



**SPRING 2024**

**SPONSORSHIP OVERVIEW**

# WHAT IS NAMT?

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## THE NATIONAL ALLIANCE FOR MUSICAL THEATRE,

founded in 1985, is a not-for-profit organization serving the musical theatre community. Our 220 organizational and individual members, located throughout 33 states and abroad, are some of the leading producers of musical theatre in the world. They include theatres, presenting organizations, higher education programs and individual producers.

**OUR MISSION:** To be a catalyst for nurturing musical theatre development, production, innovation and collaboration.

NAMT is committed to a musical theatre field that includes and embraces people of all backgrounds, identities and abilities. We strive every day to nurture a musical theatre canon that reflects and celebrates the rich diversity of our nation and the world.

To achieve this mission, NAMT commits to:

Evolve and advance the musical theatre art form

Create and connect a welcoming musical theatre community for all

Inspire and excite the field to include the broadest possible range of voices

# WHAT DOES NAMT DO?

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## CONFERENCES:

NAMT hosts two conferences annually in March and October. The Spring Conference focuses on administrative topics such as Marketing and Development while the Fall Conference has a focus on New Works. These two-day conferences bring together staff from our 200+ member theatres to share ideas, establish best practices and network with colleagues from around the country.

## FESTIVAL OF NEW MUSICALS:

NAMT produces a Festival of New Musicals every October. 8 shows are showcased in 45 minute presentations over a two day festival. Since the festival began in 1989, 284 shows and 559 writers have had their work seen by leaders in the industry. 85% of shows in the Festival have gone on to further development, workshops or productions.

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## GRANT MAKING PROGRAMS:

NAMT operates two grant-making programs, The Frank Young Fund for New Musicals (FYFNM) and the Impact & Exploration Fund (I&EF). Through a competitive submission process, the FYFNM provides grants to support new musicals at all stages of development, at theatres of all sizes, with the goal of bringing quality and diverse new musicals to audiences across the country. Under this umbrella, we offer Project Development, Production, and Writers Residency Grants to support writers producing at member theatres. The Impact & Exploration Fund, which launched in 2017, is designed to help NAMT members pilot new capacity-building programs to advance their missions. Areas of exploration may include technology, accessibility, audience development, education and artistic innovation and advancement.

## MEMBER RESOURCES:

NAMT compiles resources that include recordings of webinars, I&EF grant reports, the New Musicals Map, EDI & Anti-Racism resources and more on our website within the Knowledge Exchange section. We also hold monthly town hall meetings, giving members an open forum to discuss arts management issues facing their theatres as well as the industry as a whole.



# WHY PARTNER WITH NAMT?

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## 2024 SPRING CONFERENCE:

The 2024 Spring Conference is a wonderful opportunity to connect and network with leaders in the theatre industry from both the commercial and non-profit sectors. This conference will offer a unique opportunity to know the people responsible for funding the evolution of the musical theatre art form!

This Conference will focus on topics of Marketing and Fundraising and is expected to be attended by nearly 150 theatre professionals in person and online. As a sponsor, you will have direct access to the staff of our member organizations around the world. Those in attendance will be the lead decision makers at their respective organizations and sponsoring or exhibiting at a NAMT conference provides you with access to specific individuals interested in working with you.

NAMT's 2024 Spring Conference will be hosted in Oklahoma City, Oklahoma from April 3rd through April 5th.

Contact Alana Roberts at [alana@namt.org](mailto:alana@namt.org) or (212) 714-6668 ext. 16 for more information

To learn more about NAMT, visit [www.namt.org](http://www.namt.org)