

State of Allegro

(SINCE COVID)

SPONSORSHIP PACKET

YOU CAN'T
STOP THE
BEAT!



Allegro Community School of the Arts

92 Main Street, #002 Warrenton, VA

AllegroCSA.org | lachelle@allegrocsa.org | 540.349.5088

A NOTE

Executive Director

Dear Friends -

It's been a minute since we've produced an annual report or launched a major fund raising campaign. Like many small businesses, we have had our nose to the ground running hard to survive a world that none of us had ever seen before. And still today, we continue to re-invent what we are and what we look like in order to re-grow Allegro.

Within the following pages, we will recap our journey since 2020 and share our vision for the future we see as bright. We experienced both loss and growth over the past 3 years which are reflected in the following pages.

During COVID, we took the opportunity to evaluate the Allegro brand, all its programs and events. The question we asked was: When we reopened what do we want Allegro to look like? This was our chance to re-launch into the ideal model.

- Systems were adjusted.
- Space was shuffled for better us.
- Classes were redesigned to fit a new performing arts focus.

May 2020, Allegro acquired Excell Dance allowing us to be a dedicated performing arts center. This puts Allegro in a class by itself as we are the only full performing arts center in Fauquier and several surrounding counties. What does this mean? Students can come to Allegro for studies and immerse in anything performing arts - music, dance, theatre. You will see our programming begin to shift as we become more Music Theatre focused in our training and performing.

We invite you to share our journey. Take a class. Become a sponsor. Volunteer in the performing arts.

We are all better together as we look toward a bright future.

Sam Yoder
Executive Director



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Thank You!

TO OUR 2022-23 SPONSORS

Pink Diamond

Peak Roofing - \$9500

Amethyst

Town of Warrenton - \$4500

VCA - \$4500

Emerald

Fauquier Hospital - \$3000

Puffenbarger Insurance - \$3000

CMG Loans = \$2576

Priority Properties - \$2576

Ruby

Appleton Campbell - \$600

Bank of Clarke - \$600

Oak View National Bank - \$600



WHO WE ARE

Our Mission

Bringing the Arts to Life #Arts2Life

We bring the arts to life in every corner of our world.

The arts are not merely an unattainable mirage one must only see on stage. The arts are not for the privileged or the few. The arts belong in the world. The arts are alive! Arts is the beauty of the human condition, of interacting with one another, of finding the beauty in everyday nuisances and events, of exploring sadness, joy, exciting social justice, creating change, and engaging all ages to explore these elements of human life.



Our Core Studio Value

All Who Enter Shall Learn, Laugh, and be Loved

→ LEARN

We are here to ultimately teach the performing arts.
Music | Theatre | Dance

It also includes the art of performance. Beyond teaching the performing arts, it is our responsibility to instill life skills that come from studying the arts - communication, time management, leadership, etc.

→ LAUGH

Enjoying what we do every day is an important component of learning. Laughing through the good times. Laughing through life's hard bumps. It's a skill! As a teacher, we are a role model to our students, in class and outside class. Our teachers come from a place of joy and positivity in life.

→ BE LOVED

Our students learning go deeper and last longer when lessons are delivered with love. The emotional connection to the heart of our students makes the learning a life-long memory. Allegro is known as the studio with loving, accepting teachers. This is part of our secret sauce.

- positive and constructive correction
- seeing every student, not just the class favorite
- supporting every student in their goals



Our Promise

INSPIRING ARTISTS. CREATING LEADERS.

You Know Us For...

- ✧ It's our students' happy place
- ✧ Arts2Life
- ✧ Where the arts play together
- ✧ We don't do our arts half way

Why Choose Allegro?

