

Kids From Wisconsin How to Sponsor Handbook

2024 Kids from Wisconsin



Kids from Wisconsin
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Thank you so much for sponsoring the Kids From Wisconsin in our 56th season!!

Dear Esteemed KIDS Show Sponsor,

Thank you once again for hosting a Kids From Wisconsin performance in your community.

We are extremely excited to present this year's Larger Than Life performance by some of Wisconsin's most talented youth in this, our 56th year!

We want your event to be the BEST ever! We will do all we can to help make that happen. We will be sending out a press release announcing the Hometown KIDS. We hope your community news will pick up that story, if indeed you have a hometown KID. If they have not, it always helps for you to send them the information as well.

If you are a Wisconsin host, we will add your event to the **Travel Wisconsin** calendar. Please tackle other online calendars in and surrounding your community. Examples: Chamber of Commerce, Park and Rec., City Events, Online News, AARP and Senior Community Calendars, School Calendars, and any others. This Sponsor Handbook contains items that will help you populate online calendars, press releases, and create a social media presence. Contact us for any additional information that you feel you may need.

If you promote through social media, it is helpful to tag @kidsfromwi or #kidsfromwi in any Facebook, Instagram, or Twitter posts. Also, use the hash tags #KIDS56 and #KIDS2024 if possible. We will make sure to share your posts as much as we can.

We will be creating Facebook events for each performance. Please find your event **here**, and share it with your community. We will be adding each hometown KID to these event pages shortly.

Those that are providing a "Realize Your Dream" workshop, you will find all workshop details on our **events page**. Please encourage guests to sign up online for the workshop.

We stand committed to supporting you every step of the way and eagerly anticipate collaborating closely on your event this summer.

Musically Yours,

Tara W. Johnson
Executive Director
414-266-7067
Tara.Johnson@kidsfromwisconsin.org

Suggested Committee Organization

Event Chairperson

It is the chairperson's responsibility to get the talent of your membership behind the promotional and patron effort. What the Chairperson does:

- Recruit all committee chairs and high school contacts
- Schedule a few general meetings interested parties and committee chairs
- Work with committee chairs to coordinate promotion and coordination of the concert

TIP: Consider this performance a community affair, and work to include as many different organizations as possible (Examples: Woman's Clubs, Arts Organizations/Associations, Music Booster Clubs, Parks and Recreation, Chamber of Commerce, and any other vibrant organization in your community)

Promotions Committee (2-3 people)

- Distribute posters/flyers- **KFW will send a media kit for you to print posters/flyers and use for social media, website, and playbills.**
- Work with media
- Social media- KFW will create an event page for each show. Each host will be asked to co-host the event page. You can share from there in addition to creating your own.

Ticket Committee (1-2 people)

- Set ticket prices
- Print and distribute tickets to sell
- Consider online ticketing - **KIDS can facilitate online ticketing for a \$500 fee. All seating must be general admission and/or general admission section. All credit card and platform processing fees will be taken off final settlement.**

Patron Committee (2-3 people)

- Raise dollars to underwrite the event cost through local community and businesses
- You can place a single sheet of ads inside the center of the pre-printed program and announce them before the performance.

Show Day Committee (2 people)

- Ushers
- Meal for the performers
- Housing if needed

Show Tips

Committee Organization:

- Form a core group and meet every couple of weeks for 2 months leading up to the show
- Assign duties per comfort levels
- Ask participating choir/band music director to attend first committee meetings
- Approach following groups for financial sponsorship:
 - Area Foundations that support performing arts and education
 - Area large corporations
 - Area box stores or other for donations of food etc. for meal
- Ask school or parent organization to provide food for potluck to feed participants

Tickets:

- Average ticket price is \$25 for adult and \$12 for Senior/Student ticket price
- All committee members always carry tickets with them to be available for sale
- Sell tickets at area events
- Have tickets available for purchase at popular grocery, bank, Chamber of Commerce
- Set ticket goal for each of your members to sell a minimum of 3 tickets each

Promotion Tips:

- Talk with local newspapers to run articles featuring any area students that are in the Kids From Wisconsin. Promote your Hometown KID, if you have one.
- Contact weekly shopping news flyers for free ad donations
- Purchase or ask for free newspaper ads for your organization providing an affordable performance for the community as well as offering a free workshop before the show
- Distribute posters to area businesses, library, schools, churches, Chamber of Commerce, and senior centers
- Talk up show at work and social events
- Make sure to have social media presence and tag #kidsfromwi. Share the [facebook event](#) created for your organization or go to our events page and share your event details directly from our website. Simply scroll to your [event](#), click on it and share from the link provided.
- Share the [travelwisconsin](#) page that we have already created for your organizations event
- Announce upcoming event on school and local marquees
- Ask everyone to share the event on social media

