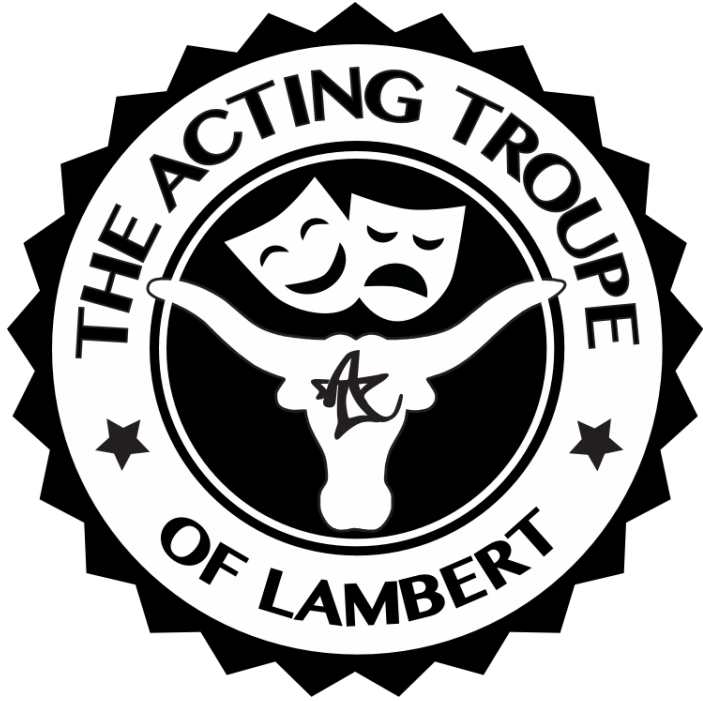

ATL BOOSTER PARENT MEETING

August 17, 2023

Who is ATL?



Acting Troupe of Lambert

Students of Drama/Acting, Musical
Theater and Technical Theater

ATL Student Club

Thespian Troupe 7452

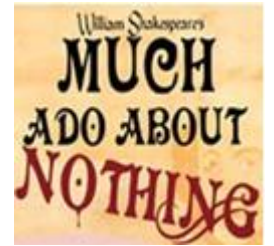
ATL Booster Club

They aren't your average, ordinary HS drama program

ATL will produce **FIVE** full productions this year...



- **Lambert Open Call Musical**
 - **GHSA One-Act Show – *The Fantasticks***
- **Competition Musical Theater Musical**
 - **Shuler Awards Show – *The Mystery of Edwin Drood***
- **Advanced Musical Theater Musical**
 - ***Alice in Wonderland***
- **Shakespearean Play**
 - ***Much Ado About Nothing***
- **Radio Show**
 - ***It's a Wonderful Life***



Plus...

- **Advanced Musical Theater Class Showcase**
- **Senior Showcase**
- **Improv Shows**



ATL has won STATE CHAMPIONSHIPS. 3x



GHSA One Act Play State Champions

Tuck Everlasting, 2022

She Loves Me, 2019

Fiddler on the Roof, 2018



ATL has won GEORGIA'S HIGHEST H.S. THEATER AWARD. 2x

Shuler Award for Best Overall Production

The Spongebob Musical, 2022

Newsies, 2019

ATL also ...

- Offers students the opportunity to earn membership in our chapter of the International Thespian Society, an honor society for theater students.
 - Offers students the opportunity to letter in drama.
 - Attends THESCON, a 3-day, all-state theater conference.
 - Has a lot of fun
-

WHO ARE THE ATL BOOSTERS?

We are the **parents, guardians, and caregivers** of the students who participate in all aspects of the theater program at Lambert High School, including musical theater, technical theater, acting, and competition productions.

**AND GUESS
WHAT?**

**YOU ARE
ALREADY AN
ATL BOOSTER!**

Parents, guardians, and caretakers
of all ATL students are automatic
members of the club!

WHAT DO THE ATL BOOSTERS DO?

The ATL Boosters, a registered nonprofit, are all volunteers who promote, support, and sustain Lambert's theater program through fundraising, marketing, sales, sponsorships, committee participation, and extreme boosting*.

* May involve enthusiastic and often embarrassing applauding, whooping, ovationing, and occasional celebrating, both with and without said students.

BOOSTERS!

HOW?

- Fundraising
 - Finding Sponsors
 - Selling Tickets
 - Selling Ads
 - Getting the Word Out
 - Volunteering Time
-

HOW TO GET INVOLVED

VOLUNTEER!