1. We are the only comprehensive performing arts center and school in the community.
2. Our teacher are supportive & knowledgeable in their area of expertise.
3. Our prices are straightforward with an easy billing and payment method.
4. We produce professional, engaging, and enriching performances
5. We engage with the broader arts world through field trips to The Kennedy Center, local musical festivals, music jams, and master classes.
6. We promote family values of respect, love, kindness, and equality.
7. To us, every child has a voice, and every child matters.
8. We stay current in the latest performing arts career and development trends, benefitting our students and teachers beyond our walls.
9. We are involved in our community
10. We lead others through arts education and artistic expression supporting ALL professions, not just performing arts careers.





Program Offerings

PRIVATE INSTRUCTION

Piano - Voice - Percussion - Guitar - Band & Orchestra Instrument's - Theatre - Dance

DANCE THERAPY

Encompasses social/emotional, cognitive and physical development on all levels

DANCE

Ballet - Tap - Jazz - Modern Contemporary - Hip Hop - Acro Dance

THEATRE INSTRUCTION

Class instruction for all ages - Performance Classes for children

ALLEGRO YOUTH ORCHESTRA

ALLEGRO COMMUNITY PLAYERS

An audition theatre group for students and adults

THRIVE AT ALLEGRO

Senior Adults 55+ actively participating in performing arts

SUMMER CAMPS

COLLEGE PREP

WHAT HAPPENED DURING COVID

The Lockdown

The week the public schools closed, we moved our spring break to the next week, giving our teachers and staff time to move online with their students. Engaging students in private music lessons, dance and theatre was not an easy task. The technology wasn't advanced enough yet to conduct lessons like we have always done. Some students didn't have stable internet, or any internet at all, to stream a 30 min lesson.

However, it was our goal to offer our students stability and the arts, giving them something constructive to focus.



Teachers worked harder than ever keeping their students engaged, and even performing!

Check out the Allegro YouTube account and watch some of the performances recorded during COVID! Vocal teacher, Randi Puckett, organized a recorded princess concert for her online students. They learned skills not normal to vocal lessons such as

- recording themselves
- using separate devices when recording and singing
- ZOOM tutorial in the arts - how to change settings

Students found costumes, learned how to connect with an online audience

YouTube - <https://www.youtube.com/@AllegroCSA1>

Many of these videos are still being viewed!

A COVID ACQUISITION

A Performing Arts Center

The fall before COVID, Allegro began talks with Excell Dance to bring them under the Allegro programs. With the lockdown in March, the owner of Excell and the Executive Director of Allegro agreed that moving up the time line was in everyone's best interest.

We took a weekend in April and moved all the teachers and families into Allegro. Set up online classes, and recorded level appropriate exercises to keep students engaged and moving.

With the addition of a dance studio, Allegro now is a full performing arts center. No other facility in our region can make this claim. We are able to give our students a full performing arts education supported by performing opportunities in their selected area.

Music | Theatre | Dance | Youth Orchestra



4th Street Studio



Main Street Studio

THE LOSSES

Mold Wreaks Havoc

Even though we have fought hard to maintain , we have taken hits along the way.

The biggest one was the loss of our facility on Culpeper St which resulted from excessive mold in the building. Rain on a leaking roof kept the building wet in places we didn't know.

Summer of 2022 forced us out of our building as mold broke through and started contaminating the entire building. Working with a real estate attorney the landlord was contacted that moving out was the only option for us as we had vulnerable students & teachers being affected.

At one point an eviction notice was hung on the door. For the record, we were never served papers; never notified. This all happened five months after we moved out of the building.

Programs on Hold

Like many businesses, parts of our business had to be put on hold.

In 2019 we had launched our Thrive at Allegro for adults 55+. Within Thrive we had launched a Gentle Ballet class and Dance for Parkinson's. With this being a vulnerable population, those programs were on hold. We relaunched our Gentle Ballet class in 2023.

In 2019, our theatre program had just come off a successful run of "A Music Man" to sold out crowds. The program was on hold for two seasons until we were allowed to gather again. We relaunched the Allegro Community Players with "Annie" the fall of 2021. It felt so good to be back on the stage!



