

AURORA THEATRE COMPANY'S COMMUNITY PARTNERS PROGRAM

Aurora Theatre Company's new Community Partners Program connects each of our productions to a partner organization, grounding Aurora into the life, work, and culture of our community. Aurora's artists learn from our partners about the cultural and historical context of the stories we tell, and in return we offer access to Aurora's process, spaces, audience, and resources. By sharing resources between Aurora Theatre Company and our partner organizations, we build lasting relationships that further our mission and yours while strengthening our community in Berkeley, the East Bay, and the Bay Area.

Each partnership is customized to support the needs and efforts of individual organizations. Here are some points of partnership that Aurora Theatre can offer:

- Community partner representatives are invited to attend meet & greet, first read, design run, dress rehearsal, and opening night of the Aurora production.
- Content about community partner and the connection to the play in the play's program and on Aurora's website.
- Free or reduced price tickets for your organization for this and possibly future Aurora productions.
- Cross marketing: an ad for your organization in the play's program or on Aurora's website. Perhaps an ad for Aurora in your organization's materials.
- Social media crossovers and promotions.
- Open rehearsals or workshops plus discussions with community partner audiences at Aurora or at partners' spaces.
- Community partner representatives participate in post performance talkbacks at Aurora.
- Usher opportunities for this and future Aurora productions.
- Community partner makes use of Aurora spaces for free or reduced price for meetings, workshops, events.
- Aurora representatives participate in community partner activities.
- Aurora artists meet with representatives from community partner organizations to discuss the play, its themes, and the partners' areas of expertise and cultural competency.
- Community partner representatives and Aurora staff and artists participate in open community discussions.
- Community partners participate in the development or production process as artists, possibly including dramaturgs, performers, etc.
- Community partner representatives attend other Aurora events such as gala, spotlight on the season, center stage salon, etc.
- Aurora and community partner organization apply jointly for corporate or foundation funding.

This season, Aurora is partnering with Berkeley High School, Mills College Theater Department, Bay Area Women's Theatre Festival, California College of the Arts, and Kinetic Arts. We are always looking for more!

