



ADVERTISEMENT PACKAGE

On September 19, 2015, Whole Heart Productions is presenting a spectacular dance production, **HOME GROWN: Journeys of Euphoria**. This production showcases the artistry of New Orleans born artists, highlighting the persistence and dedication of these artists and their work. A true artist loves to master their craft and pursue their dreams, and, whether they choose to stay or relocate, the culture of New Orleans will remain a part of their artistry, a bond to their hometown can never be broken.

**HOME GROWN: Journeys of Euphoria** is a two-part event. It starts with the **HOME GROWN Awards Luncheon**, recognizing the work of our event partner, Hearts of Love Co., an organization whose volunteers who dedicate their time to improving the lives of the homeless community in New Orleans. The event will also recognize three cultural art pioneers who have contributed to the rich cultural landscape of the city. It also includes a special guest speaker, chosen for her local ties to both arts and the community.

That evening, Whole Heart Productions hosts **HOME GROWN: Journeys of Euphoria Dance Production**. There will be six performances in all, with an opportunity to interact with the show's artists during a 30-minute talk back after the final performance.

#### **Program Advertisement Opportunities:**

- \$10 – Patron: Name listed as a Supporter in the program
- \$20 – Patron Level II: Listed as supporter with one line greeting (maximum 30 characters)
- \$50 – ¼ page ad\*
- \$75 – ½ page ad\*
- \$100 – Full page ad\* plus [www.wholeheartproductions.com](http://www.wholeheartproductions.com) exposure
- \$150 – Inside Back Cover ad\* plus [www.wholeheartproductions.com](http://www.wholeheartproductions.com) exposure
- \$175 – Inside Front Cover ad\* plus [www.wholeheartproductions.com](http://www.wholeheartproductions.com) exposure

\*Design-ready art must be submitted (i.e., business cards, promotional flyers, art, etc.)

#### **[Download Ad Order Form](#)**

The deadline for advertisement submission is July 31, 2015. Once you have given your payment, you may email your message and/or design-ready art to be used for your ad to [sule@wholeheartproductions.com](mailto:sule@wholeheartproductions.com).

Don't miss this opportunity to join our list of sponsors! Your support not only assists Whole Heart Productions in the production, promotion and marketing of an amazing event, **HOME GROWN: Journeys of Euphoria**, but it will also help to advance an incredible movement that aims to emphasize service through the arts. For more company information, please visit: <http://www.wholeheartproductions.com>.

**THANK YOU FOR YOUR GENEROSITY AND SUPPORT!**



# About Whole Heart Productions

Whole Heart Productions is the embodiment of years of discipline, training, and experience combined with the dream of helping other artists to succeed. Sulé Adams' (Founder/Executive Director) vision to place the journeys of our ancestors and modern, compelling stories presented through different art forms and artists on stage became reality when he founded Whole Heart Productions.

Whole Heart Productions designs and produces entertainment spectacles that embody stories through dance production and arts management. Originally established in Atlanta, GA, the company serves a community of diversely talented performing artists who were dedicated to stage performance and community outreach. Whole Heart Productions made its sizzling, raw debut performance of Dreamality – Act Upon Your Dreams, which presented twelve unforgettable acts and featured local and out-of-state guest artists at Soweto Street Beat Theatre in May of 2006. This unique extravaganza captivated the audience through song, dance, spoken word and original music that linked diverse genres such as African, Hip Hop, Lyrical, Jazz, Modern and Afro-Cuban styles. Further, Whole Heart members were actively involved with costumes, make-up, set design, choreography and promotions.

Whole Heart Productions offers a three-tiered approach to dance events, designed to incorporate every aspect of dance event production.

- Arts Management
- Dance Production
- Talent Buying and Production

We also offer dance classes and workshops in a variety of styles. You can find our upcoming classes at <http://wholeheartproductions.com/events>.

