

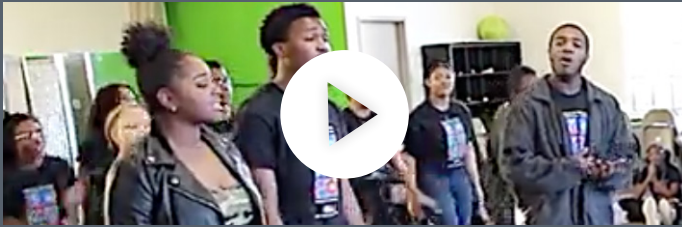


*Excellence on stage and in life....*

# Our Story

Mosaic Youth Theatre of Detroit's mission is to empower young people to maximize their potential through professional performing arts training and the creation of theatrical and musical art that engages, transforms and inspires.

Mosaic is a national leader in Creative Youth Development, a practice that integrates creative skill-building, inquiry, and expression with positive youth development principles, fueling young people's imaginations and building critical learning and life skills. Mosaic programs deliver rigorous, high quality performing arts education and connects that education to a promising future for its young artists. The organization was born out of a need to fill the gaps in arts education in Detroit schools and has trained more than 12,000 metropolitan Detroit area young artists, and created 32 original plays with music since its inception in 1992.



Mosaic has received many *awards and honors* including:

- National performances at the White House, Kennedy Center, Apollo Theater, Carnegie Hall, and New York Public Theater
- All-teen performance and cultural exchange tours to Africa, Asia, Europe, and throughout North America, including 25 U.S. states and 5 Canadian provinces.
- Two Gold and two Silver Medals, 2014 World Choir Games in Riga, Latvia.
- Coming Up Taller Award by the National Endowment for the Arts and the President's Committee on Arts and Humanities.
- Governor's Arts Award, the highest state honor given to a Michigan arts organization.
- *and* Best-Managed Nonprofit by Crain's Detroit Business.

# Our Vision

Mosaic envisions a world where all youth have the ability to pursue their chosen destiny. Overwhelming evidence suggests that youth acquire important skills that promote positive outcomes in their adult lives when they participate in the performing arts. The Mosaic Model takes an active approach to artistic and life skills training. It includes three core elements which are hallmarks of positive youth development, engendering success throughout life. The core guiding principles are:

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- 1. EXPECTATIONS**  
Setting high expectations which increases self-esteem in young people.
  - 2. ENVIRONMENT**  
Creating a safe space for youth to thrive.
  - 3. EMPOWERMENT**  
Stressing active participation, the development of autonomy from adults and positive risk-taking.

# Our Goals

## TIERED PERFORMING ARTS TRAINING

Bringing young artists together with professional working artists as directors, teachers and mentors; engaging a broad range of students at different skill levels; and promoting skills development, discipline and mastery with demonstrable results.

## COLLEGE AND PROFESSIONAL DEVELOPMENT

Offering youth support services, college prep and audition opportunities and financial literacy training designed to improve high school graduation rates and assist in post high school planning and action.

## PERFORMANCES AND TOURS

Presenting at least 24 public performances (ticketed), and 50 - 75 community performances, and touring opportunities to broaden young artists' world view.



# The Mosaic Program

## THE MOSAIC PROGRAM PROVIDES:

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- Year-round, intensive performing arts training to young artists, ages 11 through 18.
  - Creative Youth Development workshops, camps and residencies for individuals, schools and communities.
  - Master classes and residencies with professional guest artists.
  - Local, Regional and International performance and touring opportunities.
  - College Success workshops, scholarship auditions and interviews, mentoring and youth support services.
  - Paid performance, arts entrepreneurship, technical theater, and administrative internship opportunities.
  - Leadership, professional development, and financial literacy training.
  - Computer lab research and online networking opportunities.

### Critical Factors For *Success:*

Mosaic programming addresses a two-fold mission: to deliver rigorous, high quality performing arts education and to connect that education to a promising future for our young artists.