ATL desperately needs ALL families to volunteer for at least FIFTEEN hours each year.

Examples of 15 hours of volunteer time:

- Sell concessions for 5 performances
- Pick up and serve tech meals for 1 week
- Supervise backstage for 3 tech rehearsals or performances
- Attend 2.5 clean-out days or set-build days
- Wash all costumes for one show
- Chair a Committee

All volunteer opportunities will be announced via emails and GroupMes and linked to a sign up on Sign-up Genius.

VOLUNTEER CHAIR NEEDS

Backstage

Front of House

Fundraising

Group Sales

Photography

Congrats Ads

Props

Media

Show Shirts

Tech Meals Coordinator

Video

COMMITTEES THAT NEED MEMBERS

LOOK FOR SIGNUP GENIUSES FOR:

- Picking up and serving tech meals
- Supervising students backstage during tech rehearsals and shows
- Set building days
- Costume needs
- Concessions and ushering
- Hanging posters/placing yard sign

JOIN THE COMMITTEES FOR:

- Fundraising
- Costumes (you don't need to sew! Really!)
- Props
- Hair and Makeup
- Media
- Playbill

NOT SURE WHAT TO SIGN UP FOR?

WHAT DO YOU DO IN REAL LIFE?

Sales
Manage people
Raise money
Manage money
Communicate
Work with kids
Create
Translate
Work with elderly
Train
Etc.

WHAT DO YOU *LIKE* TO DO?

Talk to people
Work with your hands
Socialize
Work on a computer
Drive
Bake
Shop
Organize things
Clean
Etc.

Volunteer Sign-up



GET ATL SPONSORS!

WHY ATL NEEDS SPONSORS

In order to reduce costs for our families, ATL wants to partner more with local businesses —the very ones WE ALL patronize — that will hopefully provide sponsorship funds to directly offset the costs of running our program--costumes, props, sets, sound equipment, lighting, scripts, performance rights, etc.

WHAT SPONSORS GET IN RETURN FROM ATL

In return, we offer those businesses increased publicity and visibility in the community, increased customer loyalty, increased sales, and community-wide recognition for supporting local students *and* the arts.

WHAT'S IN IT FOR YOU?

First, sponsorships can reduce production fees. Second, for every sponsor your family secures, you receive a percentage reduction on your next show fee. For example, a \$500 sponsor = \$50 discount; a \$1500 sponsor = \$150 discount. It's like a personal fundraiser!

WHO TO ASK?

Start with businesses you frequent, your vet, your dentist, your yoga studio, your landscaper, your chiropractor, etc. Better yet, have your kids ask—coaches, trainers, voice teachers, dance teachers, etc.

Become a Sponsor of the Arts and Promote Your Business!



Lambert High School's drama program – the Acting Troupe of Lambert – invites you to be a part of our 2023-24 season.

The Acting Troupe of Lambert has won 3 GHSA One-Act State Championships including *Tuck Everlasting* in 2022 and 9 Shuler Awards including Best Overall Production twice.



Benefits of our Partnership

Business Advertising | Local Community Support | Tax Deductible

The Acting Troupe of Lambert's Booster Club partners with local businesses to directly offset the costs of running our program — costumes, props, sets, sound equipment, lighting, scripts, performance rights, etc. In return, we offer your business increased visibility in the community, enhanced customer loyalty, increased sales and publicity, and community-wide recognition for supporting local students and the arts.

2023-24 Season



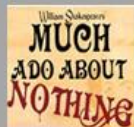
Oct 2023



Nov 2023



Jan 2024



Mar 2024



Apr 2024



Acting Troupe of Lambert Booster Club

SPONSORSHIP LEVELS

2023-2024 Season

BENEFITS	KUDOS	APPLAUSE	BRAVO	ENCORE	OVATION
	\$150	\$250	\$500	\$1000**	\$2000**
Logo and link on atldrama.com sponsor page, social media, and emails.	+	+	+	+	+
Show display posters delivered to business with Sponsor callout.	+	+	+	+	+
Ad in all show playbills (up to 10,000 views per year).*	1/3 Page, B&W	1/2 Page, B&W	Full Page, B&W	Full page, color, inside back cover	Full page, color, back cover
Name/logo on lobby sponsor banner at all ATL performances.*	Name	Name	Logo	Large Logo	Largest Logo
Banner on fence at entrance to Lambert HS.*		Name	Logo	Large Logo	Largest Logo
Business sponsorship announced before all performances.*			+	+	+

*Inclusion may vary depending on timing of sponsorship.

