



Keystone State
Music Theater

ENRICH. ENLIGHTEN. EDUCATE. ENTERTAIN.

2021-2022 Corporate Sponsorship Request

Thank you for taking the time to learn about Keystone State Music Theater (KSMT). KSMT was incorporated in 2013 and our mission is to enrich the public and region through the experience of exceptional musical theatre and to positively impact lives beyond the stage through innovative education and community outreach initiatives.

Keystone State Music Theater serves northern Allegheny, southeastern Butler and all of Butler County, reaching over 3,600 individuals annually. KSMT strives to fulfil the mission by:

- ★ *operating the KSMT **Performing Arts Academy** that currently has 120 students ranging in age from 5-60 and averages over 500 individual student instructional hours per week.*
- ★ *annually producing between three to six musicals & three showcases featuring KSMT students.*
- ★ *regularly presenting performances at various theaters, including the Rotary Amphitheater, Calhoun Auditorium, Theater at Marshall Middle School, and the Theater at the Regional Learning Alliance.*
- ★ *offering musical theater education through the Cranberry Township Municipal Center that annually reaches an average of 50 students aged 3-12.*

KSMT's full-time staff is representative of the varying demographic groups that the organization strives to reach. Staff with different life perspectives are engaged to continually assess the program to ensure it is inclusive to all communities. The full time staff complement is 20%-40% Hispanic, LGBTQ+, and/or women-led.

Throughout the end of 2020 and all of 2021 KSMT has worked diligently to keep our doors open and reworked every aspect of our programs to be in line with current (and often changing) guidelines. KSMT continues to offer unique opportunities that are important to the health and mental well-being of our students and families.

However, due to Covid-19, KSMT saw a reduction in revenue of 32% (\$136,218) between April 2020-March 2021 and the prior comparable period. KSMT took drastic action to reduce expenses, by renegotiating rent and vendor fees, restructuring employee contracts, and only allowing the most necessary expenses. Ticketing and program offerings were restructured in order to reduce the decline in income.

This fiscal responsibility, coupled with various government support (PPP loans/grants, an SVOG grant, and local government programs) have positioned the organization to sustain its pre-pandemic offerings. **Your support and sponsorship would aid significantly in allowing the organization to continue and expand these programs and keep KSMT's curtain open for years to come.**

We are happy to discuss the mission and vision of KSMT, as well as your future corporate support. We will be reaching out personally in the near future to set up a meeting. Thank you again for taking the time to learn about Keystone State Music Theater Association.

Chris & Alison Rose Saunders, Founders
Keystone State Music Theater