

Théâtre l'Escaouette's
GÉNÉRATIONS
CAMPAIGN



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Cultural development has always been an integral measurement of the vitality of a community. Communities where arts and culture are visible and vibrant tend to also exhibit economic health and score high on quality of life issues.

Moncton's théâtre l'Escaouette is recognized from coast to coast for its creativity and innovation, along with the promotion of talented artists of all ages. From seasoned superstars to emerging artists, it fosters and fuels talent on its stage. It is proud of its tradition of keeping the flame of artistic excellence burning as it is passed from one generation to the next.

L'Escaouette's objectives and accomplishments in the development of performing arts are worthy of your support. They are the solid foundation on which a fundraising campaign has been launched to ensure its longevity.

We appeal to your social conscience and community engagement to ensure the continuation of théâtre l'Escaouette and its dedication to arts and culture.

By giving generously to théâtre l'Escaouette's GÉNÉRATIONS Campaign, you will help consolidate its significant role in producing, promoting and presenting the arts in the present and ensure it can continue its work in the future.

Théâtre l'Escaouette GÉNÉRATIONS Campaign
offers you projects worth supporting and a hand
in helping to write the future!

Honorary Chair

ANTONINE MAILLET

Although l'Acadie cannot truly define itself as a country, Acadians have certainly gained the right to declare themselves a people. With a tragic, heroic and lively history, fraught with equal measures of courage, determination and humour, Acadians have built a proud and unsurpassed heritage that has stayed strong throughout the ages.

The Acadian people are now ready to reveal their culture to the world, and what better method than through theatre? The performing arts provide the means for people to express their joy at not only surviving, but thriving.

Théâtre l'Escaouette's stage is well established on Acadian soil. It is a unique theatre that strives to pursue the mission of the followers of Champlain who created, four centuries ago in Port-Royal, the first – yes, the first – theatre company in North America.

Along with all those who love l'Acadie and theatre, I wish long life to théâtre l'Escaouette.



Campaign Chair

ANDRÉ VINCENT

For nearly 40 years, théâtre l'Escaouette has been a leader in the performing arts in our community. Over the years, it has embodied a culture that has become vibrant, dynamic and open to the world. Generations of artists have performed on their stage, where we discovered many talented emerging artists, who then take to the road with touring productions to share their magnificent creativity with the rest of Canada. Performances that move us, force us to reflect and leave us feeling fully engaged.

Théâtre l'Escaouette is a true institution. It is a symbol of pride that must be sustained and preserved. Arts and culture help enliven our communities and enable them to thrive. That's why the future of théâtre l'Escaouette concerns each and every one of us. I am proud to be part of this campaign, not only to help recognize its four decades of great achievements, but also to support its continued existence that will allow us to applaud its artists for many years to come.



Why invest in théâtre l'Escaouette's GÉNÉRATIONS Campaign?

The social reasons

The goal of our campaign is to build a solid financial foundation that will allow us to continue to enhance the quality of life in our community by engaging our citizens, promoting social cohesiveness and building bridges of creativity to unite our generations

Our campaign benefits youth to:

- Develop innovative thinking and problem solving skills to improve academic performance;
- Improve their self-confidence and motivation to practice their art;
- Promote their identity by encouraging youth to discover their culture;
- Facilitate the development of their leadership skills.

Our campaign benefits seniors to:

- Be socially active thereby reducing isolation by attending performances;
- Be connected to their community and culture through volunteerism;
- Stay healthy through community engagement in the arts.

The arts and culture also provide social benefits which serve to:

- Foster innovation and creativity;
- Reinforce the cooperation and networking in the community;
- Develop pride and community identity;
- Encourage partnerships.

YOUR INVESTMENT CAN DO MUCH MORE THAN YOU THINK :

The théâtre l'Escaouette Foundation will apply to the Canada Cultural Investment Fund for a matching funds contribution.



The economic reasons

In addition to generational benefits, our campaign will also have significant economic advantages to our community. Past surveys have indicated that for every \$1 invested in the arts, \$3 is subsequently reflected in additional economic activity..

The community-as-a-whole reasons

Your contribution to our campaign will further serve to generate citizen engagement in the broader community and enable social cohesiveness. It will be an investment for the future since it supports opportunities for all involved to develop their leadership abilities and build a stronger tomorrow.

The legacy reasons

A contribution to théâtre l'Escaouette's GÉNÉRATIONS Campaign is an ideal way to begin to build your own legacy project within the community. Your support will help to:

- Promote and protect your heritage;
- Provide increased access for all to arts and culture;
- Boost the value of positive spinoffs to our region.

By choosing to be a cultural benefactor, you become part of théâtre l'Escaouette's history and its journey for generations to come.

DID YOU KNOW? 80% of New Brunswickers surveyed indicated that arts were “moderately” or “very” important to their quality of life and that of their family.

Théâtre l'Escaouette



Founded in 1978, the company is distinguished as the only performing arts centre in southeastern New Brunswick dedicated to the production, presentation and touring of new works. It is the only theatrical company in Atlantic Canada to produce and disseminate plays created specifically for teen audiences. The company's reputation as a leader in the emergence and development of New Brunswick playwrights and artists is also unmatched.

Théâtre l'Escaouette offers five components to round out its unique artistic contribution to the community. These include:

- Producing New Brunswick and Acadian plays;
- Touring productions on a regional, provincial and national level;
- Presenting plays from far and near;
- Offering ongoing professional training;
- Supporting the development of new works by Acadian playwrights.

Recent SUCCESS STORIES:

- *Vie d'cheval* (teen audience): 89 performances, 21,353 spectators
- *Je... Adieu* (teen audience): 94 performances, 21,706 spectators
- *Les trois exils de Christian E.* (general public): 118 performances 16,272 spectators
- *Laurie ou la vie de galerie* (general public): 211 performances
- *Festival à haute voix* (founded in 2001)

Théâtre l'Escaouette's production and performance centre - A STAR PLAYER AT HOME:

- In the past three years, it has hosted over 660 activities and performances drawing an attendance of more than 21,000 people.
- Sixty-four percent of its budget is paid directly to artists, technicians, freelancers, creators and employees.

Théâtre l'Escaouette shines on the NATIONAL STAGE:

- Since 2012 it has presented 171 performances in 70 cities and towns, entertaining and enlightening more than 28,577 spectators.

Recognition Program

Level	Amount	Mention - Final report and the campaign website	Mention - Foundation annual report	Mention - Closing ceremonies	Honour Wall	Foundation annual report mailing list	Recognition during Campaign media activities	Local newspapers - Photo and advertisement	Mention - local newspapers	Mention - Theatre's annual program*
Friends	\$10 to \$999	•								
Families	\$1,000 to \$4,999	•	•	•					•	
Ambassadors	\$5,000 to \$9,999	•	•	•	•	•			•	
Builders	\$10,000 to \$24,999	•	•	•	•	•	•		•	
Champions	\$25,000 to \$49,999	•	•	•	•	•	•	•		
Leadership	\$50,000 to \$99,999	•	•	•	•	•	•	•		
Visionaries	\$100,000 and above	•	•	•	•	•	•	•		•

* Mentions for funds received after June 30 will be published in the following season's program.

Naming Opportunities

Théâtre l'Escaouette

The following naming opportunities are available in recognition of important contributions (\$25,000 - \$250,000):

- Performance hall
- Lobby
- Rehearsal Studio
- Dressing room
- Bar
- Green room
- Meeting room

Endowment funds

The lifetime naming of one of the following endowment funds (\$250 000 and above):

- Endowment fund for theatrical productions
- Endowment fund for presentation and touring
- Endowment fund for ongoing professional training



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