



Harlem All-Stars Theater Group

Partnership Prospectus & Case for Support

Securing a permanent home for Harlem's next generation on stage, in school, and in life.

www.harlemallstarstg.com

Transforming Lives Through the Performing Arts

For more than a decade, Harlem All-Stars Theater Group (HASTG) has empowered Harlem youth through professional theatre training, academic enrichment, and mentorship from industry leaders. Now, we are taking the next step: becoming an official 501(c)(3) and securing a permanent home to expand our reach and deepen our impact.

We invite you to join us in building a lasting hub where Harlem's next generation can thrive on stage, in school, and in life.

The Opportunity: A Permanent Home in Harlem

Location: 116–122 East 124th Street (18,400 sq ft)

- Two Floors: 3rd (9,200 sq ft) and 5th (9,200 sq ft)
- Annual Lease: \$828,000 (\$69,000/month)
- Turnkey-Ready: Minor updates only (paint, staging, décor)

Why It Matters: Harlem needs a permanent hub for rehearsals, performances, tutoring, mentorship, wellness, and community programs. No more displacements. This is home.

The facility will feature:

- Stage & rehearsal rooms
- TV/film & podcast studios
- Fitness & wellness center
- Classrooms & tutoring space
- Offices, conference rooms, kitchen

- Bathrooms with showers & lockers

It will also be available for community rental, filling a critical gap in Harlem, where only one comparable venue currently exists.

Our Impact So Far

- 500+ youth served since founding
 - 90% from underserved Harlem communities
 - Students advance to college, scholarships, and careers in arts, STEM, medicine, and education
 - Parents inspired to pursue higher education themselves
 - Alumni now educators, leaders, and contributors to the Harlem community
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5-Year Growth & Revenue Projection

Year 1 — Foundation (~\$861K revenue, \$1.87M need)

- Establish 501(c)(3), lease space, build out stage & studios.
- 100 students, 2–3 productions, \$350K rentals, \$250K grants.

Year 2 — Growth (~\$1.0M revenue)

- Expand to 150 students, increase productions & rentals.
- Strengthen board (20 members) & corporate sponsorship base.

Year 3 — Momentum (~\$1.1M revenue)

- 200 students, 3–4 productions, \$400K+ rentals.
- Expand foundation partnerships & add national grants.

Year 4 — Scale (~\$1.28M revenue)

- Full program capacity: 250+ students.
- Rentals & sponsorships drive growth beyond \$1M budget.

Year 5 — Sustainability (~\$1.47M revenue)

- A Harlem anchor institution serving 300+ students.
- Strong reserves/endowment (\$20K+/year growth).
- Recognized regional model for youth arts & education.

Funding Needs (Years 1–5)

Year 1 — Foundation (\$1.87M, Anchor Ask: \$2M)

- 501(c)(3) Conversion & Name Update: \$1,250
- Lease: \$828,000
- Build-Out/Capital Improvements: \$545,000
- Program Budget: \$151,756
- Staffing & Operations: \$350,000

Year 2 — Growth (~\$1.58M)

- Lease: \$828,000
- Expanded Programs: \$200,000
- Staffing & Operations: \$450,000
- Capital Improvements: \$100,000

Year 3 — Momentum (~\$1.78M)

- Lease: \$828,000
- Programs: \$300,000
- Staffing & Operations: \$500,000
- Facility Enhancements: \$150,000

Year 4 — Scale (~\$2.03M)

- Lease: \$828,000
- Programs: \$400,000
- Staffing & Operations: \$600,000
- Endowment/Capital Growth: \$200,000

Year 5 — Sustainability (~\$2.23M)

- Lease: \$828,000
- Programs & Expansion: \$500,000
- Staffing & Operations: \$650,000
- Endowment/Reserves: \$250,000

Return on Investment (ROI)

Your support fuels:

- **Empowered Youth** with life skills, mentorship, and academic success

- **Safer Communities** through structured, positive programming
 - **Career Pipelines** in arts, media, wellness, and business
 - **Economic Growth** through jobs and partnerships
 - **Cultural Preservation** of Harlem's stories and voices
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Opportunities for Partnership

Leadership Circles

- **Founders Circle (\$1M+)** → Legacy recognition, main stage naming, gala features
- **Visionaries Circle (\$500K+)** → Season sponsorship, studio naming
- **Leaders Circle (\$250K+)** → Fund a student cohort, naming opportunities
- **Community Builders (\$50K+)** → Underwrite scholarships, wellness programs
- **Future Stars Sponsors (\$10K+)** → Support 3 students/year

Corporate Sponsorships (\$25K+)

- Naming rights for rooms or scholarships
- Brand visibility across programs & productions
- Employee engagement opportunities

Community Partnerships (\$2,500+)

- Support workshops, after-school programs, family events
 - Recognition in programs and on Donor Wall
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Board of Directors: Building the Foundation

- Founding Board of 7–11 members
 - **Officers:** Chair, Vice Chair, Secretary, Treasurer
 - **Committees:** Finance, Development, Programs, Governance
 - **Annual Commitment:** Each member sponsors 1 child/year (\$3,800)
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Join Us

Harlem All-Stars Theater Group was born from Harlem, raised by community love, and fueled by the belief that every child deserves to be seen, heard, and celebrated.

With your support, we can secure a permanent home and build Harlem's next generation of stars on stage, in school, and in life.

www.harlemallstarstg.com

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