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WHERE ARE WE NOW?

Regrouping for Growth

Even though the last three years have been a challenge, it has lead us to many, many wins. Coming out of COVID and the following years, we have taken the time to re-evaluate everything Allegro.

- Programs offered
- Events we produce
- The space we occupy
- Systems to make us more effecient

Let's start our discussion with space.

Space for Private Lessons

We spent most of the Spring & Summer of 2023 looking for teaching space for our private lessons, coming up empty in August when our lease was due to expire. With the economy headed in the current direction, down, we knew our enrollment numbers would be affected.

Space for Allegro is a combo of offices (private lessons) and large open spaces with high ceilings (for dance, theatre and orchestra). We are a space hog which means expensive rent.

Since space was not coming available, we decided to build sound rooms similar to an isolation room used in recording studios. We had plenty of unused space in both dance studios. The first one we built is at 92 Main St and holds two grand pianos. The sound is controlled enough to allow dance to be taught at the same time a piano and voice lessons. These rooms are portable, meaning they can be taken apart and moved with us to a new location.

This allows us to continue pushing our private lessons and better utilize the space we currently occupy.



**Teaching room
located at 4th St
studio.
11' x 10', holds
2 grand pianos.**



Teaching Focus

At the end of last year (May 2023), we took a hard look at our classes and where our registration was concentrating and what our students were asking for. We also looked at the market to see what other studios were teaching.

With all this data in hand, it became very obvious that our primary focus should be on theatre/music theatre in particular. Everything is in place at Allegro to give our students that triple threat - music, acting, dance.

We are excited about this shift. It fits perfectly with Allegro holding the space of a performing arts center! Moving forward the community will see a shift in classes offered to include more performances and more theatre based instructional programs.

Theatre at Fauquier High School

Through a conversation with the new Fauquier High School theatre teacher, Allegro has been invited to partner with the program this year. We are providing vocal direction and choreography for their spring show, Wizard of Oz, that will be performed April 2024.

June 2024, Allegro and FHS will be hosting a summer camp, Finding Nemo, for students. It will cover all the typical stage items plus a focus on tech - lighting, costumes, stage management, and sound. Students will be immersed in the theatre for the two weeks of camp.



*Celebrating
20 years*



**EVENTS
2024**



ALLEGRO COMMUNITY PLAYERS

We relaunched our theatre program in Nov 2022 with Annie. Let's talk about energy in the room! Little girls who became life long friends as they sang together, ate together, played together. And finally, performed together! They came back together over spring break to perform at the Fauquier Senior Center.

Nov 2023 we produced Elf the Musical. The colorful, happy show entertained sold out audiences for the majority of the run.

Due to space constraints both for rehearsal and performance, after COVID our theatre performed once a year, in November. 2024-25 our plan is to increase the number of shows to 2 musicals (spring and fall), 2 children's shows (late summer and early winter/January), plus a non-musical in the summer.



COMMUNITY EVENTS

Music on Main

We relaunched the summer concert series the Summer of 2021 to Main Street coinciding with the Roll Out Warrenton. As with every summer, we had a wonderful variety of music ranging from big band to R&B to Bluegrass. Everyone was so happy to be out and dancing on the streets again! What an amazing relaunch.

This past summer (2023) we re-branded the series Music on Main. In 2024, Music on Main will be featured as part of 1st Friday Warrenton, making the live music, beer & wine garden, and food trucks an major part of the 6 month series.



Mr Tester and
former Student
Mike Parker

1st Friday Warrenton

2024 marks the 3rd season Allegro has produced 1st Friday Warrenton. Program Director Lachelle Yoder has been involved in the event first as a vendor, then as the event organizer when she served as the events coordinator for the board of Experience Old Town Warrenton. When EOTW was looking for someone to pick up the event, Allegro eagerly stepped forward.

The event draws thousands of locals and visitors over the summer series.