Sample Timeline

Initial:

- Sponsoring organization determines date, time, concert site, tickets prices
- Designate General Chairperson and method of organization (i.e., what committees needed)
- Set up first general meeting date for organizational support

First meeting with full membership of sponsoring organization:

- Our Programming Operations Director is happy to attend this meeting to provide advice on how to maximize your efforts (and ticket sales).
 - EMAIL: Peggy.Strimple@kidsfromwisconsin.org
- Decisions to be made:
 - Date tickets will go on sale
 - Any ticket discounts for groups, friends, and families, etc.
 - Will you solicit businesses or foundations to help underwrite the show
 - General event task timeline
- Choose chair-people/committees and hand out committee task lists (see appendices for suggestions)
- Assign someone to author an article describing the event, purpose (i.e., raise money for summer music scholarships), and need for volunteers, business contributions, how many tickets each member is expected to sell, etc. Note when next meeting is for volunteers.

Two months ahead:

- Remind members to sell tickets, need for remaining volunteers, and assignments for potluck supper.
- Meeting of all chair-people and committee members
 - Updates on promotions, ticket sales, patron solicitation
 - Promotional campaign starts.
- Fund drive begins to solicit sponsors.

One month ahead:

- Final committee meeting to organize show date details.
- Kids From Wisconsin Program Manager/Tour Assistant will call committee chair to confirm arrival, workshop, and meal details.
- Kids From Wisconsin Production Manager/Tour Manager will call to confirm details with concert site contact.
- Publicity campaign in full swing.
- Sponsorship drive follow-up calls

One week ahead:

- Gather list of those to be thanked in program insert (patrons, business, or foundation donations in kind for meals/printing/etc.)
- Print enough program inserts for sell out show
- Final publicity push

Day of show:

- Committee chair meets KFW upon arrival
 - KFW will bring programs so you can put your own inserts into them
- **Arrival Time:** KIDS normally arrive at concert site about 4½ hours ahead of show time:
- 2½ hours of unload, setup, sound check, and rehearsal
- Workshop (if pre-scheduled with your contract) ***If the KFW are providing a workshop, expect that the performers to arrive earlier.**
- 45 minutes for meal
- Make sure your ticket booth is staffed
- 1½ hours for costume, makeup, and warm-ups
- 90-minute show
- 15 minutes to sell buttons and mingle with crowd
- 30 minutes of change costumes, strike set, and load bus
- Enjoy the show!

Following month:

- Follow up meeting
 - Update on show profits
 - Review event and make recommendations
- Mail thank you notes to all volunteers
- **Determine when you will book the KFW for next year! (#57)**

Frequently Asked Questions

What do hosts normally charge for a ticket?

We recently surveyed our hosts and found that ticket prices range from \$10-15 for students/seniors and \$15-\$25 for adults.

Will the KFW bring their own programs?

The KFW will bring enough programs to accommodate a full house. **These will be available to you upon our arrival so you may insert your own material if necessary.**

Do we need to provide an Emcee for the show?

Our show can stand by itself without an introduction, but our sponsors often like to welcome the audience and recognize their own patrons.

Will the KFW take an intermission?

The KFW will take advantage of a 15-minute intermission

KFW representatives will be in the lobby to offer more information about the show and possible small ensembles of performers.

Need a Hometown Kid photo, help with media or a different format for a marketing asset?

Contact Tara Johnson at tara.johnson@kidsfromwisconsin.org

Media Tips

Personalize your media packets

- Address your media packet to a specific and appropriate person. Do not use “To Whom This May Concern” or any other general title.
- Reword the press release to illustrate your specific community and show details to make it unique and seem less pre-packaged.
- Take advantage of the hometown press releases KFW provides to highlight the students in your specific area, creating a personal and local aspect of the story.

Get your press release to the appropriate editor

- Make sure the entertainment, art, or local editor gets your media packet.
- This gets your information to the correct person immediately, makes it more likely to be covered, makes it less work for a general editor and decreases the chances of being lost or ignored.

