

Houston's Urban Nutcracker



Photo Credit: Keda Sharber from Images by Pappilon.

produced by
Lab Performing Arts Initiative
Media Kit

December 1, 2018
Hobby Center - Zilkha Hall
Matinee - 3 pm | Evening - 8 pm

Houston's Urban Nutcracker

We invite you on a journey with Clare through her enchanted dream as she travels with the Nutcracker through various communities throughout the Houston area. The scenes are filled with the pageantry of dazzling costumes, elaborate set designs, a live youth orchestra, and a diverse cast of dancers (professional and amateur) performing classical ballet, swing, tap, hip hop, folkloric and ethnic dance.

Purpose

- To introduce an entertaining and family-friendly Nutcracker with a multi-cultural twist to the city of Houston.
- To provide the opportunity for economically underserved, and multi-cultural youth to participate in a city-wide theatrical production.
- To expose ethnically diverse professional and pre-professional dancers and musicians to the city of Houston who are not usually afforded the opportunity to perform on such a large platform.
- To educate and introduce the performing arts to disadvantaged youth.
- To collaborate and showcase with other local artists, ethnic dance groups, and companies.
- To give back to the community by offering



performing and fine arts scholarships to underserved and economically disadvantaged youth who wish to study the performing and fine arts.

Vision

Houston's Urban Nutcracker is an innovative community outreach production whereby over a 100 young people (ages 5 years and up) from the Houston area will have an opportunity to audition, train, rehearse, and perform in a professional production.

The production will take place every December and will include a Saturday matinee and evening performance.

The audience will enjoy several dance genres; including classical ballet, tap, modern, contemporary, jazz, hip hop, swing, and various ethnic dances associated with Houston culture and choreographed by Houston based artists. The production will showcase performances by a select group of local youth, guest

appearances by local celebrities, theatrical actors, writers, and choreographers from the Houston area and beyond. We will also collaborate with dance schools, dance companies, the Conrad Johnson Youth Orchestra, and a local college marching band. This will truly be a "feel good" production that Houston will be proud to call its own.

However, the production requires planning, sponsorship, and financial support for resources. We invite you to partner with us to celebrate the first performance of **Houston's Urban Nutcracker**, which is scheduled for December 1, 2018. You can be a part of a select group of sponsors by becoming a featured corporate sponsor, donor, or advertiser. We welcome contributions in the form of cash, merchandise, in-kind donations, and/or volunteerism.

About

Lab Performing Arts Initiative

The Lab Performing Arts Initiative ("LPAI") is a 501c3 non-profit organization founded by Traci Greene in 2013. LPAI's mission is to cultivate and educate new generations of life-long dancers and arts advocates by enriching the lives of young people through the performing arts.



"...quality dance education should be experienced by children of all ages, especially to those who are underserved and/or underrepresented."

—Traci Greene
President
Lab Performing Arts Initiative, Inc.



The Lab Performing Arts Initiative benefits the community by focusing on young people who are under-represented in the dance world due to affordability, availability, or lack of exposure through two arts programs; a community outreach program and a scholarship program.



LPAI's community outreach program exposes children to the arts by providing various performance and training opportunities throughout the community for those who have little to no experience or exposure to the performing arts. Our outreach program also provides underserved Houston area youth with the opportunity

to perform in an annual city-wide production.

LPAI's talent-based program provides young people who have the talent, potential, and desire to pursue a professional career in dance with high quality dance training in Houston and throughout the United States. Scholarship recip-

ipients are given a rigorous pre-professional dance curriculum developed to create a well-rounded performer by providing exceptional training in numerous dance genres. Additional scholarship training opportunities extend beyond the Houston area to some of the best dance institutions in the country including, Alvin Ailey American Dance Center's, American Ballet Theater's, Joffrey Ballet's, Complexions Ballet's, and Dance Theater of Harlem's Summer Intensive programs.

Traci Greene

Creator and Artistic Director of Houston's Urban Nutcracker

I am Traci Greene, the Owner and Artistic Director of The Houston Dance Lab and the President and Founder of the Lab Performing Arts Initiative, Inc. I am a graduate of The American Musical and Dramatic Academy in New York City and a former professional dancer, actor, and dance captain of the International and European touring companies of "West Side Story."

