



18 APRIL 2026

Rising Stars Sponsorship Package

Partnering for Impact, Growth, and Visibility

Who We Are

The Rising Stars is a youth theatre program based in the Capitol Theatre in Rome, NY that gives children and teens from 2nd grade to post grad the opportunity to learn, perform, and grow through the performing arts. We are within the Capitol Arts Complex, a 501(c)(3) non-profit dedicated to inspiring confidence, creativity, and community.

Quick Stats

- 2 performances annually
- 300+ audience members each performance
- 175-200 youth performers annually
- Partnerships with local schools & community centers throughout the Mohawk Valley
- Social media reach: [10K followers]



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 risingstarsjanet@aol.com

 www.romecapitol.com





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About The Program

Our Mission : Partnering for Impact, Growth, and Visibility

We believe every child deserves access to the transformative power of theatre. Rising Stars provides a fun, hands-on learning experience where youth build communication, teamwork, and self-expression skills through games, coaching, and performances on the Capitol Stage. These experiences help students grow in confidence, succeed in school, and communicate effectively in everyday life.

By integrating STEAM principles (Science, Technology, Engineering, Arts, and Mathematics), the program fosters creativity, critical thinking, and collaboration. Participants strengthen reading and speaking skills, take responsibility, and work together to bring ideas to life—both on stage and behind the scenes.

