

# Donor Q&A

# How do you envision the future of NYGASP?

As the living legacy of Gilbert and Sullivan and the only professional G&S repertory company, we are committed to realizing our mission in a more expansive way, by expanding our organizational infrastructure and increasing our efforts to educate and engage students and audiences, which could include more in-school programming, reviving our children's production and adding workshops connected to current productions. Our first year-long university residency will begin at Lafayette College in the fall of 2020.

### Do you have a leadership succession plan?

Yes, we have a draft already in place, which includes a re-structuring to enhance both executive/ administrative and production management, with new staff positions and increased fundraising goals.

## Why is Gilbert & Sullivan still relevant?

Political and social satire will always be relevant, and Gilbert and Sullivan is the quintessential model for this form of activist art-making. Considered the founders of musical theater, their work holds up well, in large part because audiences see themselves and their troubled times in this timeless work that also provides great joy and momentary escape from the daily news.

# Given the success of The Mikado, do you have plans for new productions of any other works?

While we don't have current plans for a fully new production, we are always looking for ways to invigorate our repertoire with new energy and life. Plans are in the works to elevate our Pirates production with new costumes and sets, assistant directors have been brought on to add insight and ideas to existing productions, and in addition to our stalwart company members, we are always combing the New York City theater scene for the best new talent.

### Will you ever expand beyond the Gilbert & Sullivan repertoire?

As we have in the past, we will continue to do anything that keeps the living legacy of Gilbert & Sullivan alive. *I've Got a Little Twist!*, our hit cabaret show highlighting G&S's influence in musical theatre, has been entertaining and educating audiences all over the country for over a decade now. We are exploring content for a sequel to *Twist*, and are always in discussion about concert performances of musical theatre repertoire that clearly is influenced by Gilbert & Sullivan.

#### Will you perform more in New York City?

Three productions seems to be a good fit for our annual presentations in NYC. We would consider lengthening our performance run per production if ticket sales supported adding more shows. It's also an economic issue, as NYC production costs are so expensive, and it is a challenge to convince our larger audience to try shows in the repertoire beyond 'the big 3'.

#### How much does it cost to run the company?

Between \$1 million and \$1.5 million per year, depending on the number of NYC productions and our national touring schedule. On tour and at home, we engage 20-30 full company members and a 17-25 piece orchestra. We also perform up to 15 smaller ensemble performances across the country.

# As a repertory company, NYGASP has a very familial, convivial feel, featuring the same familiar faces in a variety of roles. How can I connect with the cast and get to know their stories?

Our cast and crew who work so well together is one of our greatest assets. We have many events throughout the season where patrons and audience members can mix and mingle with the company, including quarterly Guild Events, post-show meet and greets, occasional talkbacks, our annual Gala and an annual lecture series that features performances by company members.

Additionally, the company offers an exclusive, complimentary Young Players membership to fans from 18-39, including a private reception near the theater as well as various social events where members can meet the artists. Finally, the company also offers an infinitely customizable performing ensemble, the Wand'ring Minstrels, for your event needs. Whether it's an anniversary, holiday party, family reunion, office party, fundraiser, etc., NYGASP can bring a bit of posh Gilbertian humor and Sullivan song to elevate the festivities.

#### Are you a non-profit organization?

Yes, and your contribution is tax-deductible.

#### Why is my gift important and how will you use it?

Like all performing arts organizations, ticket sales do not cover all our operating costs. In fact, they make up only a third of our income. Another third comes from touring revenue, and another third comes from gifts from individuals and organizations, without whose support we could not exist, let alone grow.

#### How can I get involved beyond providing financial support?

We have all sorts of volunteer opportunities, including front and back-of-house help with productions, in addition to walk-on roles. We need help with producing and hosting events, including Guild events, which we encourage you to attend. Donors are also invited to special workshops and events, and they have the opportunity to sing in our Patrons Recital. We need help promoting our work and performances through social media and other channels, and we are always looking for good board members.