1st Friday serves as a fund raising event for Allegro, and gives Allegro the chance to give back to the community with an amazing event that draws people together.



VENDORS
LIVE MUSIC
BEER & WINE GARDEN
KIDS ACTIVITIES
FOOD TRUCKS

NEW THIS SEASON:
AMERICANA CRUISE IN
FAUQUIER FLAVOR FACEOFF

4th of July Kids & Pets Parade

Nothing says Small Town Americana like a 4th of July parade, on the 4th of July! Allegro had run sound for the Fauquier Community Band and the presentation on the Courthouse porch since moving to Warrenton in 2013.

In 2022, the organizer of the parade was not able to continue organizing the event, and handed it off to Allegro. We were able to relaunch the parade in 2023. Last year Allegro extended the parade to the afternoon when they added an afternoon concert. This year the event will consist of just the parade.



COMMUNITY INVOLVEMENT

Warrenton Christmas Parade



We have been involved with the Christmas parade since moving to Old Town in 2013 - running sound for the emcee on the Courthouse steps, and providing singers for before and after the festivities. It was an honor to be included in the relaunch of the parade in 2022. Allegro continues to provide sound for the Courthouse steps. For the relaunch, our students (just coming off Elf the Musical) were asked to escort Santa into the parade both years. Love those little Elves!

Town Limits

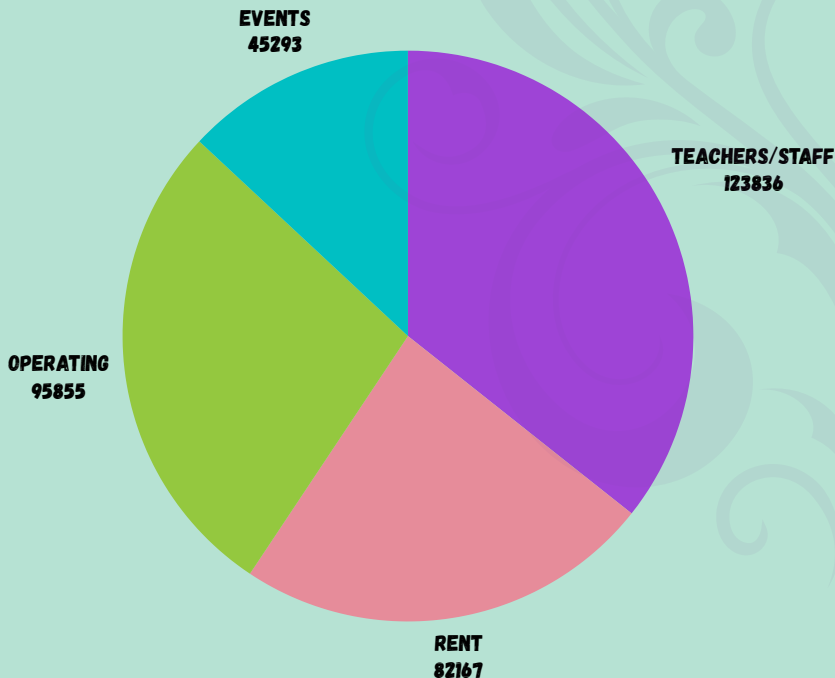
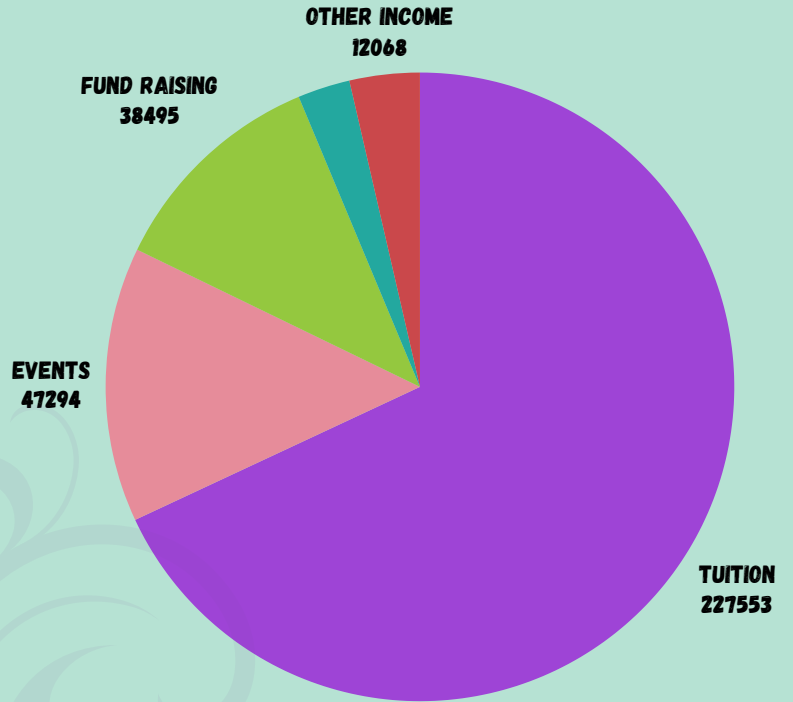
Summer 2024 marks the return of Town Limits. We're excited to be involved again this year as we schedule the Main entertainment stage and provide sound for the event. It's such an amazing community event!



