

# Broadway Bound Kids

## Corporate Sponsorship Opportunities



**BROADWAY  
BOUND KIDS**  
A PLACE TO BELONG AND BE HEARD

# Who We Are

Broadway Bound Kids (BBK) is nonprofit that provides a transformative and inclusive community built to inspire young lives through the performing arts.

Established in 2004, we provide comprehensive interactive programs in NYC for Pre-K through 12th Grade in the performing arts that focus on enhancing technical skills, social emotional learning, confidence, connection, mindfulness, and creativity. Inclusion and access are central to our programming and organizational culture as we work to break down societal and financial barriers for youth, their families, and their communities.



# What We Do

BBK prides itself on creating programming that embraces the core tenants of our mission while remaining accessible to as many students as possible. What started as one class in one school has grown as we've deepened our connection to NYC communities.

**We now proudly serve over 1600 K-12th grade students from all five boroughs of NYC, the majority of whom are without access to the arts. In 2023, 93% of our students did not pay to access our programming.**



## How We Do It


BBK is run by a small but mighty all female identifying staff of five. Each staff member comes from the arts, either having been involved as performers or as teaching artists. We currently employ 50 Teaching Artists from Broadway veterans to professional dancers and musicians.



Together, driven by their passion for arts education, our staff and Teaching Artists work tightly together to maintain our programs, and build our community. To learn more about our staff, visit [our website.](#)

# Who We Serve

Each year, we evaluate who and we serve and serve them to measurably increase our reach in under resourced communities with our inclusive programming. Our steps include increasing the number of students, providing them with intentional and relatable material, representation in their Teaching Artist, and a trusting space where their voice is amplified in the classroom.



The portrait of who we serve has diversified. Each student can face many challenges, their obstacle to access is less categorical, more Venn diagram. BBK serves students across all five boroughs of NYC. The current racial demographics of our students is 40% Hispanic/Latinx; 22% Asian/Pacific Islander; 19% Black/African American; 16% White; and 3% Multiracial. Of these students, 86% participate in the Free or Reduced Lunch program, 23% are Students with Disabilities, and 13% are English Language Learners. 53% percent of BBK staff identify as people of color.

# Program Spotlight: Tuition-Free Community Ensembles

Inclusion and access are central to our programming and organizational culture as we work to break down societal and financial barriers for youth, their families, and their communities. **BBK currently runs two fully-subsidized community theater ensembles: Broadway Bound Players for Middle School, and Broadway Bound Workshop for High School students - serving 60-75 students annually, at no cost.**

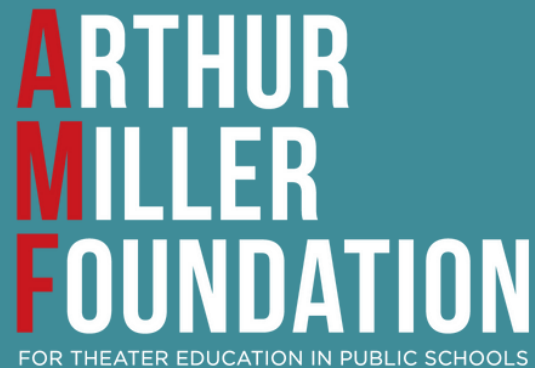


In these programs, students from all five boroughs meet every week to build community by devising a culturally responsive original work in the Fall, and then in Spring work together to perform a full book musical.

# BBK in NYC Schools

The widest reaching programs we offer are through the NYC public school system. We are honored to provide our services to over 1000 students per year through these initiatives:

- **The New York City Department of Education (DOE):** this year alone, we are partnered with 13 DOE Public Schools in our After and In School Residencies to build curricula that enriches student learning, and offers cross curricular support to their academic goals through the arts.
- **The Shubert Foundation & Arthur Miller Foundation:** this year, we partnered with 16 Public Schools by sending TAs to mentor in-classroom teachers, helping them evolve their lesson plans, and even produce musicals at their schools.



# Broadway Bound Academy: Acting for Young Artists

The road to continuing education beyond high school can be a challenging one, but BBK has made steps to ensure we help our high school students put their best foot forward.



