

# Issue Paper

**DATE:**

October 26, 2023

**AGENDA ITEM (ACTION ITEM):**

Consider/Approve the contract with Dixie Heights High School and Broadway Media for the digital scenery experience for Rodgers and Hammerstein's Cinderella which will be performed in March of 2024. The show will be produced by the Dixie Drama Department.

**APPLICABLE BOARD POLICY:**

01.1 Legal Status of the Board

**HISTORY/BACKGROUND:**

Each year the Dixie Drama Department produces and performs a variety of shows including, but not limited to, first run Broadway shows. In the past shows have been performed for several sold out houses. In March of 2024, Dixie Drama would like to perform Rodgers and Hammerstein's Cinderella.

**FISCAL/BUDGETARY IMPACT:**

All expenses for the show will be paid from the Dixie Drama Department. The digital scenic projections license includes images, videos, cues and many other options to be used in conjunction with the show performance. The cost of the standard license is \$850.00. Proceeds from ticket sales will benefit the Dixie Drama Department.

**RECOMMENDATION:**

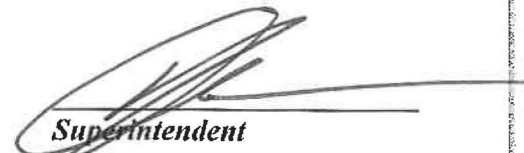
Approval to contract with Dixie Heights High School and Broadway Media for the digital scenery experience for Rodgers and Hammerstein's Cinderella which will be performed in March of 2024. The show will be produced by the Dixie Drama Department.

**CONTACT PERSON:**

Roddy Stainforth/Teresa Catchen/Alex Koenig

  
Principal/Administrator

  
District Administrator

  
Superintendent

Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.

Principal—complete, print, sign and send to your Director. Director—if approved, sign and put in the Superintendent's mailbox.

**BROADWAY MEDIA**

# **Cinderella Proposal**

**62658**

**Expiration: 12 / 15 / 2023**

**Created by**  
Cameron Sasso-Briggs  
Broadway Media  
[cameron@broadwaymedia.com](mailto:cameron@broadwaymedia.com)

**Prepared for**  
Alex Koenig  
Dixie Heights High School

# Hi, Alex!

## Welcome to Broadway Media

Hi, I'm Cam, your Production Specialist!

I am absolutely thrilled to be working with you on your upcoming production! At Broadway Media, we love partnering with performing arts groups, just like Dixie Heights High School, to elevate productions and bring the magic of Broadway to your local stage. With beautiful design, Intuitive software, and hassle-free service, you'll be amazed at how easy it is, plus I'll be here to help along your production journey!



### Next Steps:

I've customized this document to reflect Dixie Heights High School's specific needs for your upcoming production. Please take a chance to review the materials and let me know what questions you have. As a fellow member of the arts community, I know how important it is to start rehearsing with your materials. Once you return your signed proposal, we'll process your order to ensure you can get your show on the road! If you have any questions, [feel free to schedule a call with me here.](#)

I look forward to working with you!

**Cameron Sasso-Briggs**

**Production Specialist**

**[cameron@broadwaymedia.com](mailto:cameron@broadwaymedia.com)**



#### **Full Suite of Services**

We aim to provide you with innovative and affordable resources to make your vision a reality



#### **Community Focused**

We give back to our community through grants, scholarships and royalties paid to artists on every sale



#### **Production Experts**

We're part of your production team, happily on stand-by and ready to assist when you need us



#### **Theatre-Makers**

We have years of experience producing live shows, and know first-hand the needs of the stage

### **Our Licensing Partners**

**MUSIC THEATRE  
INTERNATIONAL**

**TRW**

**Disney**

**BROADWAY  
— LICENSING —**

# Scenic Projections

THE BROADWAY MEDIA DIGITAL SCENERY EXPERIENCE

**Cinderella Scenic Projections** stand head and shoulders above the competition with full-show scenery packages that are script-accurate and licensor approved (this means that you can trust when you order a package from us, you'll get every scene, setting, and magic moment in the script).

**Broadway-quality digital scenery without the Broadway-level expense or expertise**



## SCRIPT-ACCURATE

Our projections follow every scene, setting and magic moment in the script.



## REHEARSAL MATERIALS

You get instant rehearsal and performance materials through one easy-to-use app.