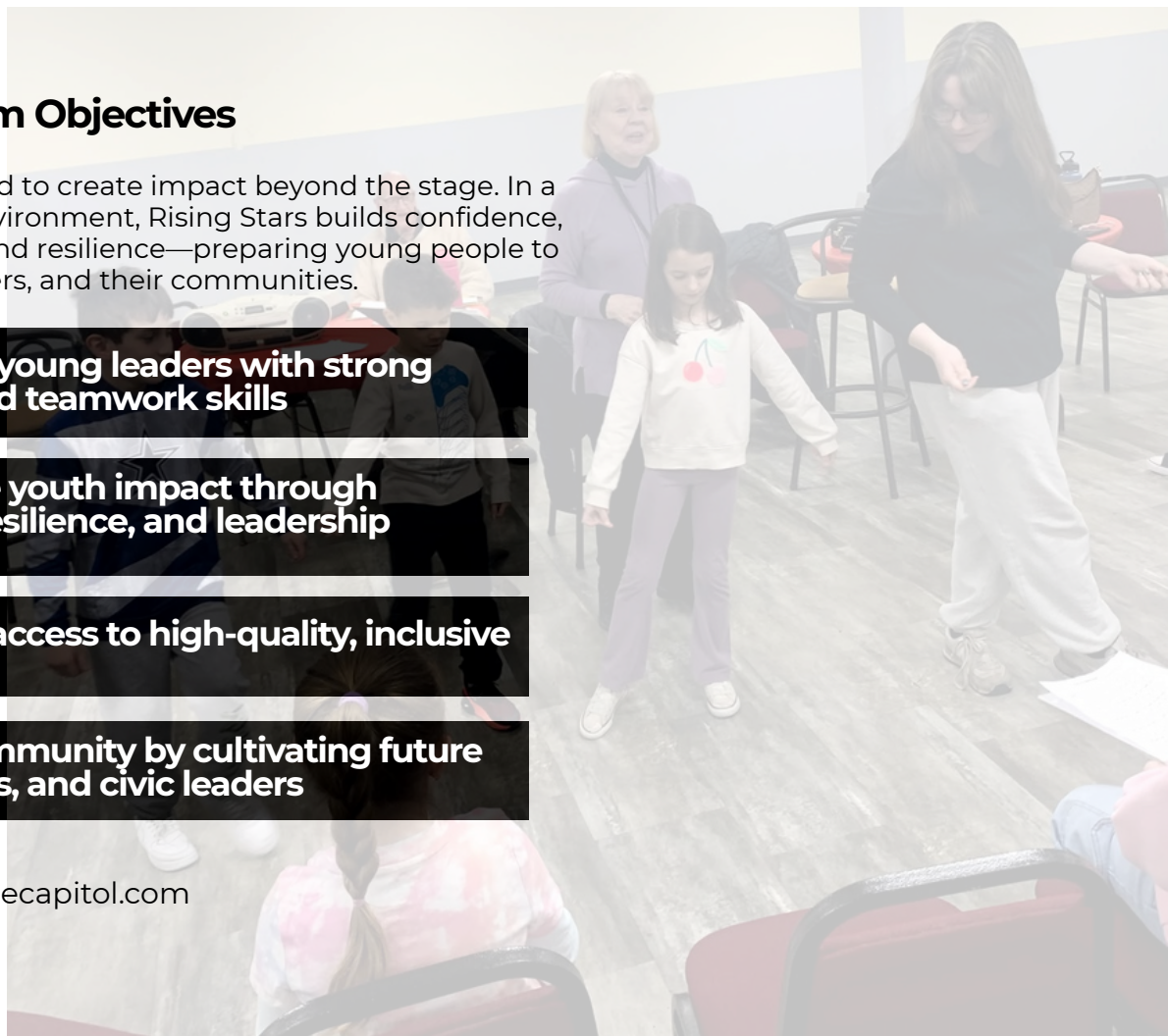
* Program Objectives

Our program is designed to create impact beyond the stage. In a supportive, inclusive environment, Rising Stars builds confidence, communication skills, and resilience—preparing young people to succeed in school, careers, and their communities.

- **Develop confident young leaders with strong communication and teamwork skills**
- **Deliver measurable youth impact through personal growth, resilience, and leadership development**
- **Expand equitable access to high-quality, inclusive arts education**
- **Strengthen the community by cultivating future mentors, volunteers, and civic leaders**



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Rising Stars Sponsorship Opportunities

Flexible Sponsorship Levels Tailored to You

Sponsorship Tiers



**Marquee
Platinum
Sponsor**
\$5,000

Marquee spotlight for showcase. Logo on all materials, full-page ad in program, 6 VIP tickets, Stage mention. Featured Sponsor Spotlight post on Social Media. Speaking opportunity. Banner display option at performances.



**Main Stage
Gold
Sponsor**
\$2,500

Logo on flyers & website, half-page ad, 4 tickets. Sponsor shout-out on Social Media. Stage mention.



**Standing Ovation
Silver
Sponsor**
\$1,000

Logo on website and in program, quarter-page ad, 2 tickets. Recognition on social media.



**Applause
Bronze
Sponsor**
\$500

Small Business - Recognition on social media. Name in program and website. Let's create something together based on your goals.



**Star Supporter
Sponsor**
\$150

We believe every Rising Star is bound to go far and your generous tuition sponsorship makes that journey possible. Recognition on social media.



**Friends of the
Troupe**
\$25- \$100

Thank you on programs and social media.

All packages will receive a Certificate of sponsorship



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In-kind donations (printing, food, costumes) also welcome!

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Rising Stars Sponsorship Opportunities

Flexible Sponsorship Levels Tailored to You

Curtain Rising Sponsor - A la carte options

-  **Back Cover**
\$500
—
Back cover full-page program booklet ad (5in. wide x 8in. long)
-  **Inside Front**
\$400
—
Inside cover full-page program booklet ad (5in. wide x 8in. long)
-  **Inside Back**
\$350
—
Inside back full-page program booklet ad (5in. wide x 8in. long)
-  **Full Page**
\$140
—
Full-page inside program booklet ad (5in. wide x 8in. long)
-  **Half Page**
\$70
—
Half-page program booklet ad (5in. wide x 4in. long)
-  **Quarter Page**
\$50
—
Quarter-page program booklet ad (5in. wide x 8in. long)
-  **Eighth Page**
\$30
—
Eighth-page program booklet ad (5in. wide x 8in. long)

All information needs to be provided 3 weeks before print. Pics/logos in jpg or pdf. Design assistance available, just let us know.



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Why Sponsor Us

The Value of Your Sponsorship

Partnering with the Rising Stars Youth Theatre Program offers sponsors a meaningful opportunity to invest in the next generation while gaining visible, positive community recognition. Your support directly expands access to inclusive, high-quality arts education that builds confidence, communication skills, and leadership in young people. As a sponsor, you align your brand with a trusted program that delivers measurable impact—preparing students for success in school, careers, and civic life—while demonstrating a clear commitment to youth development, creativity, and community growth.