Mosaic provides professional role models and mentors of color, preparing youth for success and helping them develop a vision and plan for their future.

Mosaic provides a safe space for youth and encourages respect for diversity, celebrating uniqueness in young artists, staff, board, and in our community.

Mosaic young artists perform at the area's most prestigious local venues and have the life-changing opportunity for national and international travel and performances.

Mosaic maintains ongoing partnerships with national and regional performing artists and artistic companies, youth-serving organizations, colleges and universities.

Mosaic programming creates economic opportunity for Metropolitan Detroit by increasing and diversifying audiences for the arts.



# The Mosaic Impact

## ■ ARTS EDUCATION

- 8,000 adults and children attended 22 season-based performances in 2019.
- 40 community & regional performances reached more than 500,000 people in 2019.
- 99% of Mosaic's young artists participate in our annual day of service, Perform-a-thon, taking art to nursing homes, shelters, and youth detention facilities.

## ■ ALUMNI

- 11,000 young artists have experienced Mosaic over 27 years.
- Three, 2018 Kresge Fellows in 2018.
- Two, 2018 Emmy Award nominees.
- One, 2019 Tony Award winner Celia Keenan-Bolger.
- Offstage alums work in: public safety, advocacy, public relations, archeology, nonprofit, tech, automotive, journalism and more.



## LIFE CHANGING RESULTS FROM OUR YOUNG ARTISTS

*“Mosaic has taught me. . .”*

- “How to stand my ground and **speak up for myself.**”
- “I’ve gained so much self-confidence from Mosaic. **Not only** has it helped me improve as a performer, but as a human being as well.”
- “To be the **truest version of myself.**”
- “**Lifelong friendships and connections** that I never thought I’d have.”
- “It’s given me a mindset of **what I really want to do in life.**”

# Opportunities For Support

As a partner and sponsor of Mosaic's productions, programs, and touring activities organizations can be assured that young people are receiving access to new opportunities in the arts, life and the workforce. Although the organization focuses on the artistic excellence and its inherent transferable skills, the young artists receive training and support in the areas of college success, workforce development, and soft skills.

Partnership opportunities allow organizations to align with a worthy cause and reach thousands of families throughout the year while creating the greatest impact and transformational outcomes for Mosaic young artists.

## Annual Sponsorships

### \$50,000 • *Excellence on Stage and In Life Partner*

- Listing as Excellence on Stage and in Life Partner
- Recognition on Mosaic's Donor Wall
- Premium full-page ad in the DIA and Redford Theater show playbills (3 total)
- Premier seating for up to 20 guests
- Stage mention at production
- Sponsor recognition on all press releases and event production related marketing
- Recognition in Electronic Newsletter
- Recognition on Social Media
- Opportunity to distribute promotional items provided by the sponsor
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Featured in Annual Report

### \$25,000 • *Engage, Transform and Inspire Partner*

- Listing as Engage, Transform and Inspire Partner
- Recognition on Mosaic's Donor Wall
- Sponsor recognition on all press releases and production related marketing
- Recognition in Electronic Newsletter
- Recognition on Social Media
- Sponsor listing on all event signage
- Full-page ad in the DIA and Redford Theater show playbills (3 total)
- Premier seating for up to 16 guests
- Stage Mention at each production
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Featured in Annual Report

# Annual Sponsorships

## \$15,000 • *Imagine Their Next Stage Partner*

- Listing as Imagine Their Next Stage Partner
- Recognition on Mosaic's Donor Wall
- Sponsor recognition on all press releases and event related marketing
- Recognition in Electronic Newsletter
- Recognition in Social Media
- Sponsor listing on all production signage
- Full-page ad in the DIA and Redford Theater show playbills (3 total)
- Premier seating for up to 12 guests
- Stage Mention at each production
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Featured in Annual Report