## FULL CATALOG ACCESS

Customize the package to your production with thousands of image and video options



## SOFTWARE INCLUDED

Includes StagePlayer, a Mac and PC app, that includes easy customization tools.



## STILL & ANIMATED ART

Each package includes subtle still images and cinematic moving backgrounds



## TOOLS FOR SUCCESS

Script-accurate cue sheets, projector rentals, and training videos to get you going quickly.



# Scenic Projections

THE BROADWAY MEDIA DIGITAL SCENERY EXPERIENCE

## CINDERELLA

Our projections for the classic tale of "Cinderella" are magical, whimsical and everything you'd want from a definitive storytale. We collaborated with many artists to create a projection series which looks like it was taken directly from a children's storybook. By combining cinema with time-honored theatre design, our scenic projections feature engaging content that brings the story to life in a new way.



Watch all the animated scene videos at [broadway.media/Cinderellashowcase](https://broadway.media/Cinderellashowcase)



# Unlock Your Creative Freedom!

## THE BROADWAY MEDIA DIGITAL SCENERY EXPERIENCE



### Easy Load-in

Imagine not having to load in piles of materials, costly (and time consuming) painted backdrops and scaffolding. Simply hang your projector, plug in to your Mac or PC, and you're ready to go!



### Pre-Cued Packages

All videos and images in our packages are ready and cued in our free projections control software, Stage Player, and are pre-built in chronological order to follow the script.



### Stage Magic

World-class animation means magic moments and special effects. Imagine your Elsa conjuring her ice palace on stage in real time! Or Mary Poppins flying over the London rooftops.



### No Fly Space Needed!

Projections solve many spatial issues that are common in school, community and professional theatre, including no fly space. Our digital scenery (and accompanying suggested hardware) is designed to be projected from the floor or from a light grid above the actors - giving you a dynamic, theatrical experience without moving parts!



### Cinematic Motion

Broadway Media is the leader in theatrical backdrop animation, with our team hailing from the world's leading animation studios. All of our digital projections come with a combination of animated and still imagery, with moving scene transitions, weather, lighting changes and special effects for those magic moments in the script!



### Reduce Runtime

With animated scene changes, there is no need for a black out and physical set change, meaning that your cast can seamlessly (and quickly) transition into the next scene without slowing down! This makes for a smooth, exciting show! StagePlayer makes this extraordinary easy, with simple and intuitive cuing and the ability to skip-to scene.



### Rehearsal Materials

When you order digital scenery from Broadway Media, watermarked rehearsal materials are delivered through our Stage Player app straight away - so you can have all the details you need for a smooth production process.



### Quality Artwork

Our artwork has to pass a rigorous quality control process with Broadway Media and our licensors. For some titles, Broadway Media represents the original Broadway projection artwork, modified to fit the licensed script.



### Student Friendly

Our Stage Player software is very simple to use and is a great entry point for students interested in technical theatre. Digital scenery is a must-have for school theatre, and we recommend you have a student operator for your show!

# StagePlayer

THE BROADWAY MEDIA DIGITAL SCENERY EXPERIENCE  
THE POWER OF BROADWAY AT YOUR FINGERTIPS...



## Easier than ever before!



Developed specifically for the performing arts, and included with all digital scenery orders at no additional cost. StagePlayer is the perfect plug-and-play solution for schools and theaters with limited access to technology.

## Simple and Intuitive



Featuring simple functionality like *scene swap*, *edit*, *blackout*, *cueing*, *pre-filled cue sheets* and *more*. Want to learn more? [Watch the StagePlayer Webinar](#)



## Unlock your creative freedom

Access to our backdrop catalog to fit your unique production needs. Boasting the world's largest library of show packages and thematic digital backdrops for live performances. [Click here to view our scenery catalog](#)

## FAVORITE STAGEPLAYER FEATURES



### Seamless Transitions

Gorgeous animated scene transitions built specifically for Stage Player



### Cloud Access

Developed for the uncertainty of live theatre, change scenes easily on-the-fly



### Simple Setup

Prep your show in-app with edit features, the ultimate plug-and-play functionality



### Intuitive App Interface

Simple to cue intricate projection images and videos during live performances.