* Targeted Exposure

Reach a family-friendly local audience

* Multi-Channel Promotion

Get visibility online, in print, and in-person

* Engagement Opportunities

Support community youth development & arts education

* Proven Track Record

Be recognized as a champion for community enrichment

We'd love to discuss how your brand can make a meaningful impact in our community.



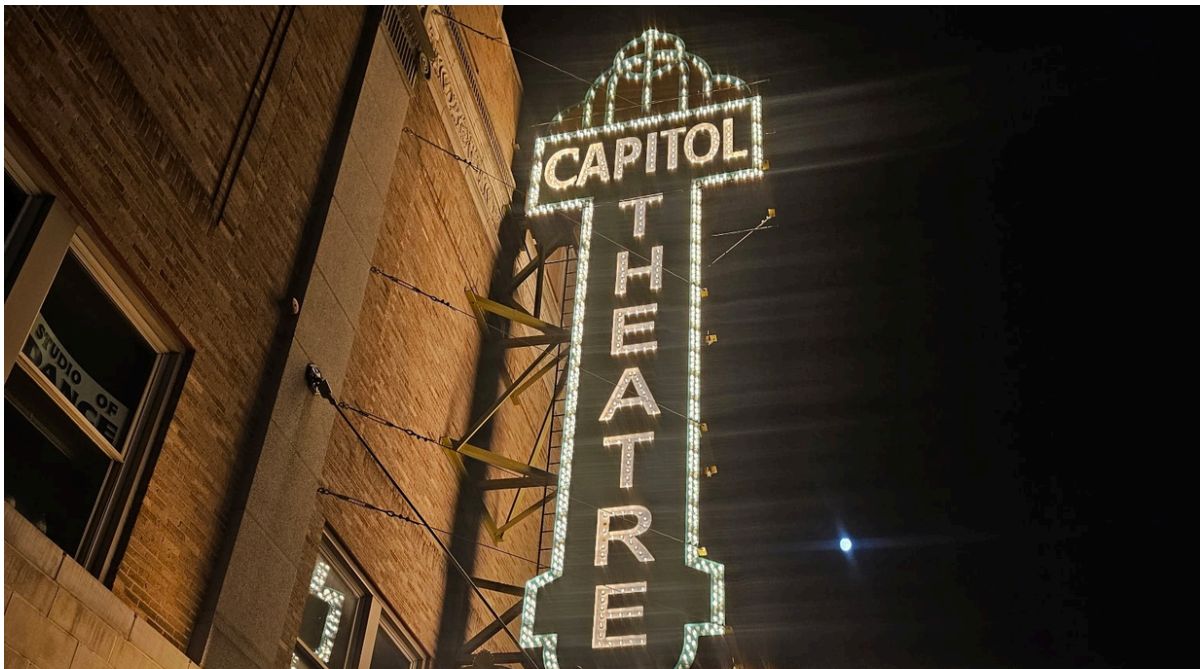
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Let's Connect

We're Excited to Collaborate

We're incredibly grateful for the businesses, organizations, and families who step up to support the Rising Stars. Their generosity helps bring enrichment opportunities to our students - and our community shines brighter because of them.

Thank you to all our sponsors for believing in our stars and fueling the spirit of theatre.
Your support truly makes a difference.



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Youth Theatre Impact & Sponsorship Guide

WHY YOUTH THEATRE MATTERS

Youth theatre is big. Thousands of young people take part every week in community, school, and professional theatre programs.

Youth theatre is transformative. It builds creativity, confidence, communication skills and belonging that is vital at a time when young people face growing pressures.

Youth theatre is vibrant... and fragile.

THE SCALE

- **Young people engaged:** Tens of thousands across the US each year, +/- 200 in our Rising Stars Program annually
- **Organizations:** Hundreds across the country
- **Staff & volunteers:** Thousands giving time and talent
- **Audiences:** Millions reached annually

FUNDING & SUSTAINABILITY

- **Most youth theatre programs rely on one income source**
- **Funding helps keep our program affordable and accessible to all students**
- **Our program trains students to be future leaders**
- **Alumni support fundraising, advocacy and engagement to build our network**

Your sponsorship helps bridge funding gaps — keeping youth theatre accessible and alive.

