural vibrancy. This engagement fosters positive relationships with community members enhancing the company's reputation and goodwill within the community.

OPTION 1: COMMUNITY PARTNER

What is a community partnership

Emergent Academy is seeking the partnership to fund and support one of the community performance that is free to invited parties for community participation.

Your business can choose to be the PRINCIPAL contributor for the whole community performance (Thursday matinee, Friday matinee or Saturday Matinee of a PARTNERED contributor to one of the performances.

PARTNERED CONTRIBUTOR	PRINCIPAL CONTRIBUTOR
\$6,000	\$12,000

***This partnership will support Emergent Academy to providing accessible and free inclusive performances to the wider community.

***This partnership will support Emergent Academy provide real world industry experience to their 2024 cohort.

Performance Campaigns

Your business receives exclusive premium brand placement, with their logo and company information featured in the prime position of the annual musical. This includes:

- Full-page “proudly supported by” in all souvenir programs sold or distributed, featuring ProcessWorx's promotions, products, and advertising.
- TV commercial displayed on loop on digital screens at all performance venues with “proudly supported by”
- Performance stated “Proudly supported by” on all social media pages and event pages promoting the annual production.
- “Proudly supported by” distributed to all community groups, schools and outreach groups and events pages engaged in the performance.
- “Proudly supported by” clearly displayed on all cast and crew t-shirts for the musical production.
- “Proudly supported by” verbally mentioned- or in print mentioned on any social media, interview and press releases.

INSERT COMPANY LOGO

“PROUD COMMUNITY PARTNER”

**INSERT COMPANY “ABOUT US”
promotion or content that is
completely driven by the company**

**COLOUR SCHEME TO MATCH
COMPANY**

IMAGES SPECIFIC TO BUSINESS

It is only through the generosity of YOUR BUSINESS that this community performance is possible. Their involvement in this project highlights their dedication to making a difference and supporting the well-being of the community and community and arts outreach.

INSERT BUSINESS WEBSITE

A “mock up” example of what a program may look like for the 2024 production of “Little Women”.

THIS DOES NOT REPRESENT FINAL COPY WITH ARTWORK.

Annual Campaigns

Emergent Academy is dedicated to maintaining a steadfast and impactful presence within the community, on social media, and in educational offerings across Perth and wider Western Australia. As a valued partner, your business will be prominently featured in this endeavor, enjoying exposure that encompasses:

- Digital screens at Emergent Academy year-through displaying the your business logo, partnerships and advertisements as the exclusive supporter of the annual musical.
- Any merchandise and clothing produced will include the your business logo (e.g. uniform t-shirts for Emergent Academy students).
- your business logo on all advertising regionally and locally for upcoming students and marketing materials (e.g. prospectus, educational websites).
- The your business logo is prominently featured on digital screens and promotional materials at all outreach and recruitment events such as school career days, school incursions and other Emergent Academy performances.
- The your business logo on digital displays at all Orientation Days, Open Days and Graduation ceremonies.
- The your business will be verbally acknowledged for their principal contributions during speeches at all Emergent Academy functions.
- A dedicated outline and page of the your business's contribution and profile on the Emergent Academy website.
- “Proudly supported by” on all social media posts featuring the musical in the lead-up and past event memories (flashbacks) throughout the calendar year.

Additional Benefits:

- your business will receive two complimentary tickets to Emergent Academy’s annual musical and end of year showcase with VIP treatment
- your business will be given rights to use (images and logo) to leverage for any promotional or brand visibility requirements. This includes promotional shots of rehearsal and performances, cast shots and programs.



Mock Up Production Tshirt- Emergent Academy Students

OPTION 2: TARGETED PARTNER

Through Emergent Academy's powerful storytelling and educational initiatives, we aim to amplify company values of *excellence, integrity, accountability* and *sustainable practices*.

Partnering with a new and emerging performing arts educational facility like Emergent Academy offers you the opportunity to continue to enhance its community image and public profile with an educational facility

Aspects to sponsor

SET	\$4,000
PROPS	\$4,000
COSTUMES	\$4,000
TECHNICAL	\$4,000
BAND	\$4,000

Partnering with a new and emerging performing arts educational facility like Emergent Academy offers you the opportunity to continue to enhance its community image and public profile with an educational facility

When you, as the sponsor, choose which aspect of the show you would like to receive accolades for funding, that aspect will be attributed to your business for all shows, with recognition given to your business. This means prime brand positioning for your business for this particular aspect of the musical.

Little Women wigs and makeup are proudly sponsored by

**business name and business logo-
artwork and colour scheme matched to
business**

It is only through the generosity of sponsors like YOUR BUSINESS that the nurturing and industry engagement of Emergent Academy's students in the performance of Little Women is made possible.

We cannot thank YOUR BUSINESS enough for their support of the up and coming talent of West Australian youth is made possible.

*A "mock up" example of what a program may look
like for the 2024 production of "Little Women".
THIS DOES NOT REPRESENT FINAL COPY WITH ARTWORK.*

Performance Campaigns

Emergent Academy is dedicated to maintaining a steadfast and impactful presence within the community, on social media, and in educational offerings across Perth and wider Western Australia. As a valued partner, your business will be prominently featured in this endeavor, enjoying exposure that encompasses:

Half-page “xxxx {costumes for example} proudly supported by” in all souvenir programs sold or distributed, featuring Your Business promotions, products, and advertising.