### Rehearsal Mode

Work with watermarked production materials far in advance of license period



### Cross Platform

Minimal system requirements, and compatible with Mac, Windows and iPad

# Digital Scenery Order Form



Hi, Alex:

Based on preliminary findings of your scenery needs for Cinderella, I have pre-selected the following recommendations. However, you are able to modify the selections as needed. Feel free to reach out to me directly to discuss this in further. Access to the digital scenery would occur shortly after processing is completed. You'll receive an email alert with licensing details.

-Cameron

## SCENIC PROJECTIONS: License & Delivery Options



**Standard License**

\$850.00



**Professional License**

\$1,795.00

**Incredible, script-accurate scenery and software that doesn't break the budget.**

- Still Images and Animated Videos
- Every Scene and Setting
- Fully Programmed Cues
- Integrated Cue Sheet
- Mac and PC Software
- Dedicated Customer Service
- Rehearsal Materials (Watermarked)
- Full Access 03 / 03 / 2024 to 04 / 01 / 2024

**Mapping-capable, customizable scenery for groups with advanced projection capabilities.**

- Still Images and Animated Videos
- Projection Mapping Assets
- Import into QLab and Customize
- Layered Artwork
- Overlays and Vignettes
- Complimentary Textures
- StagePlayer access for Rehearsals
- Asset Delivery on 03 / 03 / 2024

## Payment

Payment Type (select one) \_\_\_\_\_

If Credit Card: \_\_\_\_\_

If Purchase Order: \_\_\_\_\_  
(U.S. Schools Only)



# Shadow-Free + Big + Bright

THE BROADWAY MEDIA DIGITAL SCENERY EXPERIENCE

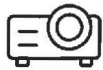


**Beautiful projections without shadows.**

**Affordable rentals. No guesswork.**

Our digital scenery will work with any projector; however, to receive a the optimal high-quality image, we recommend using a projector that delivers sufficient brightness among modern stage lighting. We offer Stage Projector rentals, and provide service every step of the way. We'll work with you to ensure an understanding of the hardware for a smooth tech and an overall successful production!

> **Want to learn more?** Read "[Projection Hardware](#)" from the Broadway Media blog



## Beautiful projections without shadows

Because of the front-projection ultra-short throw lens, you can achieve a large image **without shadows**. The triangle of light is made up of the top and bottom of the outward projected image in relation to the projector lens. A short-throw Stage Projector mounted from the grid above the actors creates a triangle of light fully covering the projection surface and avoiding shadows.



**"Lumens" equal brightness!** The higher the lumen count, the brighter the image. Stage Projectors are built for stage lighting, and range from 5,000 Lumens (Economy) to 15,000 Lumens (Premium).



## Large Images, Minimal Distance

**All StageProjectors are ultra-short throw, and made specifically for the stage.** Short-throw projectors have the ability to be placed closer to the stage. We recommend front projection and hanging your projector from a light bar in all instances. When you are unable to hang your projector, building a platform or installing a ground row in front of the projector will solve vertical shift.

## Projector Hardware, explained.



## Tips and Tricks

Here are a few basic terms to know when looking into a projector, and understanding its features:

- Adjust stage lighting downstage of projection surface
- Utilize side lighting and downstage spill, special focus lighting and avoid upstage
- Lower overall brightness of stage lighting
- Establish each scene prior to full brightness
- Avoid white and amber light, use cool tones instead to compliment images

# Shadow-Free + Big + Bright

THE BROADWAY MEDIA DIGITAL SCENERY EXPERIENCE

## Ultra-Short Throw StageProjector Rental Options

Rates starting at \$1,595

Model:

BASIC

STANDARD

PLUS

PREMIUM



Features



7k Lumens



9k Lumens



12k Lumens



15k Lumens



.35 throw



.35 throw



.35 throw



.35 throw



1920x1080 HD



1920x1080 HD



1920x1080 HD



1920x1080 HD



Bulb



Laser



Laser



Laser



4k hours



20k hours



20k hours



20k hours

Info

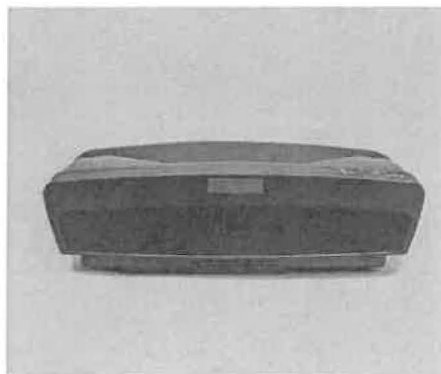
An affordable solution that pairs high image quality with a huge image, this projector is great for larger productions with controlled lighting and minimal natural light leakage.