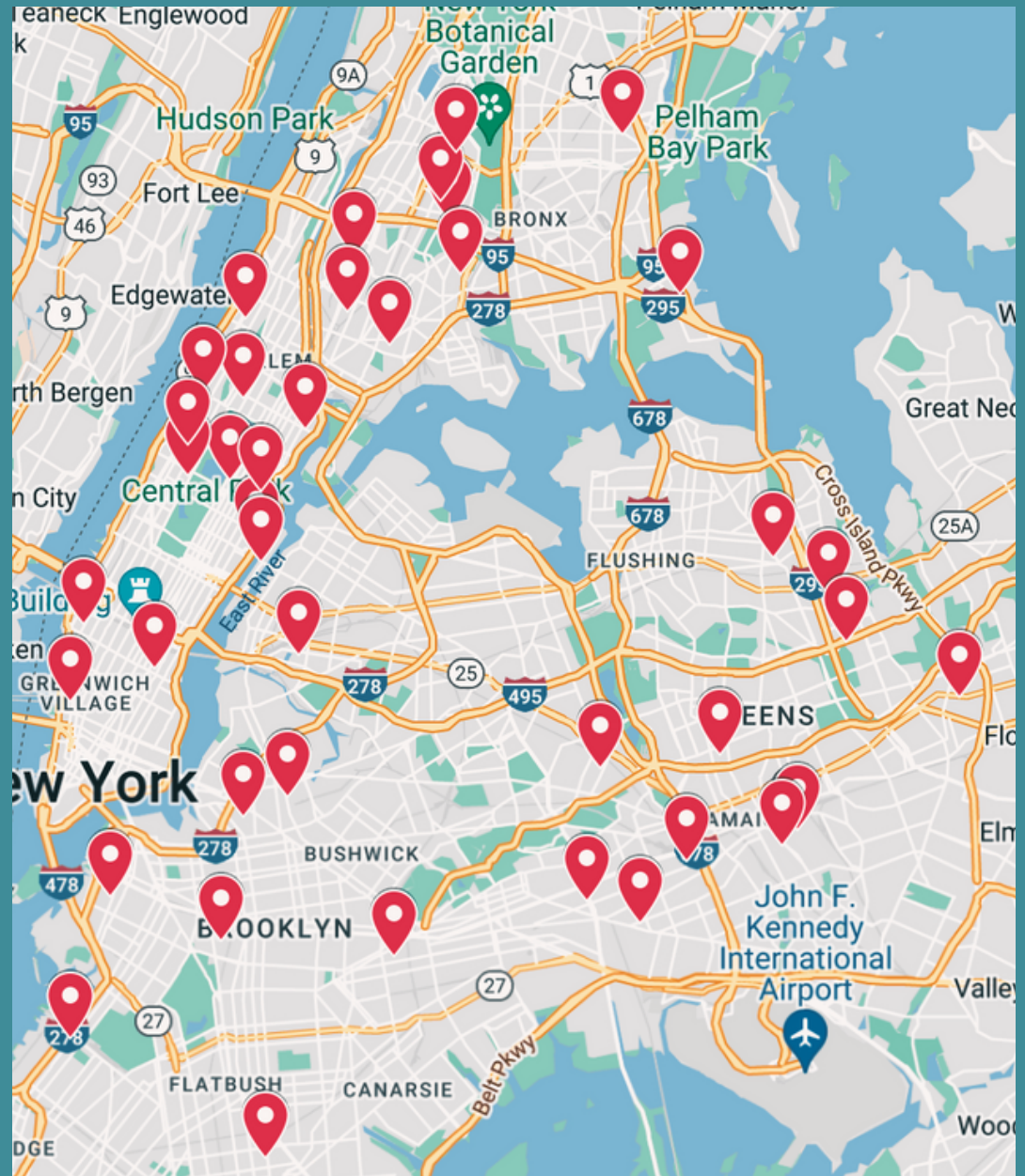
In our Broadway Bound Academy program, thanks in part to our partnership with “Exploring the Arts,” BBK offers High School students classes that provide acting training, focusing on text analysis and ultimately performing scenes/monologues by writers of color while working on collegiate admission auditions.



# BBK Provides Access

Over 80% of our students do not pay for our programming, and we subsidize our program costs for all of our public and charter school partners. Our program funding largely comes from NYC Public School funding initiatives, grant funding from the Shubert Foundation and the Arthur Miller Foundation, and Government grants to ensure our Community Theater Ensembles remain free to students.

In many cases, BBK staff assists schools in applying for funding to help our partnerships happen, and even writes grants on behalf of our partners. We aim to continue to find ways to alleviate our schools from needing to source funding for our programming.



BBK's Partner Schools

# Where You Come In

To sustain our work, we seek sponsors who will support our programs and ensure they continue, grow, and thrive.

**We are asking for \$25,000 from potential sponsors to become GOLD GIVERS. This level of support allows us to offer our programs 100% free of cost for our partner schools!**

**A Gold Givers Sponsorship covers:**

- One semester-long Residency with a School Partner (80 individual classes)
- Payment for two Teaching Artists' preparation and instruction time.
- All class supplies, materials, printing and travel costs.
- All administrative support to ensure the success of the program
- Typically serves 80+ students.

**GOLD SPONSORSHIP includes:**

Company name on all press releases

Logo on BBK website for one year

Logo included in all BBK e-blasts for 10 months

Logo on Step and repeats during our events (when present)

Name listed as "GOLD" Sponsor in Event Programs

Social Media Shout Out: IG, and Facebook



## Additional Tiers

There are many ways to help us sustain our life changing programs. Choose from our sponsorship levels:

### SILVER: \$10,000

- Logo/name listed as "Silver" Sponsor in Event Programs
- Social Media Shout Out: IG and Facebook
- E-blast thank you shoutout
- Logo listed on BBK website for a year

### BRONZE: \$5000

- Logo/name listed as "Bronze" Sponsor in Event Programs
- Social Media Shout Out: IG and Facebook
- E-blast thank you shoutout

### FRIEND: \$2500

- Logo/name listed as "Friend" Sponsor in Event Programs
- Social Media Shout Out: IG and Facebook

# Current Supporters

Our partners are of the utmost importance to us. Below we've included some of our most valued collaborators and supporters.





**Thank You!**

**On behalf of Broadway Bound Kids and our students.**

If you are interested in supporting our programs, please contact us:

**Lizzie McGuire,  
Executive Director**

**[lizzie@broadwayboundkids.org](mailto:lizzie@broadwayboundkids.org)  
315-247-7706**



[www.broadwayboundkids.org](http://www.broadwayboundkids.org)

