



BLUMENTHAL
PERFORMING ARTS

The Blumey Awards 2024

Blumenthal Performing Arts' High School Musical Theater Awards



The annual Blumey Awards recognize, reward, and encourage talent and achievement in musical theater among high school students within the Charlotte region.

If education is the great equalizer, the arts is the great unifier. The Blumey Awards for local high school musical theater excellence represents “**the arts equivalent of Friday night football**,” according to Blumenthal CEO Tom Gabbard. The Blumeys bring our entire community to one venue to joyously celebrate and encourage our students as they culminate a year of hard work.

As a member program of the National High School Musical Theatre Awards in New York, The Blumey Awards is a catalyst for young talents in the greater Charlotte region to receive musical theater coaching, support, and spotlight recognition on a regional and national scale. In 2023, nearly 50 [participating high schools](#) representing 400 students from schools through the Carolinas participated in The Blumey Awards.

The premiere program highlights the importance of musical theatre and arts education within the community. As a member program of the National High School Musical Theatre Awards in New York, The Blumey Awards is a catalyst for young talents in the greater Charlotte region to receive musical theater coaching, support, and spotlight recognition on a regional and national scale. Patterned after Broadway’s Tony Awards®, the ceremony is the culmination and celebration of a year of hard work by the students, staff and schools, and includes live performances and awards in 14 categories divided into two tiers to provide equitable adjudication and opportunity for schools with varying budgets for their performing arts programs.

Thanks to the support of our partners, Blumenthal’s education department hosts master classes and workshops led by industry professionals, including Broadway performers, who come to Charlotte for multiple-performance engagements with students. The Blumey Award winners of Best Actor and Best Actress go on to perform in the Jimmy Awards, the national high school musical theater awards. All facets of participation in the Blumey Awards program and associated trainings and workshops are offered at no cost to the schools. The program is recognized as one of the most successful regional high school musical theater offerings yielding a top percentage of winners at the national level, and has helped launch the careers of Broadway stars, producers and industry creative team members, alike.



Available Sponsorships | The Blumeys 2024

Blumey Bootcamp Sponsor (\$30,000)

Blumey Bootcamp takes place April 24-28, preparing Best Actor and Best Actress nominees from each school to audition before a special panel of judges who choose the six nominees for each of these categories. Blumey Bootcamp includes workshop and masterclass training with seasoned musical theater professionals in vocal coaching, dance, acting and other skills. Blumey Bootcamp sponsorship is available for a customized package of benefits and recognition based on individualized inquiries.

Best Actor and Best Actress (\$10,000 each)

Each school's Best Actor and Best Actress nominees are invited to attend a three-day intensive workshop that includes voice, acting and dance training with industry professionals. The second and final round of adjudication follows the intensives. Winners will compete in The Jimmy Awards (all expenses paid, including a week of professional training in New York).

Sponsorship includes:

- Recognition as The Blumey Awards "Best Actor" or "Best Actress" Partner
- Family or company name included in multi-channel event marketing campaign
- Sponsor recognition and logo inclusion in the Blumey Awards program
 - Podium recognition by award presenter during ceremony
- 8 VIP guest tickets to the May 26 Awards Ceremony evening that include:
 - Pre-performance reception featuring cocktails and hors d'oeuvres
 - Premium seating for ceremony
 - Exclusive meet-and-greet and photo opportunity with category winner

Best Supporting Actor and Best Supporting Actress (\$7,500 each)

Sponsorship includes:

- Recognition as The Blumey Awards "Best Supporting Actor" or "Best Supporting Actress" Partner
- Sponsor recognition in the Blumey Awards program and from stage during ceremony
- 6 VIP guest tickets to the May 26 Awards Ceremony evening that include:
 - Pre-performance reception featuring cocktails and hors d'oeuvres
 - Premium seating for awards ceremony in Belk Theater
 - Exclusive meet-and-greet and photo opportunity with category winner



Available Sponsorships Continued

Student Critic Award (\$7,500)

Students participate in a one-day workshop on theater criticism and training in the mediums of print and on-camera reporting, social media, and vlogging. Students attend three musical theater performances at participating Blumey high schools and submit written and new media reviews. One of the winner's reviews will be published locally; the winner of the Student Critic Award also receives the opportunity to compete in The Jimmy Awards Student Reporter Search, attending and reporting on that ceremony in late June 2023.

Sponsorship includes:

- Recognition as The Blumey Awards "Student Critic Award" Partner
- Sponsor recognition in the Blumey Awards program and from stage during ceremony
- 6 VIP guest tickets to the May 26 Awards Ceremony evening that include:
 - Pre-performance reception featuring cocktails and hors d'oeuvres
 - Premium seating for awards ceremony in Belk Theater
 - Exclusive meet-and-greet and photo opportunity with category winner

Best Featured Performer and additional featured awards (\$5,000 each)

- Best Ensemble/Chorus
- Best Student Orchestra
- Best Choreography Execution
- Best Overall Direction
- Best Student Costume Designer
- Best Student Set Designer
- Best Student Stage Manager

Sponsorship includes:

- Recognition as The Blumey Awards "Best Featured Performer" Partner, e.g.
- Sponsor recognition in the Blumey Awards program and from stage during ceremony
- 4 VIP guest tickets to the May 26 Awards Ceremony evening that include:
 - Pre-performance reception featuring cocktails and hors d'oeuvres
 - Reserved seating for awards ceremony in Belk Theater
 - Exclusive meet-and-greet and photo opportunity with category winner

Conclusion

Blumenthal Performing Arts is grateful to explore a Blumey Awards partnership in the ways outlined above and we welcome the opportunity to discuss this further. Sponsorship contributions will be applied to resources, including staff, marketing materials, and capital and operational supplies necessary to bring these events to life. The North Carolina Blumenthal Center for the Performing Arts is a nonprofit; EIN 58-1791724.

Please contact Samantha Kowert at Samantha.kowert@blumenthalarts.org or 704-379-1359 with questions or to discuss a partnership. Thank you for your consideration.