Matching exacting image quality with a huge image, the Standard is perfect for larger stages and rooms with natural light leakage. This projector is a universal resource for reliable production values.

Featuring a powerful laser light source and deluxe .35 ultra-short throw lens, this projector is perfect for a production with more stage lights seeking uncompromising image brilliance.

A large venue, ultra-bright laser projector that can handle anything you throw at it without sacrificing brightness or size. Paired with our ultra-short .35 premium powered lens, this projector provides unparalleled performance.

## Introducing StageProjector LITE, an affordable weekly rental bundle.



### STAGE PROJECTOR LITE

#### WEEKLY RENTAL BUNDLE



5k Lumens (Brightness)



.24 throw ratio



1280x800 resolution



Laser Light Source

For the low cost of **\$1,195 per week**, you receive an ultra-short throw projector, common projector mount, premium quality 50 ft gold-plated HDMI cable and 50ft extension cord - with free shipping! In addition to the rented gear, we also include setup document and optional video call training.

[Click Here to Reserve StageProjector Lite](#) (online promotion only)

# CHOREOGRAPHY GUIDES

INTERNATIONAL **BROADWAY** Disney

**IT'S TIME TO REVOLUTIONIZE THE WAY YOU CHOREOGRAPH MUSICALS!**

**DIRECT FROM BROADWAY!** With **Choreography Guides**, you can easily adapt and integrate top-notch choreography with your own vision for a unique production. Choreography Guides are an easy-to-use digital video resource, which features instructions for all experience levels, and is geared towards performers of all ages.

## FEATURES



**3-4 Hours of Educational Video Instruction**



**Includes Choreography License with Live Performance Rights**



**Early Rehearsal Access Period (up-to 1-year)**



**Multi-User Cloud Access (up-to 100 Dancers)**



## Building Confidence Through Choreography

First released as "The Original Production", a product conceived by Tony-winning director/choreographer Jerry Mitchell and Broadway dancer Paul Canaan. Today, Choreography Guides from Broadway Media brings outstanding choreography to productions worldwide.

Inspire your cast and enrich the educational experience as you learn the stories behind the steps and the vision from the actual creators.



**Learn more:** <https://choreo.broadwaymedia.com/>

**Order # 62658**

**Production:** Cinderella | **Representative:** Cameron Sasso-Briggs  
**Organization:** Dixie Heights High School | **Contact Person:** Alex Koenig  
**Email:** alex.koenig@kenton.kyschools.us | **Phone:** (859) 341-7650  
**First Performance:** 03 / 27 / 2024 | **Last Performance:** 03 / 31 / 2024

**Resource Agreement Acceptance**

Review our full terms and conditions, including the Rental Agreement and End User Content Rental License Agreement at [broadwaymedia.com](https://broadwaymedia.com). By signing below, you hereby assume the responsibility to read and understand the complete Agreement. You hereby accept the terms and make manifest such acceptance with the understanding that; (i) payment to Broadway Media, (ii) acceptance of Delivery or (iii) signature below; shall constitute acceptance of the Agreement. Upon the aforementioned acceptance, the Agreement will be in full enforcement, and you will comply with all terms and conditions contained within the Agreement and as detailed herein.

Dixie Heights High School

AlexKoenig

# THANK YOU, ALEX!

We are a small, mission-driven company centered around one purpose:  
**make participation in the performing arts more accessible!**

We've helped performing arts groups just like yours improve their production quality. We develop easy-to-use technology resources and provide useful hardware solutions tailored specifically to performing arts organizations.

Through our products, our partnerships and advocacy, we are dedicated to a vision of universal access to the joy of the performing arts, regardless of space, place, or budget.

Thank you for your business!

