

## ASPIRE at KCACTF | THE CREATIVE PITCH

ASPIRE students will create and pitch a theatrical season and/or a new theater company to a selectors panel of theatre professionals. This exercise will prepare ASPIRE students to think critically about leadership styles and models while demonstrating the student's ability to think outside the box. The following is a set of recommended guidelines to help prepare an effective pitch:

- Students will be given 10 minutes to present their pitch and then take questions from the selectors; students will be responsible for allocating their own time accordingly.
- The presentation must include the name of the theater company, the mission of the theater company, where the theater company or theatrical will take place (town, city, state, country), and play titles/authors (if known).
- Students are invited to be as innovative, creative, and practical as possible in their presentations and should pitch a compelling theatrical season/theater company using whatever resources are available to them.
- Students should be mindful that while budgets, season calendars, and other higher level elements of a theatre's operations are important, the allotted time provides the selectors with very little chance to review these materials critically. **Emphasis on mission, values, season selection, and audience is strongly encouraged.**
- Students are encouraged to work independently and consider all the elements of producing and theater management necessary to support a theatrical season or theater company's vision and infrastructure.
- Students should consider preparing their pitch during the various ASPIRE workshops at the festival.
- Any handouts provided for the pitch must have enough copies for each selector.
- Any AV/tech/projector needs should be cleared and tested in advance of the pitch
- Students must also provide a resume for the interview

The selectors will be evaluating pitches based on the student's ability to effectively communicate a vision, demonstrate knowledge of theatre and arts management, and incorporate audience and community values into their mission. The top pitches chosen by the selectors will move on to the second round of ASPIRE interviews to select one finalist to join the ASPIRE week-long fellowship at KCACTF in Washington, D.C.