## \$10,000 • *Youth Empowerment Partner*

- Company name and logo on all production materials
- Recognition on Mosaic's Donor Wall
- Full-page ad in the DIA and Redford Theater show playbills (3 total)
- Premiere seating for up to 10 guests
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Featured in Electronic Newsletter, and Annual Report

## \$5,000 • *Arts Access Partner*

### **Cost to support one Mosaic Youth Ensemble Young Artist each year**

- Half-page ad in the DIA and Redford Theater show playbills (3 total)
- Premiere seating for up to 6 guests
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Mention in Electronic Newsletter, and Annual Report

## \$2,500 • *Friend of Mosaic*

- Quarter-page ad in the DIA and Redford Theater show playbills (3 total)
- Premiere seating for up to 4 guests
- Mention in Electronic Newsletter, and Annual Report

## \$1,500 • *Creative Youth Development Champion*

- Listed in the DIA and Redford Theater show playbills (3 total)
- Premiere seating for 2 guests



# Special Sponsorships

## \$30,000 • *Community Champion*

A Community Champion sponsorship provides access to more than 50,000 households in Southeastern Michigan. This Sponsorship supports the following:

### **PERFORM-A-THON**

Mosaic Main Stage and Second Stage companies tour Southeast Michigan region performing short productions for local residents in hospice, nursing homes, Wayne County Juvenile Detention, Senior living locations, etc. Young artists volunteer at a local community organization (such as COTS, Cass Community Shelter) before going out to tour the city.

### **COLLEGE INVITATIONAL**

Mosaic hosts an annual college invitational for students in southeast Michigan. Higher education institutions are invited to Mosaic for a daylong event with sessions on FAFSA, interviewing for college, performances, and early admission. This event is open to the public and everyone is welcome to attend. The event reaches 25+ colleges and over 200 students each year.

### **COMMUNITY MEETING**

This sponsorship supports our yearly community meeting inviting local residents, guests, donors and individuals to join us for a board report, Mosaic performance, provide feedback, and networking. This is used as an engagement tool for Mosaic and organizations to interact with people in the community.

- Special thank you announced at each location (Perform-a-thon)
- Premiere seating for 10 guests at each Redford and DIA production (3 total, excludes student matinees)
- College Invitational and Community Meeting Signage opportunities
- Company name and logo placement on all show materials
- Ad in the DIA and Redford Theater show playbills (3 total)
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Featured in eNewsletter, and Annual Report

## \$20,000 • *Student Access*

This sponsorship provides access for 6,500+ students from local community schools to attend student matinee performances of our main stage productions (December, March, and May).

This sponsorship has a community reach of 25,000+ households each year. Students and patrons will be provided with company and/or restaurant discount information (if applicable) immediately following the show.

- Premiere seating for 14 guests at each show (student matinee excluded)
- Student Matinee Signage opportunities
- Company name and logo placement on all show materials
- Recognition on Mosaic's Donor Wall
- Ad in the DIA and Redford Theater show playbills (3 total)
- Logo and hyperlink on Mosaic's website for 1 full calendar year
- Featured in eNewsletter, and Annual Report

# Other Opportunities

In-kind donations are always appreciated and accepted. An In-Kind donation of your product, service, or a gift certificate can go a very long way. This is the perfect way to give and to raise brand awareness among our guests. Your gift will support the programs and outcomes we produce and help you reach a larger audience. Think outside of the box!

Different ways you can *donate* to Mosaic:

- A wonderful experience
- Travel and lodging
- Tickets to an event
- Signed memorabilia
- ...And more!

Since this is such a worthy cause, every dollar raised helps us to showcase the work of Mosaic and support the development of our youth.

## PROGRAM ADVERTISING

Spots are available for advertising in our main production playbills. There are options for sizing and pricing to suit your every need and budget.

- Back Cover: \$500
- Inside Cover: \$400
- Full Page Ad: \$300
- Half Page Ad: \$175
- Business Card Size Ad: \$75

# Connect

[www.mosaicdetroit.org](http://www.mosaicdetroit.org) |    

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