BY THE NUMBERS

INCOME: \$334,410

Tuition - \$227,553
Events - \$47,294
Fund Raising - \$38,495
Grants - \$9,000
Other - \$12,068



EXPENSES: \$347,151

Teachers/Staff - \$123,836
Facilities Rent - 82,167
Operating - 95,855
Events - 45,293

BY THE NUMBERS

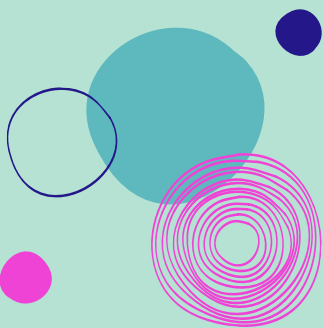


Allegro



*Embracing the Arts * Shaping the Future*

Corporate



Sponsorship



Allegro Community School of the Arts is the region’s only dedicated performing arts center and school, offering instruction and performance opportunities in

Music | Theatre | Dance

As a non-profit, we are able to grant financial aid and scholarships to students who either cannot afford to study music and the arts or provide merit scholarships to student show show exemplary talent.

We wish to continue to grow and expand programs which meet the needs of our community. In order to do this, we are looking for sponsors and donors we can link arms with who wish to see the arts grow in our community.

Opportunities to Support
Corporate Sponsorships
Friends of Allegro

For more Sponsorship information

Lachelle Yoder, Program Director
lachelle@allegrocsa.org
703-307-1613

Carlton Shutt, Events & Donations
communityengagement@allegrocsa.org

TARGET ATTENDANCE



First Friday - 10,000/6 events

This audience comes from around the region and is made up of all ages. We create events to reach those different age groups



July 4th Kids & Pets Parade - 1,000+

These attendees are families for the most part who are looking for a piece of Small Town America.



Main Stage Theatre Performances - average of 1400 for 8 shows

These averages are show dependent. Many times we sell out at 250/show. This year we are doing 1 fall show and several smaller shows.



Dance Recital - 500 family in attendance

This audience consists of Allegro families.