TV commercial displayed on loop on digital screens at all performance venues with “xxxx {costumes for example} proudly supported by”

Performance stated “Proudly supported by” on all social media pages and event pages promoting the annual production. “xxxx {costumes for example}”

“Proudly supported by” distributed to all community groups, schools and outreach groups and events pages engaged in the performance.

Digital screens at Emergent Academy year-through displaying the Your Business logo, partnerships and advertisements as the principal supporter of the annual musical.

Your Business Logo is prominently featured on digital screens and promotional materials at all outreach and recruitment events such as school career days, school incursions and other Emergent Academy performances.

A dedicated outline of the Your Business contribution and profile on the Emergent Academy website. “Proudly supported by” on all social media posts featuring the musical in the lead-up and past event memories (flashbacks) throughout the calendar year.

Additional Benefits:

- your business will receive two complimentary tickets to Emergent Academy’s annual musical and end of year showcase with VIP treatment
- your business will be given rights to use (images and logo) to leverage for any promotional or brand visibility requirements. This includes promotional shots of rehearsal and performances, cast shots and programs.



Diploma 2023 students perform “Mr Sandman” - Photography by Amanda Humphreys

OPTION 3: MINOR PARTNER

Performance Campaigns

Quarter-page “proudly supported by” in all souvenir programs sold or distributed, featuring Your Business promotions, products, and advertising.

TV commercial displayed on loop on digital screens at all performance venues with “proudly supported by”

Performance stated “Proudly supported by” on all social media pages and event pages promoting the annual production.

A dedicated outline of the Your Business contribution and profile on the Emergent Academy website.

“Proudly supported by” on all social media posts featuring the musical in the lead-up and past event memories (flashbacks) throughout the calendar year.

Additional Benefits:

Your Business will be given rights to use (images and logo) to leverage for any promotional or brand visibility requirements. This includes promotional shots of rehearsal and performances, cast shots and programs.

Your Business will be treated to VIP treatment at Opening night (6/09/2024) with two complimentary tickets to the event.

**MINOR
CONTRIBUTOR**

\$1,250



Engagement of the Community:

The ticket holders

To identify the right organization to offer free tickets to, Emergent Academy will conduct thorough research and outreach efforts aimed at identifying community partners aligned with both the your business and Emergent Academy's mission and values. This process may involve:

Research

We will research local organizations, community groups, schools, and non-profits that serve the target demographic of families with children, particularly those facing financial hardship or with additional needs. This research will help us identify the your business with whom we can collaborate to distribute free tickets effectively.

Networking

We will leverage our existing networks within the performing arts community and broader community organizations to seek recommendations and referrals for the your business. Building relationships with key stakeholders and community leaders will facilitate connections with organizations that share our commitment to providing access to cultural experiences for under-served populations.

Outreach

We will proactively reach out to potential partner organizations to introduce them to our free ticket initiative and discuss potential collaboration opportunities. This outreach may include personalized emails, phone calls, meetings, or presentations to convey the benefits of participating in our program and address any questions or concerns.

Evaluation

We will carefully evaluate potential partner organizations based on criteria such as their mission alignment, target audience, capacity to distribute tickets effectively, and willingness to collaborate. By assessing each organization's suitability and commitment to our shared goals, we can ensure that our free ticket program reaches those who will benefit most from it.

Collaboration

Once suitable partner organizations have been identified, we will collaborate closely with them to develop a plan for ticket distribution and promotion. This may involve providing promotional materials, coordinating ticket distribution logistics, and monitoring the impact of the initiative to ensure its success.

Certificate II in Dance and High school student in Lyrical solo - Photography by Amanda Humphreys

Measuring Impact

SURVEYS

Distributing surveys to free ticket holders before and after the performance can provide valuable insights into their experiences, satisfaction levels, and changes in perceptions. Collecting feedback on aspects such as enjoyment, engagement, and cultural enrichment can help gauge the impact of the performance.

ATTENDANCE

Tracking attendance numbers of free ticket holders can provide a quantitative measure of the initiative's success in attracting and engaging new audiences. Increase in attendance from underrepresented demographics indicate positive impact and expanded outreach.

BEHAVIOUR

Observing audience behavior during the performance, such as levels of participation, enthusiasm, and interaction, can offer qualitative insights into the impact of the experience. Positive audience reactions, such as laughter, applause, and emotional engagement, suggest a meaningful and enjoyable experience.

INTERVIEWS

Conducting interviews or focus groups with free ticket holders after the performance allows for in-depth exploration of their perceptions, experiences, and any lasting effects. Open-ended questions can elicit rich qualitative data on the impact of the performance on individuals' attitudes, emotions, and cultural appreciation.

REFLECTION

Reflection by Emergent student body to gather feedback on their learning in professional setting and the impact of performing for community groups in areas of social development, social justice, performance and education can highlight the benefits of professional settings and "giving back".

PARTNERSHIPS

Assessing the success of partnerships and collaborations with community organizations involved in distributing free tickets can provide indirect indicators of impact. Feedback from partner organizations on the initiative's effectiveness in meeting community needs and fostering engagement can inform future strategies.

By employing a combination of quantitative and qualitative measures, Emergent Academy can effectively evaluate the positive impact of free ticket holders' attendance at the performance and make informed decisions to enhance future initiatives and outreach efforts. This combined with data from the Emergent Academy student body will provide a holistic overview of the impact of the production and significant changes the your business's support and contributions provided.



CONTACT

PHONE: 0458 888 318

EMAIL: reception@emergentacademy.com.au