** After first sponsor secured, additional sponsors will have Ad in Playbill as a Full Page B&W

Check Requested Level				
Business Name				
Business Phone Number				
Business Address				
Donor Name				
Donor Email				
Donor Phone Number				

Make checks out to Acting Troupe of Lambert or use QR code.

Contact Eric Kuchinski at

atlboosterclub@gmail.com with questions.

Thank you for your support!



BECOME AN ATL PATRON!

Two (2) Patron Levels this year!

Lambert White Patron - With a donation of \$100, you receive access to early ticket sales, and recognition in every Playbill!

Lambert Crimson Patron – With a minimum donation of \$250, you will receive two (2) adult tickets for all five productions (day and time selected by you), access to early ticket sales, and recognition in every Playbill!

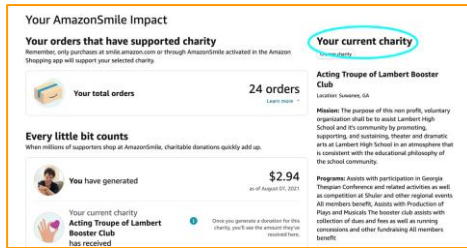


Become an ATL Patron

\$100.00 - \$250.00

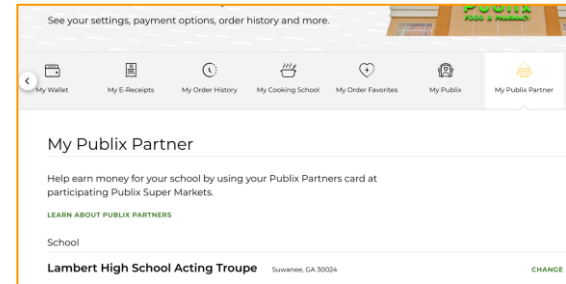
SIGN UP *RIGHT NOW!*

AmazonSmile: When you order from Amazon, order from smile.Amazon.com, and type “Acting Troupe of Lambert Booster Club” as “Your Current Charity.”



Kroger: Sign into your kroger.com account and, under community rewards, choose “Acting Troupe of Lambert.” Type in your phone number (alternate ID) every time you shop/get gas and donate to ATL!

Publix: Sign up for Club Publix at www.publix.com/myaccount/register, and type in “Lambert High School Acting Troupe” as your Publix Partner. Type in your phone number every time you shop to donate to ATL!



COMMUNICATION

HOW *ATL Boosters* COMMUNICATES WITH *YOU*- Part 1

ATL uses

CHARMS OFFICE ASSISTANT

for:

- **EMAILING RELEVANT INFORMATION** — E-mails come from “Lambert High School Drama - Charms Office.”
- **CALENDAR**—This year’s shows, rehearsals, events, etc. Sync-able with your personal calendar. It’s accessible on atldrama.com.

Charms Parents Contact Info



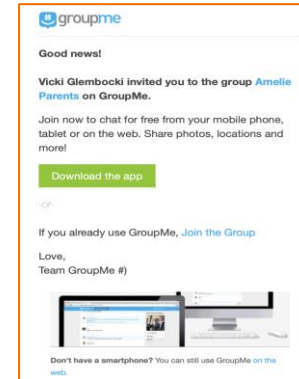
HOW ATL Boosters COMMUNICATES WITH YOU- Part 2



1. The Board will add all parents to a general ATL BOOSTER GroupMe for basic, universal, information.
1. The Board will create PARENT GroupMe for EACH SHOW and add *only* the parents of that show's cast and crew to share info like...
 - Urgent volunteer needs
 - Prop, costume, hair, and make-up needs
 - Payments and deadlines
 - Urgent info like cancelled or late-running rehearsals

HOW TO ACCESS GROUPME

1. When the Board creates a group, you will receive an invite via the email address or phone number you shared with ATL.



1. The link will lead you through setting up a GroupMe account if you don't have one.
2. If you want the app on your phone (who wouldn't?), download the FREE app from the app store.
3. Be sure to allow notifications so you don't miss a darn thing!