Current Yearly Events

First Friday (6)

4th of July Parade

Student recitals (7)

Theatre Performances (2-3)

Dance Recital

PINK DIAMOND – \$10,000

- Event Sponsor of all Allegro events (10 main events in total)
6, First Friday months, 4th of July parade, 2 theatre shows, Dance Recital) Vendor Booth available
- Company logo included on printed event programs
- Company banner displayed at events
- Company logo on all printed event flyers or digital event flyers
- Company logo displayed in teaching locations
- Listed on Allegro website with an active link to company site
- Listed in online event programs & monthly newsletter
- Listed as a sponsor on all email correspondence that goes out - ad on rotation with other Pink Diamond sponsors
- Verbal & sight recognition at all Allegro events
- Free full page ad in playbill
- Full page ad in event photo book (8.5 x 11)
- 6 reserved tickets to Allegro events



AMETHYST – \$5000

- Event sponsor of 5 main events
2, Theatre shows, Dance Recital, or 2 First Friday months (vendor booth available)
- Company logo included on printed event sponsored programs
- Company banner displayed at sponsored events
- Company logo on all printed sponsored event flyers or digital sponsored event flyers
- Verbal & sight recognition at all Allegro events
- Company logo displayed in teaching locations
- Listed on Allegro website with an active link to company site
- Listed in online event programs & monthly newsletter
- Listed as a sponsor on all email correspondence that goes out
- ½ page ad in event photo book (8.5 x 11)
- Free ½ page ad in playbill
- 4 reserved tickets to Allegro events



EMERALD – \$2500

- Event sponsor of 2 main events Choose 2 from the following list
Dance recital, 2, theatre productions, 1 First Friday month (vendor booth available)
- Listed on Allegro website with an active link to company site
- Company logo included on printed event sponsored programs
- Company logo displayed in teaching locations
- Listed in digital program as an Allegro sponsor
- Verbal recognition at all Allegro events
- Listed as a sponsor on all email correspondence that goes out
- Listed in online event programs & monthly newsletter
- Free ¼ page ad in playbill
- 2 reserved tickets to Allegro events

TURQUOISE LEVEL – \$1250

- Listed on Allegro website with an active link to company site
- Listed in digital program as an Allegro sponsor
- Company logo displayed in teaching locations
- Listed as a sponsor on all email correspondence that goes out
- Listed in online event programs & monthly newsletter
- 30% discount on playbill ads
- Early access to VIP Premium Seating for Allegro ticketed events

RUBY LEVEL – \$625

- Listed on Allegro website with an active link to company site
- Listed in online event programs
- Company name displayed in teaching locations
- 20% discount on playbill ads
- Early access to VIP Premium Seating for Allegro ticketed events

SAPPHIRE LEVEL – \$300

- Listed on Allegro website with an active link to company site
- Listed in online event programs & monthly newsletter
- Company name displayed in teaching locations
- 10% discount on playbill ads
- Early access to VIP Premium Seating for Allegro ticketed events



Friends of Allegro

Perfect for an individual who wishes to support Allegro. For as little as 27 cents a day, you can support the arts in our community by becoming a Friend of Allegro.

FRIENDS OF ALLEGRO BENEFITS

\$100 - NOTE SPONSOR

- Recognition in performance programs and on website
- Monthly newsletter
- Membership card
- Advanced premium seating tickets available for purchase at performances
- Access to the Friends hospitality area during performances

\$150 - PERFORMANCE SPONSOR

- Benefits listed in Note Sponsor
- Two complimentary beverage tickets to be used two First Friday events
- Two complimentary concessions tickets to be used at all Allegro performances

\$200 - DIRECTOR SPONSOR

- Benefits listed in Note Sponsor
- Two complimentary beverage tickets to be used at four First Friday events
- Four complimentary concessions tickets to be used at all Allegro performances
- Two VIP Backstage passes at Allegro events
- Verbal recognition at all Allegro performances and events



\$250 - PRODUCER SPONSOR

- Benefits listed in Note Sponsor
- Four complimentary beverage tickets to be used at four First Friday events
- Four complimentary concessions tickets to be used at all Allegro performances
- Four VIP Backstage passes at Allegro events
- Verbal & sight recognition at all Allegro events
- Discount on playbill personal notes (1/8 page)



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