

# NEW THRESHOLD THEATRE

## SEASON 3 - "CULMINATE"

### SPONSOR GUIDE

## So, What Is NTT All About?

### Mission:

To engage youth performers and audience members in the power of theatre performances in intimate settings.

To create thrilling theatrical experiences in Northwest Arkansas produced by young adults, for young adults. With the exception of a financial advisor, adult/professional writers, and an adult advisory board, this new theatre company will create shows entirely youth produced. That's right! Young directors, actors, and designers will come together to create magical performances at New Threshold Theatre.



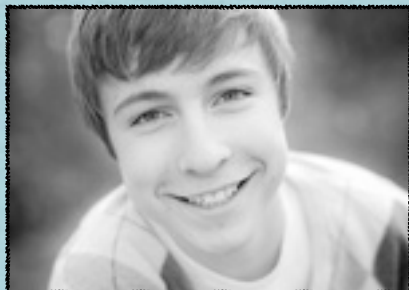
## "...Greek Mythology..."

In December of 2012 New Threshold Theatre began rehearsals for their very first production "**The Iliad, The Odyssey, And All Greek Mythology In 99 Minutes Or Less.**" On January 10th, 2013 the show opened running to 2 sold out

audiences. As the show's profit exceeded the companies original projections, work for the second show of season 1, "**Charade**", soon began. This original adaptation prompted its' own challenges that NTT was excited to work out.

COMPLETE PRODUCTION HISTORY ON PAGE 3

## FOUNDERS



COLEMAN RAY CLARK. Founder, Artistic Director 2012-present. 17 years old, attends Fayetteville High School.



REED C. CARSON. Founder, Artistic Director 2012-present. 17 years old, attends Fayetteville High School.



JACOB BENSON. Founder, Artistic Director 2012-2013. 17 years old, as of Dec. 2013 attends high school in Wayne, Pennsylvania.

## The Story Of NTT

New Threshold Theatre first came as a far off idea from Erika Wilhite, friend and personal mentor of Coleman Ray Clark in September of 2012. Clark immediately called his best pals Reed C. Carson and Jacob Benson and pitched them the idea. They quickly fell in love with the concept! As soon as they could, the three began meeting with theatre professionals and business people around NWA to see if their idea could become a reality. Some people questioned the theatre company saying things like, "What makes NTT different from any other youth theatre company?", but the trio quickly learned that it was questions like that that would further develop New Threshold into what it is today. NTT was officially founded on November 15th, 2012.

The artistic team then started searching for a show to produce. They decided that because the company was started in a very weird time of year (in the middle of a normal theatre season) that they would do one show then regroup and discuss and go from there. They stumbled upon "The Iliad, The Odyssey, And All Greek Mythology In 99 Minutes Or Less" by Jay Hopkins and John Hunter which the group felt fit themselves and their mission perfectly. As quickly as they could, they began work assembling their team of directors, designers, and actors. Only one problem stood in their way.. The company had no money.

Clark estimated the show would cost \$1,000. Erika Wilhite (with the Artist Laboratory Theatre) suggested looking into a funding website called "Kickstarter". The concept was simple, submit a video about what you are using the money for and what donors could get if the goal was to be

## SEASON 2 RELEASE PARTY



Reed C. Carson talking about the exciting productions to come in 2013

\* The Season 2 Release Party was a success raising over \$1,000 to cover the royalty cost of NTT's 1st musical, "13: The Musical".



Coleman Ray Clark (left), Jacob Benson (center), and Landon Calhoun (right) during the Season 2 Release Party presentation

met. The boys filmed and edited a video to show the world what NTT was all about. On September 20th, 2012 they launched their Kickstarter campaign. They set a goal of \$1,000 and a 25 day time limit. They were to get at least \$1,000 in pledges in 30 days otherwise they'd get nothing. The boys decided the Kickstarter would determine if the company was to live or be put to rest before producing anything. On December 13th, 2012 (day 22) they passed their \$1,000 goal!

Work on their first production began!

January 10th-12th, 2013 their first production ran for 3 sold-out audiences, 2 of which sold-out the standing room as well.

After their great success, the boys began to think of the next project that their quickly successful company would produce. They came across the film, Charade, starring Audrey Hepburn and Cary Grant. Coleman Ray Clark (director, writer) and Reed

C. Carson (head writer) had their work set out for them. Adapting this fast-paced mystery for the stage was an exciting new challenge for the company. The show ran April 18th-21st for a weekend packed with 7 performances including NTT's first "Midnight Performance".