Parents Group Me



HOW *ATL Boosters* COMMUNICATES WITH *YOU*- Part 3

ATL Website

atldrama.com



The screenshot shows the website for the Acting Troupe of Lambert. The header includes the organization's name and a navigation menu with links for ABOUT, 2022-2023 SEASON, PARENTS, STUDENTS, CALENDAR, NEWS, GALLERY, STORE, and TICKETS. Below the header, there is a section for the 2022-2023 SEASON! with a list of latest news items, including an Elf Jr. Audition and a Parents Meeting. At the bottom, there are three promotional posters for musicals: Tuck Everlasting, Elf Jr., and The Great Gatsby, each with its respective performance dates and times.

the ACTING TROUPE OF LAMBERT ★

ABOUT 2022-2023 SEASON PARENTS STUDENTS CALENDAR NEWS GALLERY STORE TICKETS

2022-2023 SEASON!

- Latest News: [Elf Jr. Audition](#) Starting on Thursday 8/18
- ATL Parents Meeting: Wednesday 8/17 from 6:30pm to 8pm, in the Lambert Auditorium, Streaming click [here](#)

TUCK EVERLASTING
THE MUSICAL

ONE ACT
Oct. 13-14 @ 7pm, Oct. 15 @ 2 & 7pm
District One Act: Oct. 25
State One Act: Nov. 19

elf Jr.
The Musical

7th Period Musical Theatre
Dec. 8-9 @ 7pm, Dec. 10 at @ 2 & 7pm

THE GREAT GATSBY
E. M. SCOTT FITZGERALD

Advanced Drama
May 4-5 @ 7pm, May 6 @ 2 & 7pm EST

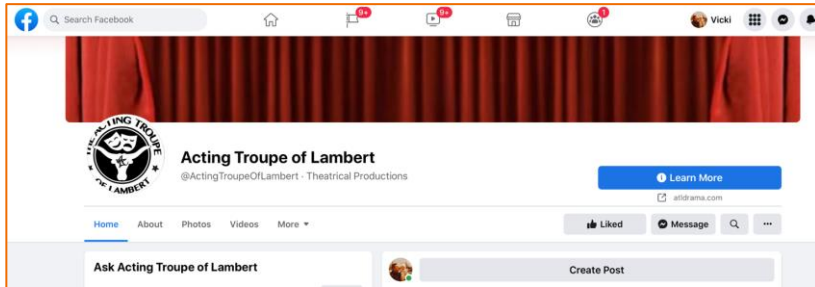
USEFUL INFO ON WEBSITE

1. Calendar link (subscribable)
2. Store (for all payments)
3. Tickets (when ticket sales go live, there will be a link to purchase them from the website)
4. Link to Student webpage for Thespian point info and logging forms
5. Parent link with forms.
6. News as it happens – Our website chair, Letian Wang, puts links on the website almost at the very moment they're announced: links to forms, announcements of events, cast lists, callback lists. If you ever wonder if you've missed something, check here.

HOW ATL Boosters COMMUNICATES WITH YOU- Part 4

FACEBOOK

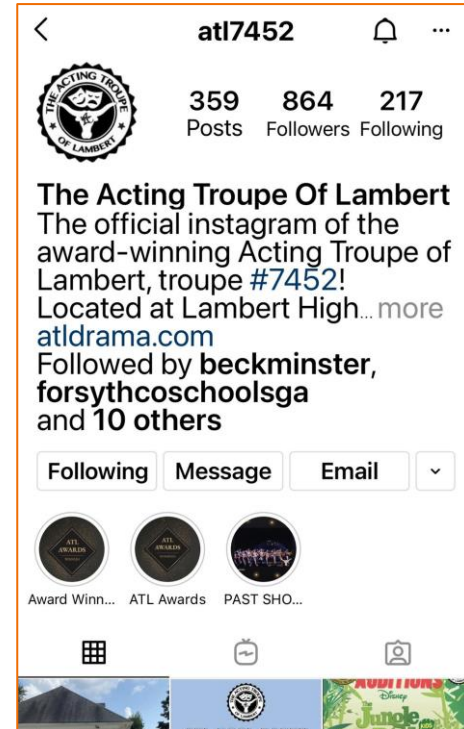
1. Public ATL Page



1. Private ATL Parents Page



INSTAGRAM



HOW *YOU* COMMUNICATE WITH *ATL Boosters*

ATL Booster Club

atlboosterclub@gmail.com

Director Sabrina Lloyd

f42023@forsyth.k12.ga.us

Music Director Ryan Wason

rywason@forsyth.k12.ga.us

ATL Booster Board

President, Eric Kuchinski

atlboosterclub@gmail.com

Treasurer, Howard Chalmers

atlboostertreasurer@gmail.com

VP of Parent Relations, Dawn Bennett

VP of Productions, Lisa Steele

VP of Publicity, TBD

Secretary/Bookkeeper, Jane Alger

atlboosterbookkeeper@gmail.com

ATL FEES

ATL ANNUAL PRODUCTION FEES

General Fee for the operation
of the ATL Booster Club

- Fee for all students
- \$20

FEE AMOUNTS DEPEND ON THE
NUMBER OF CAST AND CREW
AND SHOW COSTS INCLUDING:

Photography

Storage

Tech and Stage equipment

Website and IT fees

Show Transportation

Etc.

