



**NORTH TEXAS  
PERFORMING ARTS  
FRISCO**

# Corporate Sponsorship



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# About Us

NTPA's roots go back to 1991 with the creation of the Plano Children's Theatre founded by Sara Egelston Akers, and upon that foundation the North Texas Performing Arts (NTPA) was created in 2015. NTPA offers classes, camps, and productions in Collin, Dallas, and Tarrant Counties for young people ages 5-18, and adult programming through its NTPA Repertory and Community Theatres.



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## Our Mission

To develop the character of youth through quality performing arts education and family entertainment.

## Our Vision

That the arts are accessible and desirable to all.

- The largest youth theatre non-profit in the country
- HQ in Plano with troupes in Frisco, Fairview, Dallas and Southlake
- Producing 170 productions with >1,200 performances
- 11,000 youth enrolled shows, camps and classes
- Pioneering use of theatre as a means of therapy for special needs children via our Starcatcher Troupe
- Offers the ONLY YOUTH film company in the DFW metro area
- The ONLY deaf theatre company in Texas
- Full-Time Academy capped at 100 students
- 350,000 visits through our theatres annually
- 8,000 online interactions every day!



# TEN CHARACTERS OF NTPA

At NTPA, we believe that theatre changes lives. We strive to teach all of our students not only how to act, sing, and dance, but also how to be better human beings. Students who participate in our programs will be taught the Ten Characters of North Texas Performing Arts.

Teamwork

Leadership

Responsibility

Respect

Self-Confidence

Integrity

Discipline

Gratitude

Positive Attitude



Love One Another

North Texas Performing Arts is committed to **acknowledging diversity and promoting equity and inclusion** in all programs. The NTPA Governing Board of Directors, Management Boards, and NTPA Staff strive to create performing art spaces that are positive, safe and inclusive regardless of one's race, creed, gender, religion, orientation, communication differences or abilities. We encourage our families and patrons to exhibit our "Ten Characters" taught at NTPA including integrity, leadership, respect, and more importantly, to love one another.

# History of Strong Leadership



Darrell joined the Plano Children's Theatre Board of Directors in 2010 and served pro bono as Executive Director through 2011, guiding it through financial difficulties and ultimately leading the organization to over 10X growth and overseeing its evolution into the North Texas Performing Arts Center. Darrell served the dual role as Governing Board President and the chief operating executive overseeing all day-to-day operations for three years and left the board in 2018 to assume the full-time role of Chief Executive Officer.

During his tenure, Darrell has created:

- the AMP Awards,
- the ACE (Acting Company for Excellence) Program,
- the North Texas Performing Arts organization and structure,
- the "Ten Characters," and
- the NTPA Academy.

Under his leadership, new troupes were successfully launched at NTPA – Fairview, NTPA – Frisco, NTPA – Dallas, NTPA – Starcatchers, and NTPA – Repertory, as well as the NTPA Community Theatre, Collegiate Pursuits and NTPA Studios.

Darrell is a Plano-area investor and volunteer who spent twenty-five years in the tech industry with IBM, Oracle, Yahoo!, i2 Technologies, and most recently as SVP and General Manager for McAfee's global \$300M Mid-Market business division. Darrell is a graduate of and now Trustee at Washburn University and earned his MBA at the University of Houston.

**Darrell Rodenbaugh**  
Chief Executive Officer

## Record of Strong Stewardship



- Governing Board of Directors and Ten Management Boards, consisting of 170 Board members across the NTPA Family
- Thirty-two years of consistent service
- Thirteen straight years of unblemished audit results
- Operating budget approaching \$5M this year
- Excellent fiscal management and administration
- Financial transparency with three CPAs on the Governing Board
- Successful navigation of programs through the pandemic



NTPA – Frisco (formerly Frisco Youth Theatre) is a rapidly-growing troupe in North Texas. With thousands of new residents, Frisco is the place to be for businesses, families and youth who love the stage!

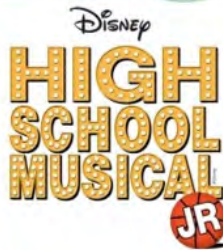
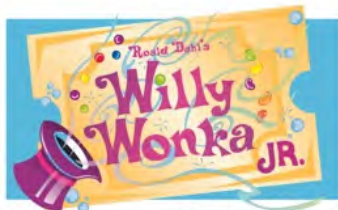
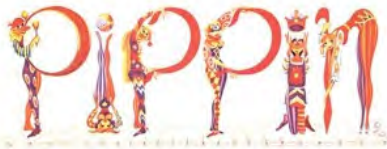
As a part of the North Texas Performing Arts family, NTPA – Frisco provides an opportunity for youth to learn about the arts and develop life-long skills. From quality programs to a wide variety of productions, NTPA – Frisco has become a place for students to thrive and families to come together.

