

SUPPORT JEFFERSON PERFORMING ARTS SOCIETY AND SUPPORT THE ARTS, THE LOCAL ECONOMY, AND OUR COMMUNITY

GAIN EXPOSURE to thousands of arts and culture patrons through our events and programs, promotional materials, venues, and marketing assets

UTILIZE OUR VENUES on Eastbank and Westbank for entertaining, cultivating, and celebrating

PROMOTE your products, ideas, and services to our patrons

REACH

 **16k+**
followers

 **3k**
followers

 **13k views**
per month

JPAS has a Constant Contact opt-in **subscriber list of 24k** with an average **open rate of 39%** and a **click rate of 5%**. We send 1-2 promotional emails per week to our base, with special offers to certain segments of the list depending on events.

JPAS presents and produces an average of three performance events per month year-round (including Westwego and JPAC touring shows) with an average **patron reach of 2,500 per month** or a reach of approximately **30,000 patrons per calendar year**.

IMPACT

JPAS has been dedicated to bringing quality entertainment, theater education, and live performance to all members of our community for nearly 5 decades.

The arts and culture communities throughout the country have been deeply affected by the pandemic and those that survived continue to struggle. JPAS has been forced to reduce staffing, cancel musical theater productions and other programs, and rely even more heavily on donations and grants because of still lower than usual ticket sales.

Your donation supports Jefferson Performing Arts Society's artistic teams and productions, community outreach, and educational programs that occur year-round. Your donation will help to underwrite the following aspects of our work:

COMMUNITY SUPPORT

Help provide accessibility to the arts by supporting JPAS programs that introduce the performing arts to children, people with special needs, and seniors through our Chrysalis and Arts Adventure (student matinee) programs. We were able to reintroduce these programs in 2022 and continue to build and expand them to reach even more members of the community who otherwise would not be able to experience live performances.

ARTISTIC SUPPORT

Help underwrite the costs of actors, musicians, designers, choreographers, directors, stage crew, technicians, lighting, sound, costumes, makeup and hair artists, as well as script royalties and advertising for each production. We are proud that we build our shows "from the ground up" and provide work and creative outlets for so many talented members of our community.

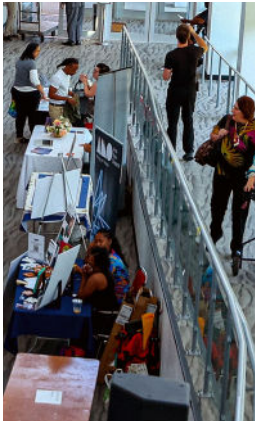
EDUCATIONAL SUPPORT

Help make connections between our theatrical show themes and topics and our daily lives by funding photo displays, panel discussions, and film screenings for adults and preshow children's activities, study guides, workshops, and more. These exhibits and activities enable us to share our stories with each other to build understanding and empathy.

VENUE MANAGEMENT

JPAS manages Jefferson Performing Arts Center (JPAC) on the Eastbank and Westwego Cultural Center (WCC) on the Westbank. In addition to programming JPAS as well as other local or touring shows, we encourage community members, cultural organizations, and local businesses to rent these multi-use venues. JPAC has a seating capacity of 1,041 and meeting rooms that are available for corporate, private and community events. WCC on Sala Avenue in Westwego has a seating capacity of 150 people and is available for reunions, receptions, rehearsals, graduations, and more.

VENUES



Westwego Cultural Center on Sala Avenue in Westwego has a seating capacity of 150 people. JPAS produces and presents three mainstage shows per season there in addition to community programs, family movies, live music events, comedy shows, and children's programs. The venue is rented by community members for reunions, wedding receptions, school rehearsals and shows, daycare graduations, beauty pageants and more.



Jefferson Performing Arts Center on Airline Drive in Metairie has a seating capacity of 1,041 and is available for corporate, private and community event rentals. From international touring ballet productions to local dance recitals; from JPAS Theatre Kids! musical theater productions to nationally touring music concerts, Jefferson Performing Arts Center offers a diversity of entertainment reaching every segment of our community. Rentals the past year have varied from the New Orleans Realtors Association to private film screenings to the first annual Miss Latina pageant.

JPAC has several rooms available for meetings and entertaining clients, customers, vendors, and donors, including: the first floor Hospitality Suite, with a capacity of 50 people; the third floor hallway and balcony (indoor) with a capacity of 100; the second floor mezzanine with a capacity of 100; and downstairs lobby and concession area with a capacity of 250.

