



the
HELLER
AWARDS
FOR YOUNG ARTISTS

2024 Sponsorship Opportunities

MARK YOUR CALENDAR
2024 Heller Awards for Young Artists
APRIL 17 | Dell Hall | Long Center

2023 IMPACT

75

TEACHERS
ENGAGED

16

SCHOOL DISTRICTS
ACROSS 7 COUNTIES

33

PARTICIPATING
SCHOOLS

15,000

STUDENTS
IMPACTED

ABOUT THE HELLER AWARDS

Imagine Austin's version of the Tony Awards — only more impactful! The Heller Awards for Young Artists boosts visibility for high school musical theatre programs and produces a community-building event while celebrating the talent and discipline of thousands of students and educators in the Greater Austin area.

Participating schools come together to pay tribute to the value of arts education, collaboration, and creativity. Through award recognition, master classes, hands-on training with industry professionals, critical evaluations with constructive feedback, scholarships, program grants, and community-wide awareness, the HAYAs celebrate, elevate, and expand musical theatre and the arts in our schools, families, and communities.

Starting in 2014 with 19 participating schools, the program has expanded exponentially, supporting the continued growth of young adults into the leaders of tomorrow. Whether their futures lie in the performing arts, private sector, public service, or fields that don't exist yet, the HAYAs are their gateway to a bright, colorful future.



For more information or to purchase your sponsorship, contact
Julia Campbell, jcampbell@thelongcenter.org or 512.457.5147

2024 HAYA SPONSORSHIP OPPORTUNITIES

All HAYA sponsorships go directly to subsidize program costs so that we can continue to keep this program FREE for all schools and significantly discount the cost of student ceremony tickets.

	Award Sponsor \$5,000	Ceremony Sponsor \$2,500	Performance Sponsor \$1,200	VIP Ticket Package \$350
Opportunity to name an Award Category	✓			
Reserved Box Seating	✓			
Award Ceremony Tickets (Mezzanine)	8 tickets	6 tickets	4 tickets	2 tickets
VIP Reception Tickets	8 tickets	6 tickets	4 tickets	2 tickets
Half-Page Program Ad	✓			
Recognition in Marketing Materials & Signage	✓	✓		
Recognition in Event Program	✓	✓	✓	
Long Center Annual Membership	Star Level	Promoter Level	Patron Level	Friend Level
Pre-sale access to purchase additional HAYAs tickets	✓	✓	✓	✓

HAYA VIP RECEPTION

Wednesday, April 17

6:00pm – 7:30pm

Kodosky Lounge, Long Center

Join us for this special reception and help celebrate the donors, sponsors, and volunteers who make the HAYAs possible. Wine, beer, and heavy hors d'oeuvres provided.

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