



gateway to

EXCELLENCE

the Spirit Center campaign



gateway to EXCELLENCE



For 30 years, The North Carolina Shakespeare Festival (NCSF) has set the standard for excellence in theater and arts education in North Carolina. What started as a small, resident professional Shakespeare theater company has become one of North Carolina's greatest artistic treasures.

NCSF attracts the highest caliber actors, directors, designers and technicians from all across the United States. Programming includes classical **MainStage** productions and its yearly production of Charles Dickens' **A Christmas Carol**, now in its 29th year. The Festival also offers many specialized outreach programs including the **Nancy Lyles Classics in Context** seminars, the Sunday **AfterWords** post-theater discussions, and the engaging **Elizabeth's Bard Weekend** program.



Art is the signature of civilizations.
Beverly Sills



NCSF has a new vision – to become a premier gateway for the performing arts in North Carolina.

the spirit of the future

The first step in reaching this vision is through the development of Spirit Center, a 51,000 square-foot performing arts campus in High Point. Spirit Center will allow NCSF to consolidate its operations, increase efficiencies and decrease operating costs. Spirit Center will also give The Festival the resources and infrastructure needed to reach larger and more diverse populations.

To make Spirit Center a reality, NCSF is launching **Gateway to Excellence** — a \$2 million capital campaign to support Spirit Center development, and to provide operational and emergency funding for the Festival and its programs. Funds raised through the capital campaign will be used to:

- ★ Develop Spirit Center's two-building campus
- ★ Provide statewide access to NCSF Outreach Education Programs
- ★ Create a Professional Development Office
- ★ Invest in branding and marketing activities to increase statewide support, participation and attendance
- ★ Enhance NCSF production quality, and provide "seed" money for new Outreach Programs
- ★ Create a Stabilization Fund to provide emergency operating expenses.



Spirit Center signifies a new era of artistic expression, education and outreach for the Triad and the state. We invite you to join our campaign to ensure North Carolina's artistic legacy.

Planned programming for Spirit Center includes **Discovery Acting Classes, Aspire Student Monologue & Soliloquy Competitions, Gateway Humanities Programs and New Visions Play Readings.**

Turn away funding for the arts and suffer a deficit of spirit.

Crain's Chicago Business



Your generous gift will enliven the Festival's spirit of creative excellence for future generations and expand the Festival's outreach to students and theatergoers across the state.

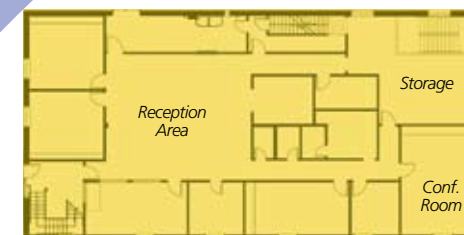
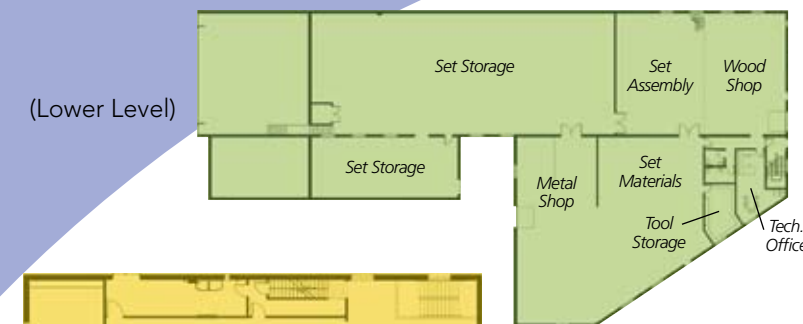
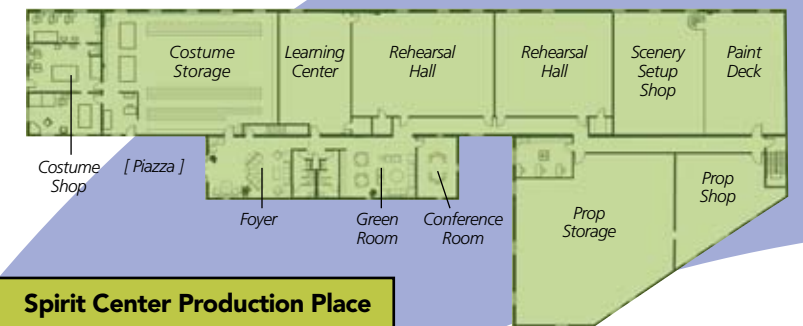


a contribution to excellence

Honor your favorite champions of the Arts while ensuring the future of NCSF productions, education and outreach. Major naming opportunities and commemorative plaques will memorialize your contribution to Spirit Center.

Named Giving Opportunities

- ★ Spirit Center Campus
- ★ Production Place and Outreach Place
- ★ Learning Center and Rehearsal Halls
- ★ Green Room and Conference Rooms
- ★ Costume, Scene and Properties Shops
- ★ Actors' Lockers
- ★ Learning Center Sponsors and Friends
- ★ Patrons Hallway, Learning Center Benefactors
- ★ Foyer, Piazza and Rialto Garden
- ★ Spirit Center Landscaping, Gating, Security and Lighting
- ★ Executive Offices, Break Room, Kitchen and Armory



Spirit Center Outreach Place