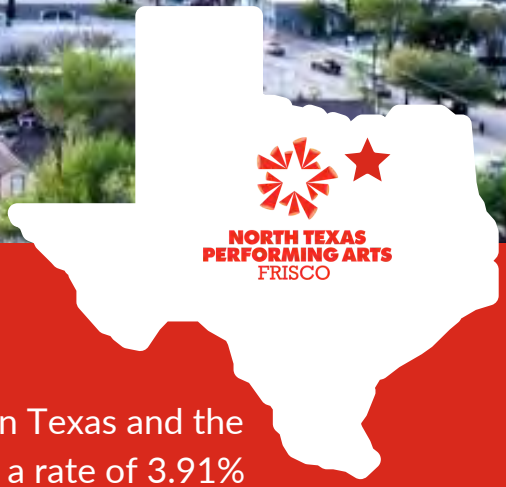
- Offering shows and classes in Frisco for 10 years
- In current location for the last five years on Preston Rd.
- NTPA-Frisco anticipates growing to 50 productions each year
- 350 opportunities for Frisco students to take the stage in a production
- FULL SUMMER of classes and camps
- Spring/Fall break camps and classes
- After-School classes
- Home School productions during the day
- Full-Time on-site Managing Director



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## Recent & Future NTPA- FRISCO Productions





# Frisco, Texas

With a 2023 population of 227,528, Frisco is the 14th largest city in Texas and the 98th largest city in the United States. Frisco is currently growing at a rate of 3.91% annually and its population has increased by 12.2% since the most recent census, which recorded a population of 202,786 in 2020.

MEMBER OF  
**FRISCO**  **CHAMBER**  
of commerce

Because all the world truly is a stage, it makes it that much more important that the world's players influence the community around them. NTPA Frisco maintains a giant footprint in the community and a strong reputation for giving back.



These are just some of the ways we're making a difference in our community:

- Giving full-ride scholarships to talented and less privileged children.
- Providing complimentary tickets to charitable organizations, teacher groups, and school fundraising events.
- Offering free programming at local community centers.
- Participating in more than 15 local events and festivals annually, promoting the creative art local events and festivals annually, representing the creative arts.

**NTPA- Frisco at Frisco Arts 5K**



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**MANAGED BY  
PROFESSIONALS  
MADE POSSIBLE BY  
VOLUNTEERS**



**We believe no matter how much time you have to give, you can make a difference!**

The NTPA- Frisco Management Board consists of 14 qualified volunteers who are generous with their time, skills and energy to make NTPA Frisco a home for all. These individuals are often parents who have directly seen the impact that NTPA and the arts has made on their student(s). Because of this, they are truly invested in ensuring NTPA-Frisco continues to grow and thrive.

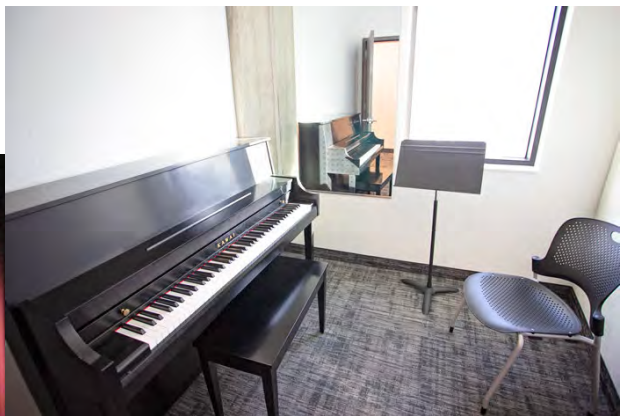
All shows through NTPA- Frisco rely on parent volunteers to coordinate costuming, build sets and help with the many facets of putting on a production as guided through the directors.



# A VISION OF A NEW HOME

## Get To Know Our Proposed Home!

- Easy-access location in the Star area
- Twice the size of our current rehearsal space
- The first on-site performance stage for our troupe
- Five rehearsal/dance studios
- Two private practice studios



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# NEW STAGE PROJECT

This will be NTPA- Frisco's first stage to offer as a troupe.

We anticipate an excess of 100,000 patron visits to our location each year.

Facility sponsorship offers great visibility and is an impactful way to support NTPA- Frisco and the performing arts.

Currently our Frisco location offers rehearsal space only. We have utilized stages at NTPA- Plano at Willowbend for many years along with renting stage spaces at The Frisco Discovery Center and Legacy Christian Academy. Providing a dedicated performance space for NTPA- Frisco will be a monumental achievement for our troupe and will support the growth we've experienced over the last several years.

