



Xpress @ The 88-STEP Theater

By Youth For Youth

PROPOSAL

2004 | www.GenerationXcel.com



2004-2005 SHOWCASE SEASON EVENT SUMMARY

Generation X-cel presents X-press @ The 88-STEP Theater, X-cel's newest after school program for teens. X-press draws young people through creative arts and equips them to communicate and pursue their dreams. Volunteer instructors and mentors teach film, drama, dance, music production, creative writing, and literacy classes each week.

The Theater's 2004-2005 showcase calendar features:

PRODUCTION HIGHLIGHTS

3 Seasonal Productions

Original material
by youth for youth, including:
dance, drama, spoken word, music, and film

Scheduled three-day runs

200-300 guests each production

Receptions

Art Exhibits



CALENDAR

November 19-21

February 25-27

May 6-8



LOCATION

The 88-Step Theater
Top Floor, 9 East 7th Street
(corner of 3rd Avenue)
East Village, New York City

Generation X-cel
9 East 7th Street
New York, NY 10003

Tel 212 673 XCEL
Fax 212 673 3361

donate@generationxcel.com
www.GenerationXcel.com

An Initiative of
Community Solutions, Inc.



SPONSORSHIP OPTIONS

For its second season, X-press @ The 88-STEP Theater is pleased to offer two sponsorship options, and a commemorative advertising program. Sponsors may elect to support individual productions or the entire first season.



Per Production

Platinum \$1,250 Value \$1,750	<ul style="list-style-type: none"> • Banner ad at www.GenerationXcel.com • Promotional table at venue • Logo on tickets • Banner at venue • Sponsor acknowledgement from stage • Logo on commemorative programs and promotional materials • Full page program ads • Eight complimentary seats each production
Gold \$1,000 Value \$1,260	<ul style="list-style-type: none"> • Logo on Tickets • Banner at venue • Sponsorship acknowledgement from stage • Logo on commemorative programs and promotional materials • Full page program ads • Six complimentary seats each production
Silver \$750 Value \$850	<ul style="list-style-type: none"> • Logo on Tickets • Logo on commemorative programs and promotional materials • 1/2 page program ads • Five complimentary seats each production
Bronze \$500 Value \$500	<ul style="list-style-type: none"> • Logo on commemorative programs • 1/2 page program ads • Three complimentary seats each production

Per Season (Three Productions)

Platinum \$3,000 Value \$5,250	<ul style="list-style-type: none"> • Banner ad at www.GenerationXcel.com • Promotional table at venue • Logo on tickets • Banner at venue • Sponsor acknowledgement from stage • Logo on commemorative programs and promotional materials • Full page program ads • Eight complimentary seats each production
Gold \$2,500 Value \$3,780	<ul style="list-style-type: none"> • Logo on Tickets • Banner at venue • Sponsorship acknowledgement from stage • Logo on commemorative programs and promotional materials • Full page program ads • Six complimentary seats each production
Silver \$2,000 Value \$2,550	<ul style="list-style-type: none"> • Logo on Tickets • Logo on commemorative programs and promotional materials • 1/2 page program ads • Five complimentary seats each production
Bronze \$1,500 Value \$1,500	<ul style="list-style-type: none"> • Logo on commemorative programs • 1/2 page program ads • Three complimentary seats each production

Commemorative Advertising Rates (Per Program)

Full Page Back	\$500	Full Page	\$250
1/2 Page	\$200	1/4 Page	\$150
1/8 Page	\$100	Listed as "Partner"	\$50