Throughout my professional career, I have been afforded many opportunities to work under the direction of award winning choreographers, including Marguerite Derricks, Frank Gatson, Mark Santoro, and Donald Byrd in the workshop of *Oprah Winfrey's The Color Purple on Broadway*.



As a performer, I have traveled the world at the invitation of various countries to showcase cultural artistic expressions that can only be displayed through dance. I was most fortunate to receive two leading roles in the Los Angeles production of *The Chocolate Nutcracker*, which starred a young Misty Copeland (American Ballet



Theater's first African-American principal ballerina) as Clara and co-starred, choreographed, and directed by the incomparable Debbie Allen. *The Chocolate Nutcracker* explored a proud cultural heritage through dance, rhythms, narration and drama, while adding a modern twist to an age old holiday classic. My experience with *The Chocolate Nutcracker* inspired me to imagine my own vision of this spectacular production that would explore the cultural heritage of the wonderful city of Houston; affectionately titled, **Houston's Urban Nutcracker**.

As a dance studio owner and former dance teacher of two HISD schools, I have witnessed the cultural diversity and immense dance and theatrical talent, in the city of Houston, that is longing to be showcased. My insatiable



desire to bring a *Nutcracker* to life that displays Houston's diverse ethnic culture and theatrical talent have crystallized into **Houston's Urban Nutcracker**. This production will energize Houston's diverse community because it provides a new and exciting twist on a classic theatrical production that transcends, yet explores, cultural backgrounds. Primarily, the production will provide a cultural experience through

artistic expression that builds confidence, inspires hope, transforms lives, and promotes camaraderie among the citizens of Houston.

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With the support of you, your organization, and other corporate sponsors, we can make this a fantastic and memorable production for Houston, its children, and the community at large. Let's expose Houston's talent and help our children to continue to dream a little bigger; even a holiday classic can be better with a little Houston flair. With your help, we will make **Houston's Urban Nutcracker** a reality and an entertaining experience for all.

Thank you in advance for your kind attention, consideration and support. We look forward to hearing from you soon.



Sponsorship Packages

Diamond Level (Title Sponsor): \$25,000

The Diamond Level Package (Title Sponsor) entitles you to: Product placement in a scene during the performance, backstage access to meet the cast with photos, back cover positioning on the playbill, 25 tickets to the opening night performance with reserved seating, name on Sponsorship page, logo/name printed on press materials and featured on website.

Platinum Level: \$15,000

The Platinum Level Package entitles you to: Second Cover position on playbill, backstage access to meet the cast with photos, 20 tickets to the opening night performance with reserved seating, name/logo printed on press materials and name on Sponsorship page.

Gold Level: \$10,000

The Gold Level Package entitles you to: Full page ad in the playbill, 15 tickets to opening night performance with reserved seating, name on Sponsorship Page and name/logo on printed press materials.

Silver Package: \$5,000

The Silver Package entitles you to: Full page ad in the playbill, 10 tickets with reserved seating, name on Sponsorship page and name/logo on printed press materials.

Scene Sponsorship: \$2,000

By sponsoring one of the scenes below you are entitled to 5 tickets with reserved seating and your name will appear as the sponsor of that scene on the playbill. **Example:** "Party Scene sponsored by Mrs. Randi Johnson"
List of Scenes: Party Scene, Land of Bluebonnets, Gandhi District, Mother Jeanette-Third Ward, Chinatown, Land of the Nile, Magnolia Park and Louisiana Ave.

Corporate Sponsorship: \$1,000

Corporate Sponsorship entitles you to: 5 tickets, reserved seating and your company listed on the Sponsorship Page.





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Thank you in advance for your kind attention, consideration and support. We look forward to hearing from you soon.

Traci Greene
President

Lab Performing Arts Initiative, Inc.
3939 Hillcroft Suite 160
Houston, Texas 77057
Houstonurbannutcracker.org
Houstonurbannutcracker@gmail.com