Be a part of our legacy by sponsoring at our facility!

**Theatre Capacity 120+ Seats**

**20 Productions/140 Shows Per Year**

**Will Also Serve as our Primary Rehearsal Space**

## Black Box Theatre Sponsorship- \$50,000

*Naming rights to new performance space*

- Includes listing on sponsor plaque in lobby as well as at the entry to stage space and inside space.
- Recognition at each performance during the curtain speech.
- Playbill and website recognition for five+ years.
- Special dedication event and a press release.

**YOUR NAME  
COULD BE HERE**  
Black Box Theatre



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# MORE SPONSORSHIP OPPORTUNITIES

NTPA- Frisco's new location will be a busy hub of constant activity with show rehearsals, dance and acting classes and private lessons every day of the week. Additionally, these spaces are perfect for third party rentals, expanding brand visibility beyond our patrons.



## Large Lobby/Rehearsal Studio- \$35,000

*Naming rights to our largest rehearsal space that will double as our main lobby for performances*

- Includes listing on sponsor plaque in space
- 18 x 24 plaque at entry to rehearsal studio and inside rehearsal studio, playbill and website recognition for five-years
- a special dedication event and a press release
- recognition at grand opening



## Large Rehearsal Studio \$30,000

*Naming rights to one of our large practice studios*

- Includes listing on sponsor plaque in lobby at entry to rehearsal studio and inside rehearsal studio
- playbill and website recognition for five-years
- a special dedication event and a press release



## Small Rehearsal Studio \$20,000

*Naming rights to one of our smaller practice studios*

- Includes listing on sponsor plaque in lobby at entry to rehearsal studio and inside rehearsal studio
- playbill and website recognition for five-years
- a special dedication event and a press release



## Conference Room \$7,500

*Naming rights to the conference room where creative meetings are held.*

- Includes listing on sponsor plaque in lobby at entry to room and at interior of room.
- playbill and website recognition for five-years
- a special dedication event and a press release



## Private Practice Studio- \$5,000

*Naming rights to one of our private studios with visibility from our lobby*

- Includes listing on sponsor plaque in lobby
  - at entry to private studio
- playbill and website recognition for five-years.

# BENEFITS OF BEING A SPONSOR

## Our Thanks to our Donors That made this Possible

George Washington  
John Adams  
Thomas Jefferson  
James Madison  
James Monroe  
John Quincy Adams  
Andrew Jackson  
Martin Van Buren  
Alexander Hamilton

- Naming Rights for the Patron Space displayed at entry
- Events and activities to take place in “YOUR NAME” space!
- Name will extend to electronic signboards, and other media
- Plaque to be hung at the entry of this space (9”x12”)
- Plaque to be placed on a prominent wall within the lobby
- Listing as Patron Level Donor on a sponsor plaque in lobby
- Contributions \$20,000 and above recognized on entrance plaque
- Playbill and Website recognition for at least five years
- Dedication Event & Press Release for Levels \$20,000 and above
- Patron may to choose one of our “Ten Characters”



Every visitor to our new home will pass by these plaques!



# CORPORATE ADVERTISING OPPORTUNITIES

- Advertising positions in production playbills
- Annual NTPA ad with over 100,000 impressions
- Opportunities to sponsor a show, season, year. ¼ to full page ads, color/b&w, insert/cover
- Promotional advertising in email or social media
- Social media sites reach over >16,000 patrons, email database >22,000
- Ads can feature sponsorships, messages, promotions and more
- In-show product/ad placements (not available for all productions)
- Prop, name placement, or other on-stage placement opportunity
- Recognition in pre-show curtain speech- delivered professionally before each show by adult or child actors
- Promo message co-created with staff, less than 20 seconds in length
- Branded items ("give-aways" & sampling) for sale or give-away
- Can be a company image, brand, or message, selected by advertiser
- Underwrite a show or a full season
- Full show billing rights, show announcements, press releases, playbills
- Placement viewed by thousands of viewers

## Corporate Sponsorship Sign Starting at \$10,000

*Price dependent upon length of term*

Advertise your business and your support of  
NTPA – Frisco with an 11''x 17'' lobby sign.

This full-color sign can feature a logo,  
company name or message.



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# A SPECIAL PLACE

**NTPA- Frisco is a family. It is a supportive, creative community that encourages students to shine and celebrates their achievements.**

NTPA- Frisco is truly honored at the prospect of joining with you on this project and would love an opportunity to answer any questions you may have in regards to facility sponsorship or corporate advertising.

We value your time and appreciate the attention you've given to us.

To move forward with facility sponsorship  
Email NTPA Frisco Fundraising at [FriscoFund@ntpa.org](mailto:FriscoFund@ntpa.org)



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