



# The NEWHALL FAMILY THEATER

for the Performing Arts

*"The Newhall family is pleased with the efforts of the Newhall School District in restoring the Newhall School Auditorium for a new generation – truly a historical and cultural landmark in our community."*

*—Tony and Reena Newhall*



NEWHALL SCHOOL DISTRICT  
COLLABORATE | INNOVATE | PERSEVERE | EXCEL



**RAISING** the  
**CURTAIN**  
Restoring the Newhall Auditorium  
for a New Generation

## *Preserving Our Rich History and Setting the Stage for a New Era*

The Newhall Auditorium made its debut in 1941, replacing the original structure that burned down in 1939. Then, as now, the community came together, raising funds to build the much-needed venue. Built during the Los Angeles area's golden era of expansion, its design reflects the stately Art Deco architecture popular at the time. It was constructed as part of the \$13.4 billion federal Works Progress Administration program created by President Franklin D. Roosevelt's New Deal, providing jobs for millions of out-of-work Americans across the country. The auditorium was not only a vital educational and performing space for local children, but also served for several decades as a valued community gathering place.

Since 1975 the auditorium has served mostly as a warehouse, and is in need of a major makeover to become, once again, a gathering place and performance space for all the community to enjoy.

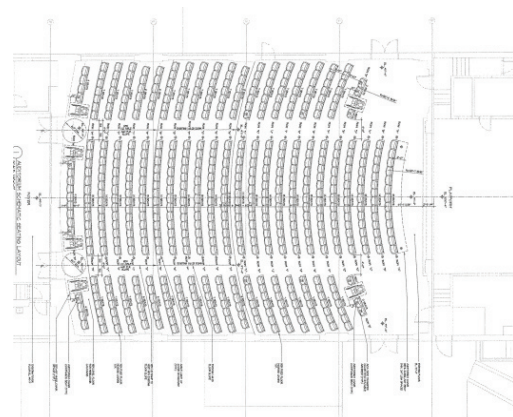
The time is now for ushering the Newhall Auditorium into a new period of service to community, with its preservation, modernization and dedication as the Newhall Family Theater for the Performing Arts.

## *A Starring Role in Arts Integration*

The revitalized theater will be the keystone piece in Newhall Elementary School's transition to an Arts Integration School of Choice in 2016.

In partnership with The Kennedy Center's Changing Education through the Arts Program, and building on the Newhall School District's commitment to the arts through existing K-6 music and visual arts instruction, Newhall Elementary's Arts Integration approach to teaching fosters students' demonstration of understanding of academic concepts through art form.

Based at a Federal Title 1 school, the Arts Integration approach creates a dynamic and engaging learning environment for students with the greatest learning needs. Teachers already immersed in the arts integrated concept training are very excited about its potential, its fit with the Common Core State Standards, and its rich content that promises to spark incredible learning.





# RAISING the CURTAIN

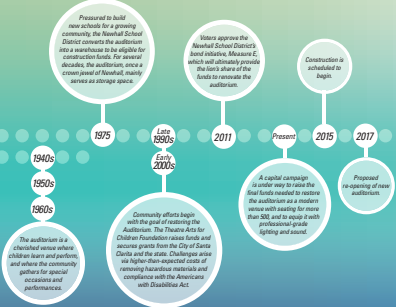
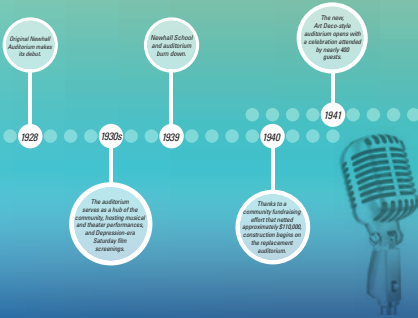
Restoring the Newhall Auditorium for a New Generation

## A Transformative Project

With the voters' approval of community bond Measure E, the Newhall School District plans to begin the approximately \$4 million modernization and renovation of the auditorium in spring 2015. The "Raising the Curtain" fundraising campaign seeks to go above and beyond what tax dollars provide and raise an additional \$600,000 needed to ensure that the auditorium will be equipped with the best possible lights and sound system when the curtain is raised and the auditorium once again takes center stage in the community.



Photo: SCVHistory.com



## Ways to Help Raise the Curtain

### Giving Opportunities

Cash donations are tax-deductible and can be made via check, money order or credit card. Checks or money orders should be made payable to the **SCV Education Foundation**, and sent to: **Newhall School District, 25375 Orchard Village Road, Valencia, CA, 91355**. To make a donation with a credit card, visit [www.RaisingTheCurtain.org](http://www.RaisingTheCurtain.org) or call **(661) 291-4000**.

The SCV Education Foundation (Tax ID #95-4544948) will serve as the fiscal partner in support of their mission to provide outstanding public schools to the children of the Santa Clarita Valley.

<b>Headliner Sponsor</b>	\$50,000
<b>Box Office Benefactor</b>	\$25,000
<b>Encore Patron</b>	\$20,000
<b>Center Stage Sponsor</b>	\$10,000
<b>Curtain Call Sponsor</b>	\$5,000
<b>Spotlight Sponsor</b>	\$1,000
<b>Friend of NFTP</b>	\$100

### Naming Opportunities

Name dedication opportunities are available for those who make significant donations to the Raising the Curtain campaign. NSD is proud to partner with The SCV Education Foundation for this fundraising effort. Donors choosing to contribute at the Naming Opportunity level are welcome to contact the campaign chair to negotiate a mutually beneficial investment.

### Donor Recognition

Donors at the Curtain Call Sponsorship level and above will be recognized on the prominent donor wall in the theater lobby, as well as recognition in a news release at the time of donation and media coverage in conjunction with the grand opening. Spotlight sponsors and friends of NFTP will be recognized in the outdoor reception area. All donors will receive tickets to, and be recognized and welcomed to advertise in, the Opening Gala Program.

With Old Town Newhall undergoing its own exciting revitalization as a hub of arts and entertainment, the newly renovated and modernized Newhall Family Theater for the Performing Arts will take its rightful place as a jewel in the community's original downtown area, uniting our shared history with a bright and promising future. Additionally, since the theater is roughly half the size of the Santa Clarita Performing Arts Center at College of the Canyons, it will provide an additional, lower-cost option for local nonprofit organizations.

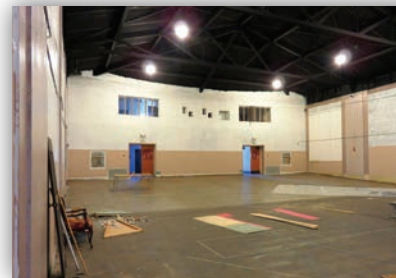


Photo: SCVHistory.com



Photo: City of Santa Clarita

### Renovation Features

- Stage Expansion
- New High-Performing Stage Lighting and Audio-Visual Equipment
- Improved Acoustics
- Acoustic Design Features Consistent with Art-Deco Architecture
- High-Efficiency LED Lighting
- Americans with Disabilities Act compliance
- Fire Safety Systems
- New Dressing Rooms and Restrooms
- New Concession and Ticket Area
- Seating for 546
- New Heating and Cooling Systems
- Lobby Renovation