Ask about event calendars

- Some media outlets have community/event calendars, call to ask if you can get the Kids From Wisconsin show listed on it.
- This is an effective and often free way to promote the show.
- The ability to use photos is important online. Photos get the most viewership. Use photos whenever possible. Photos can be found in our [Media Kit](#).
- You can share your event directly from the events calendar on our webpage: <https://www.kidsfromwi.org/events> . Simply scroll down to find your event and there will be a link to share directly to your own social media.

Interview Requests

- If your local news would like to interview a Hometown KID, please put them in touch with Tara Johnson, Executive Director: tara.johnson@kidsfromwisconsin.org.
- Look at all the interesting [articles](#) through the past years from our Hometown KIDS and show announcements!

2024 Kids From Wisconsin Quick Facts

Kids From Wisconsin's 56th season's "Larger Than Life: The Great Entertainers" show description:

Widely recognized for their versatile talents and groundbreaking performances, these icons impacted the music industry and pop culture into another stratosphere. The 56th Kids From Wisconsin troupe showcase these "larger than life" performing artists in their highly energized and highly anticipated 2024 summer production. Featured are historic bands and orchestras that have sold out world stadiums, kings and queens from rock to pop, legendary Broadway stars and classic entertainers that will live forever on the stage and screen.

Experience the extraordinary talent of Wisconsin's most accomplished youth, aged 15 to 20, as they take the stage in a high-energy, two-hour performance featuring 22 singer/dancers and a 14-piece stage band. Since 1969, the Kids From Wisconsin troupe has been captivating audiences of all ages across Wisconsin and the Midwest. This non-profit organization showcases the best of Wisconsin's young talent, providing a unique pre-professional summer tour opportunity that you won't find anywhere else in the nation. Join us on our summer tour, which includes approximately 40 communities and features daily performances at the renowned Wisconsin State Fair.

The Realize Your Dream workshop:

Grow FUNdamental performing arts skills in this FREE 1-hour interactive "REALIZE YOUR DREAM" workshop, designed for ages 7-14, with the Kids From Wisconsin. Choose your path: learn a song/dance combination with the Singer/Dancers OR create your own musical composition with the KIDS Band! Plus you'll get to visit our lighting and sound booths, attend a Q&A and more!

Contact Peggy.stimple@kidsfromwisconsin.org to book your workshop at your hometown show!

Our History:

Since their founding in 1968 and first performance in 1969, Kids From Wisconsin has performed to over 10 million audience members at state and county fairs, festivals, national trade shows and conventions. Travels have taken them to many hometown stages as well as distinguished stages such as the Kennedy Center in Washington D.C., the Performing Arts Center in Milwaukee, Cabo Hall in Detroit, the Convention Center in Atlantic City, and the Canadian National Exhibition, which at the time was the world's largest fair.

In the early days before artists hired their own opening acts, The KIDS performed before the big-name artists. These included Dianna Ross and The Supremes, Guy Lombardo, Eddie Albert, James Darren, Liberace, Friends of Distinction, George Kirby, Pat Boone, Roger Miller (King of the Road), Sonny and Cher, Johnny Cash, John Davidson and many more.

Still today, the program remains a true professional experience and opportunity for growth both in leadership and as performers. It is a privilege and honor for students to take part in the Kids iconic program after an intense, audition process. Troupe members not only perform to thousands over the summer, but are also trained to provide hands-on, performing arts workshops in many of the communities they perform, helping to spread the love of performing to youth ages 7-13.

Since 1969, there have been just over 1000 alumni that have been part of KIDS.

The touring production performs live annually for more than 120,000 people across Wisconsin and the Midwest, the Kids from Wisconsin presents top-of-the-line entertainment with some of Wisconsin's most talented performers ages 15-20. The revue is produced in collaboration with some of the country's best writers, arrangers, and choreographers. Costumes are designed and created in Broadway style, adding to the already exciting performance. We maintain a broad repertoire of music that includes the American classics, big band hits, 50's thru the 80's, swing/jazz, country, Broadway, and current top hits, filling a two-hour fully staged performance. The KIDS perform at state and county fairs, community concerts, fundraisers for non-profit organizations such as the Rotary, Lions, Kiwanis, and other organizations, helping them to earn thousands of dollars for their organizations' cause, and at the same time support Wisconsin's performing arts. The Kids from Wisconsin, to this day, maintain a large presence at the Wisconsin State Fair with performances twice daily on a main stage.