MEETING COMPLEX NEEDS

- Youth theatres provide community and support
- Theatre is a safe space where everyone is accepted, respected, and heard
- Peers support each other, on and off stage and learn real world skills
- We empower students to tell their stories and advocate for the arts

Support means better safeguarding, training, and care for young people.

ACCESSIBILITY FOR ALL

- 80% of theatres charge for activities, Rising Stars offers Star Sponsorship funding
- 29% identify disability & access as key needs, Rising Stars accommodates flexible roles, adjusted schedules, and sensory friendly spaces to help students succeed
- 85% v 15% traditional v homeschool children. We support neurodiverse learners and empower different learning styles
- Your investment helps remove barriers and open doors.

THE BIGGER PICTURE

Millions of young people across the U.S. engage in youth theatre — yet funding insecurity, and access gaps remain global issues.

Now more than ever, youth theatre needs champions.

HOW YOU CAN HELP

Sponsor Youth Theatre – Fund performances, sponsor a show or star, and in-kind donations

Champion Accessibility – Invest in our inclusive program

Back Leadership – Support the people who make it happen, volunteers are always welcome!

Together, we can keep youth theatre thriving, accessible, and transformative for generations to come.



Star Impacts and Alumni FAQs

RISING STAR LEGACY

The Rising Stars Youth Program was established shortly after the 501(c)(3) organization purchased the theatre in 1985. While the program has not operated continuously over the past 40+ years, it has remained active for the majority of that time. Originally focused on teenagers, it has since grown into a comprehensive program serving school-aged youth.

The program prides itself on fostering an inclusive and supportive environment, working with young people to build self-confidence, strengthen communication, and develop both interpersonal and intrapersonal skills—such as teamwork, active listening, self-awareness, and emotional resilience. While some may assume the primary goal is to develop actors, participants gain far more, emerging as confident individuals who go on to become leaders in their fields and within their communities.

The majority of our participants pursue higher education, equipped with the confidence and self-advocacy skills needed to succeed. Many remain connected to the arts, often pursuing dual majors in disciplines such as theatre, dance, or vocal performance.

Alumni frequently return to teach, mentor, and give back to the community, continuing the program's legacy.

Participants come to learn and grow, building strong speaking and reading skills, increasing confidence, and often expanding their involvement in group activities, sports, and other fields.

Check out where some of our alumni stars are now...

- ★ Angelo DiGiorgio worked with the world famous comedy improv Second City in Chicago.
- ★ Franca Vercelloni can be found performing live piano concerts in Manhattan, NY.
- ★ Mark Hapka (actor/producer) former Roman now stars in Hollywood movies and television.
- ★ Todd Quick and Robert Tucker are both teaching theatre/directing and performing.
- ★ Raymond Kessler, a former instructor is still directing today.

2015-2026

Under current Director Janet Foote

Janet accompanied by Rod Foote have been running the program for just over 10 years. In their tenure they have worked with over 1,500 of CNY youth.

Recent publicized star ventures

- ★ Former star Arwen Reddick has landed roles in collegiate musical theater, starring in *Godspell* and most recent *Chicago*.
- ★ A former star has moved on to win Little Miss Empire of New York.
- ★ Many stars are completing multiple shows between school productions and our program.
- ★ Three of our Rising Stars auditioned and landed roles in major productions. Two stars were selected after rigorous auditions ranging from NYC to our humble city, they went on to star in an independent film *Doe a Deer*.

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Sign Up Form

Contact Information

Business: _____

Name: _____

Address: _____

Email: _____

Telephone: _____

Preferred method of contact: Email Call Text

Select One:

Platinum

Gold

Silver

Bronze

Supporter

Friend

Other Ways to Give

Curtain Rising Sponsor - A la carte options

Back Cover
\$500

Inside Front
\$400

Full Page
\$140

Half Page
\$70

Quarter Page
\$50

Eighth Page
\$30

Credit Card Information

Card Number: _____

Exp Date: _____

CVV: _____

Signature: _____

Checks Payable to:

Capitol Theatre

Memo: Rising Stars

Mail To:

CAPITOL ARTS COMPLEX
220 W. DOMINICK STREET
ROME, NY 13440

Date: _____