**Cameron Sasso-Briggs**

Production Specialist

[cameron@broadwaymedia.com](mailto:cameron@broadwaymedia.com)

## OUR PARTNERS

**MUSIC THEATRE  
INTERNATIONAL**



**BROADWAY  
JUNIOR**

## The Broadway Media Experience



### Full Suite of Services

We aim to provide you with innovative and affordable resources to make your vision a reality



### Community Focused

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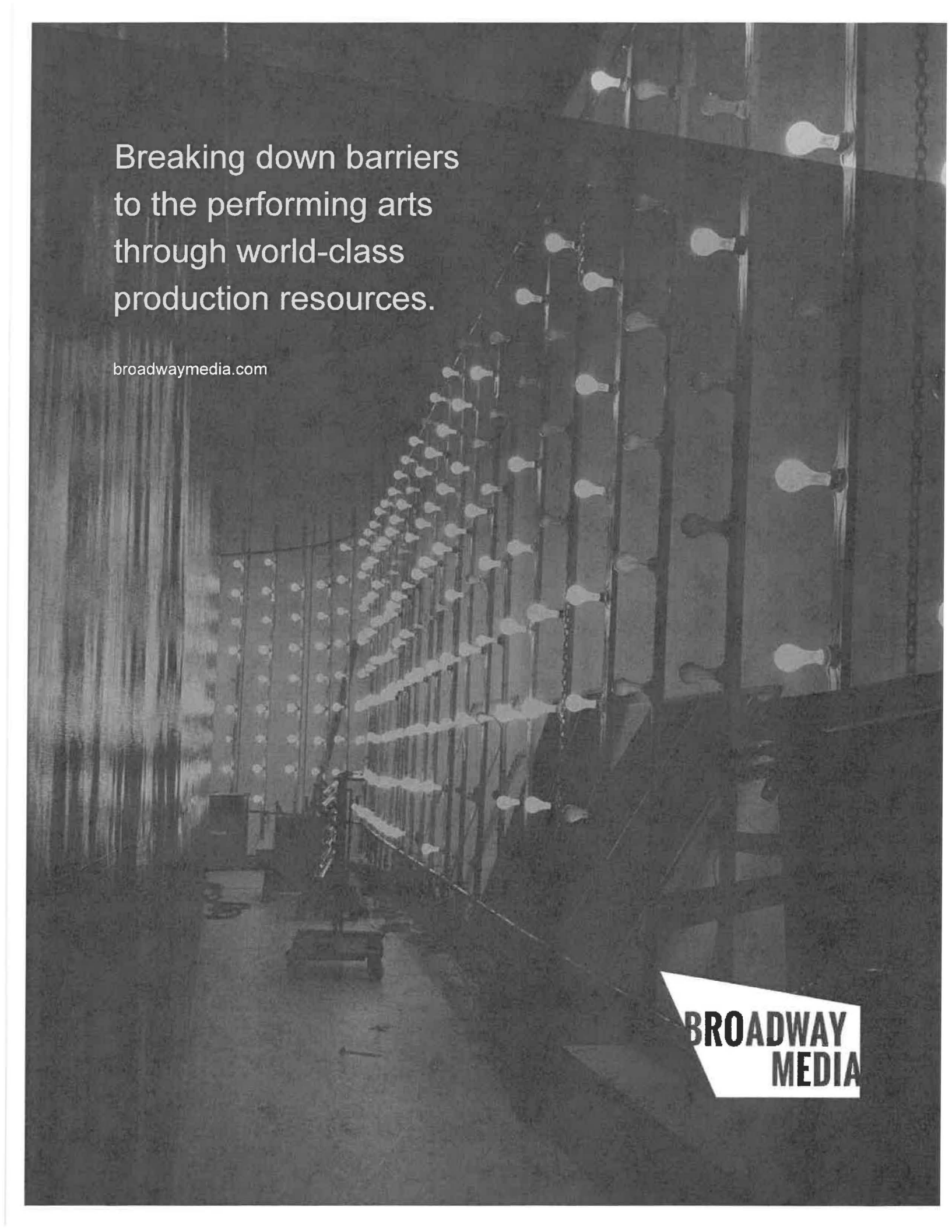
### Theatre-Makers

We have years of experience producing live shows, and know first-hand the needs of the stage

If you ever have any questions, I'm here!

Call 1 (800) 277-0343 or email [cameron@broadwaymedia.com](mailto:cameron@broadwaymedia.com)





Breaking down barriers  
to the performing arts  
through world-class  
production resources.

[broadwaymedia.com](http://broadwaymedia.com)

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MEDIA**