

THE CONVERGENCE BALL

**An immersive, innovative,
celebratory experience.**

On Saturday, February 25, 2023, our Main Street theater complex will be transformed into an immersive space for food, fun, and artistic exploration!

The theater complex will be activated with creative expression throughout our spaces, offering guests something new to discover around every corner. From experiencing Actors Theatre's virtual-reality (VR) programming to screenings of our award-winning animated shorts, the Convergence Ball offers a thrilling deep dive into our multi-platform work.

The festivities will also showcase local culinary talent and a variety of vendors. Tickets range from \$25 to \$200 with varying benefits, food options, and a cash bar will be available.

The evening will culminate in exciting live performances, followed by one incredible dance party!



Allan K. Washington and Shaun Bengson in *Where the Mountain Meets the Sea*

photo credits from top to bottom: Karolina Grabowska, Jonathan Roberts

VENDOR OPPORTUNITIES

The Convergence Ball will be a unique opportunity for guests to experience the vibrant, diverse, and creative artistry of the Louisville community. In the spirit of creative expression, we are offering a limited number of vendor spaces where artists and organizations can showcase and/or sell their work.

Vendors will also be recognized via Actors Theatre's digital marketing channels including web, email, and social media.

A six-foot table and two chairs are provided for each vendor. Electricity is available for an additional fee upon request and is subject to availability.

Actors Theatre of Louisville Engagement Metrics:

- Website | 100K+ monthly website visitors
- Email marketing | 32K+ email subscribers
- Social media | 12K+ Instagram followers & 48K+ Facebook followers
- Anticipating more than 200 in-person event attendees.



OPTION	COST
Commercial Retail (For-profit business selling goods and/or services)	\$200
Nonprofit Organization (501c3 organization)	\$100
Artist Collective (Group of artists selling goods)	\$100
Individual Artist (Individual artist selling goods)	\$75
Electricity Fee	\$50

Please note that all fees go toward supporting Actors Theatre of Louisville in service of our mission.

Vendor applications are due by Friday, January 20, 2023. All vendors must be approved and will be notified of their approval within two weeks after submitting their application. Please note that vendors may not campaign on behalf of (or in opposition to) any candidate for elective public office. To register to be a vendor, please contact Wyld Thoughts at ideas@wyld-thoughts.com or 502-309-4967.

OUR INVESTMENT IN IMPACT

Access and Inclusion

Actors Theatre of Louisville is an arts and culture organization as social enterprise. As a 501c3 nonprofit dedicated to service, building community, and creating positive social change, we strive to improve the lives of Kentuckians and inspire strategies for full flourishing globally. It is critical to the success of our mission that our services be accessible and inclusive to all, and especially to those historically and systemically excluded.

Artistic Innovation

Actors Theatre of Louisville is committed to broadening, deepening, and diversifying the American theatre canon and telling stories that are relevant and accessible to the communities we serve, as well as responsive to the urgent issues of the moment.

Some examples of our previous and/or ongoing work are *Dracula: A Feminist Revenge Fantasy*, a new adaptation that bounces between humor and horror to reimagine the classic. This regional premiere featured an inspiring group of Kentucky artists. We highlighted the legacy of civil rights hero Fannie Lou Hamer in *FANNIE: The Music and Life of Fannie Lou Hamer*, and reinvestigating a classic when *A Christmas Carol: Ghost Story* takes the stage.

Our focus on artistic exploration and engaging our community via multiple platforms has resulted in extended-reality (XR) experiences, animated shorts, audio plays, immersive gaming, and more. For example, *Ali Summit*, an XR collaboration, is inspired by the 1967 summit of prominent Black athletes who met to question Muhammad Ali about his conscientious objection to military service.

Intersection of Art and Wellness

Quantitative and qualitative data support the essential nature of the arts for our personal and public health. Actors Theatre leverages our expertise in art-based practices to support our communities through productions, programs, and partnerships at the intersection of art and wellness.

Our production of *Every Brilliant Thing* dealt openly with mental illness – a key issue facing Kentuckians. It was critical to ensure that guests had access to resources they could use if ever confronting a mental health crisis. The Actors Theatre team partnered with the Louisville chapter of the National Alliance on Mental Illness to provide a list of local and national resources online and in the lobby. Additionally, NAMI Louisville Executive Director Nancy Brooks spoke to the cast and creative team to support the storytelling and their personal well-being. Finally, Actors Theatre and NAMI Louisville worked together to curate an *Unscripted* conversation about mental health that was streamed via social media.

Learning and Creative Engagement

Actors Theatre cultivates life-long learners. Invigorated by the belief that art-based tools set young people up for success in all areas of life, our Learning and Creative Engagement (LACE) initiatives offer various points of entry in school, on stage, and online.

Through our many LACE programs, which include residencies in classrooms and community centers, the New Voices program, and more, we share the tools of creative expression with young people. Last spring, we partnered with Justice Now, AMPED, JCPS, Roots 101: African American Museum, and The Kentucky Historical Society to produce *THREADS OF OUR HISTORY: Where We Intertwine*, which featured contributions from more than 50 JCPS students.



LaShondra Hood in *Dracula*;
Gregory Maupin in *A Christmas Carol: Ghost Story*; Jon Norman Schneider in *Every Brilliant Thing*; and student participants in *THREADS OF OUR HISTORY*

Photo credits top to bottom:
Jon Cherry, Jonathan Roberts, Denisha McCauley, Actors Theatre staff



FOR SUPPORTING OUR STORYTELLING (R)EVOLUTION.

We invite you to join us in our mission to unlock human potential, build community, and enrich quality of life by engaging people in theatre that reflects the wonder and complexity of our time.

Together, we will continue to serve our communities by creating innovative and engaging work at the intersection of art and service. Your meaningful participation bolsters the success of these programs, which are essential to reimagining the future of theatre and enriching the cultural life of our city.

ACTORS
THEATRE OF LOUISVILLE

VENDOR CONTACT

Wyld Thoughts
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