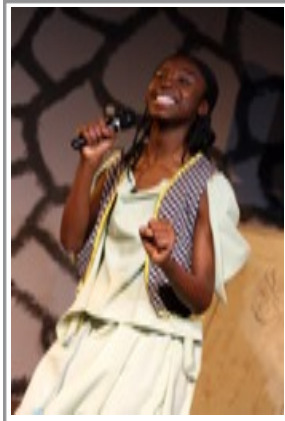
After the success of 2 full-length plays the company began to dream of bigger and better ideas. The Season 2 Release Party was not far behind. Announcing NTT's first musical (which would feature a youth orchestra), an exciting holiday touring show, and a mash-up of everyone's favorite Hollywood movies, the boys at NTT couldn't have been more proud of what they had created.

Today NTT reaches almost 3,000 audience members a year! With NTT's budget growing with every show, it's hard to predict where this company will be in 5, 10, or 20 years!

# PRODUCTION HISTORY

## Season 1 2012-2013: "Create"

### "...Greek Mythology..."



### "Charade"

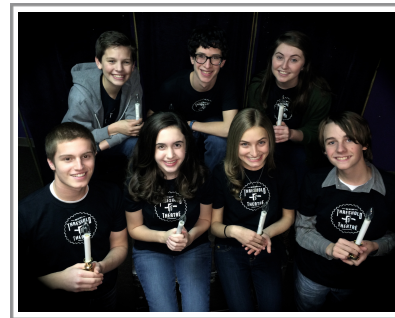


## Season 2 2013-2014: "Discover"

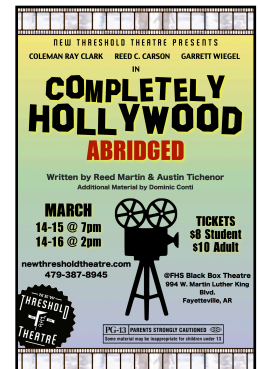
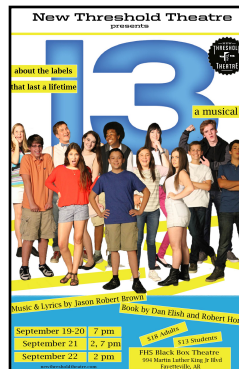
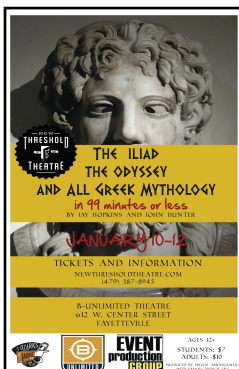
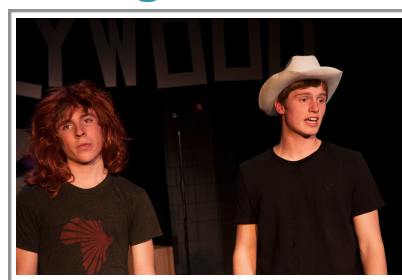
### "13: The Musical"



### "Holiday Experiment"



### "Completely Hollywood: Abridged"



## WHAT ARE THEY SAYING?

“YOU GUYS ARE AMAZING! I AM SO IMPRESSED WITH YOU.”

“WHAT A GREAT WAY TO KICK OFF YOUR COMPANY! CAN'T WAIT TO SEE WHAT YOU DO FOR THE NEXT ONE!”

“I CANNOT SUFFICIENTLY EXPRESS HOW IMPRESSED I AM BY NEW THRESHOLD THEATRE.”

“THEY WERE ALL SO TALENTED.”

# Let's Talk Audience



## Audience Demographics

Based on Ticket Sales & Social Media Contact

13-17 yrs old	10%
18-24 yrs old	24%
25-34 yrs old	20%
35-44 yrs old	18%
45-54 yrs old	20%
55-64 yrs old	5%
65+ yrs old	3%

## Audience Demographics

Based on Ticket Sales & Social Media Contact

Fayetteville, AR	70%
Springdale, AR	14%
Rogers, AR	7%
Bentonville, AR	4%
Little Rock, AR	3%
Siloam Springs, AR	1%

## NUMBERS

Average Audience Per Performance

90

Number of Performances... So Far

30

NTT's Total Reach... So Far

2,700

# Why We Need Sponsors

## DONATIONS

At New Threshold Theatre, we call ourselves a “not-for-profit” theatre company. Though we aren’t legally a non-profit company such as a 501(c)3, we work in the same way. For us, the choice not to become a non-profit was easy considering the time and money it takes for the paperwork to go through. Because we are only in high school until the spring of 2015, we didn’t want to spend our time worrying about something that may not even go through in time for us to take advantage of it. The downfall to not being a 501(c)3 is that we cannot get money from grants and we cannot give tax write-offs for donations.

So how do we get our funds? That is where you come in! We cannot continue to increase our programming without the generous support of our community members. After our successful Kickstarter campaign, every show’s ticket sales have been able to transfer straight to the next show’s budget, but that’s not all we need. As we move into our largest season yet, we need more funds to cover the royalty costs, theatre space rental costs, and general production costs such as lighting, props, and costumes.