PRODUCTION FEES

Each show with an after-school production incurs "Production Fees."

- Performer fees
- Tech Fees
- Run Crew

FEE AMOUNTS DEPEND ON THE NUMBER OF CAST AND CREW AND SHOW COSTS INCLUDING:

Costumes

Props

Sets

Speciality Tech equipment

T-shirts

Publicity

— Rights

OPTIONAL ADDITIONAL COSTS #1: TECH MEALS

WHAT IS TECH WEEK? The last two weeks before shows open are called “Tech Weeks.” Tech rehearsals are noted as such on the calendar. “Tech” is when all of the technical elements are added to the production—lights, sound, costumes, props, set, etc. Students stay after school and rehearse until 9.

WHAT ARE TECH MEALS? The board offers Tech Meals as a courtesy to parents to save them from having to bring meals to their kids. (Students are not permitted to leave Lambert campus between school and tech rehearsal). Food is ordered from local restaurants, picked up, and served before rehearsal at 4:00pm by parent volunteers. They are also provided before weekday performances and between Saturday shows. Vegetarian options are available and most allergies can be accommodated.

WHAT’S THE COST? Meals cost \$10 each. They are purchased in bulk per show and can’t be individually purchased. (For example, *Tuck Everlasting* Tech was 19 days—11 days of tech and performances plus 8 rehearsals for the cut version for one-act competition—so meals will cost \$190.)

HOW DO YOU PAY FOR THEM? When parents pay Production Fees, there will be two options: one with tech meals and one without tech meals. There is a hard deadline for tech meals to be purchased.

OPTIONAL ADDITIONAL COSTS #2: CONGRATS ADS

WHAT IS A CONGRATS AD? Individual shout-out ads that appear in the playbill for performers and crew involved in that particular production.

WHO PURCHASES THEM? Typically, the family and friends of the performer/crew member.

WHAT'S THE COST?

\$25—1/4 page B&W Ad (2.25"w x 3.75"h)

\$75 — 1/2 page B&W Ad (4.5"w x 3.75"h)

\$100 — Full page B&W Ad (4.5"w x 7.5"h)

HOW TO BUY ONE?

1. Go to this SignUp Genius Link to reserve a spot in the Playbill. (There are a limited amount of spaces.)

<https://tinyurl.com/ReserveATLCongratsAds>

1. Go to ATL store/send in a check to pay for your ad. (*Tuck* Congrats Ads are due September 13.)

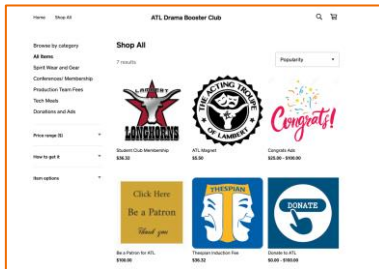
HOW TO PAY FOR STUFF

ONLINE

1. Go to atldrama.com and click STORE:



1. Choose option on ATL's Square Account:



NOTE: A 3% fee is added to Square sales.

BY CHECK

1. Pay by check and avoid 3% Square fee.
2. Place checks in white metal cash box on wall in classroom office.
3. Make checks payable to "ATL Booster Club"
4. In memo line, include what you're paying for AND STUDENT'S NAME!

FOR SHOW TICKETS

A link to our ticket site will be created for each show and linked on our website, atldrama.com, and all ATL social media.

HOW TO GET DISCOUNTS

DISCOUNTS!

1. **PAY YOUR PRODUCTION FEES BY DUE DATE AND SAVE \$25!**

After due date, fees will increase by \$25.

*If needed, payments can be arranged with Directors.

1. **SECURE SOME SPONSORS!** The more sponsors you bring in, the more discounts you get on future production fees!
2. **HAVE MORE KIDS IN THEATRE!** There's a 50% sibling discount if siblings are participating in the same class required show.
3. **VOLUNTEER!** The more we make, build, sew, the less a show costs to produce.

ANY QUESTIONS?