## BUDGET

Season 1 we averaged a budget of \$1,000 per show. Season 2, that budget went up and we averaged \$2,500 per mainstage production. For season 3 we are projecting that the average production will cost \$2,200.

### TYPICAL NTT BUDGET FOR A STRAIGHT PLAY

Royalties & Scripts	\$400
Theatre Rental	\$800
Lighting	\$100
Scenery	\$200
Sound	\$50
Costumes	\$50
Props	\$50
Printing	\$100
<b>Total</b>	<b>\$1,750</b>

### TYPICAL NTT BUDGET FOR A MUSICAL

Royalties & Scripts	\$2,000
Theatre Rental	\$10,000
Lighting	\$100
Scenery	\$500
Sound	\$50
Costumes	\$150
Props	\$100
Printing	\$800
<b>Total</b>	<b>\$13,700</b>

## NEW THRESHOLD THEATRE LIVE



New Threshold Theatre is proud to bring you a live sketch comedy show once a month!

On the first Saturday of every month NTTL will create a youth produced sketch comedy show that will premier on Fayetteville Public Access Television on Saturdays at 5pm central time.

This group of actors, writers, directors, and technicians live in the Northwest Arkansas area and are between the ages of 13 and 18.

As of June 14, NTTL has produced 4 hour-long episodes.

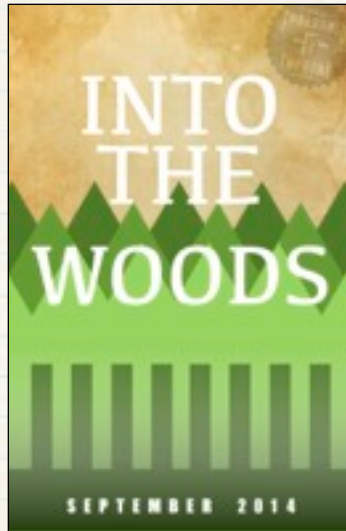
## NEW THRESHOLD THEATRE LIVE

Watch Saturdays  
\*Live at 5\*

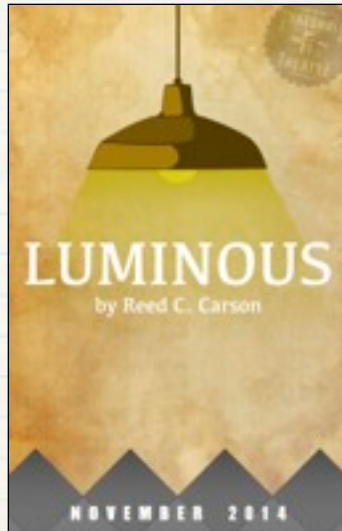
[WWW.NEWTHRESHOLDTHEATRE.COM/NNT-LIVE](http://WWW.NEWTHRESHOLDTHEATRE.COM/NNT-LIVE)

# Season 3 "Culminate"

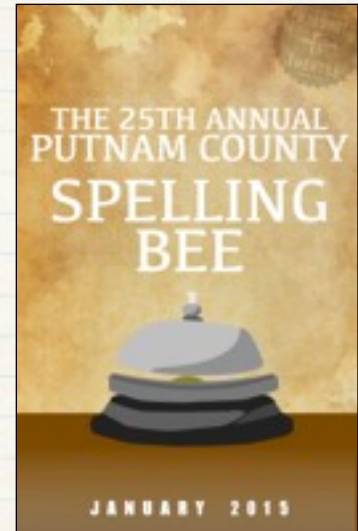
ESTIMATED BUDGET FOR OUR 2014-2015 SEASON



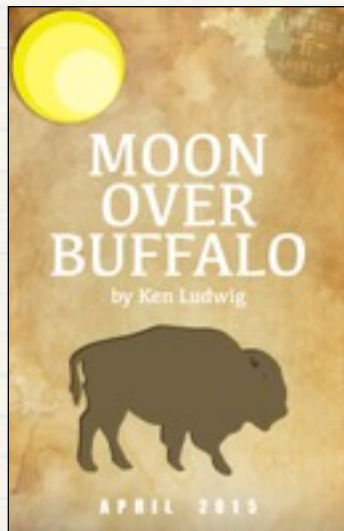
DRAMATIC MUSICAL  
\$18,000 budget  
\$18,000 projected gross  
\$0 projected profit



STRAIGHT DRAMATIC  
\$1,000 budget  
\$1,300 projected gross  
\$300 projected profit



COMEDY MUSICAL  
\$10,000 budget  
\$12,000 projected gross  
\$2,000 projected profit



STRAIGHT COMEDY  
\$1,500 budget  
\$1,700 projected gross  
\$200 projected profit



ORIGINAL ADAPTATION  
\$800 budget  
\$1,500 projected gross  
\$700 projected profit