Additionally, we offer artist development services, a special selection of service designed for dancers who are ready to take the next step in their professional careers. These services include:

- Professional and Leadership Development
- Self-promotion Training (Learn How to Effectively Promote Yourself as Dancer)
- Identifying your Niche (for dance, performance, and/or teaching styles)
- Audience Development Strategies
- Ticketing and Box Office Management
- Artist Brand Management
  - Brand Consulting
  - Social Strategy
  - Newsletters/Email Marketing
  - Local Marketing Services
  - Website Design and Development



# Our Creative Team



## **Sulé-Joel Adams (Founder/Executive Producer)**

A native of New Orleans, Sulé is a talented dancer, choreographer, and performing artist trained in African, Modern, and Contemporary dance styles. He received his B.S. in Community Arts Management from SUNY Empire State College, and was recently accepted to NYIT to pursue his Masters in Arts and Entertainment. He brings years of experience, both as a professional artist and as a teacher and choreographer, to the WHP team. He founded WHP to better fulfill his goal of encouraging dancers fulfill their potential and reach their dreams.

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## **Margo Upson (Brand and Marketing Manager)**

Margo is an Ithaca, New York native with a knack for communication. She is a small business marketing consultant and content specialist who also works within the arts community, helping creatives to blend artistic passion with smart business strategy. Margo is currently pursuing a degree in marketing and small business management from SUNY ESC, and brings seven years of experience in digital communication to the WHP team.

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## **Francine Ott (Resident Choreographer and Teacher)**

Also a native of New Orleans, Francine is a professional dancer, choreographer, and teacher with a long list of accomplishments. She has a BFA in Dance from the University of Louisiana at Lafayette. Francine began her training at 15 with the TKD Dance Academy, under the direction of Tanis K. Dasher and Michelle Gibson. Her teaching credentials include work as a Studio Assistant and teacher at Cumbe Center for African and Diaspora Dance and as the Rehearsal Director of Camille A. Brown and Dancers. As a choreographer, her work has been showcased as a part of E-Moves 10-9/Harlem Stage, Universal Dance Movement at Aaron Davis Hall, Black Expressions: Dance at Dance Place in Washington, D.C. in 2008, and This Woman's Work in 2007.

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## **Marrio Bargainer (Designer and Event Coordinator)**

Marrio Bargainer was born and raised in New Orleans. A talented interior designer, seamster, and event coordinator, he is Whole Heart Productions' go-to guy for all things design. His fashion design work placed first in several local and international pageants, and his work was featured in WHP's 2006 production of Dreamality.



# Client Projects

## La Danse Noire

During the ***La Danse Noire*** "*Day of Dunham*" project, Sulé served as a producer for the production. His responsibilities included rehearsal management and talent management, which involved making sure choreographers and dancers had what they needed to have productive rehearsals and a polished, ready-for-stage piece. Sulé also served as the liaison between vendors and artists to assure quality control, and was the coordinator for ticketing and box office management for the event.

## Nkiruka Drum and Dance Ensemble

After the company's first full year in existence, Sulé was hired to assist in the area of management. He began with a series of phone consultations to get a better understanding of Nkiruku's needs. He offered guidance in the production and marketing strategies for performances, was responsible for setting up their communication management program, and created their organizational design. Beyond the administrative services supplied, Sulé also facilitated a two-hour artist development workshop designed to educate and motivate the artists, an event that included various leadership activities, including components of cooperation, group dynamics, team building and vision.

## Hearts of Love Co.

Artists should be a part of the social responsibility movement using their craft to bring awareness to different causes. While having a conversation with the Hearts of Love's Executive Director, it instantly became clear how WHP could serve the organization. In September of 2015, Whole Heart Productions is producing Hearts of Love's first award luncheon fundraiser, an event created to support their winter initiatives and future endeavors. Whole Heart Productions is providing our full Arts Management services in preparation for this event, including:

- Support in Event Concept Design
- Budget Formation and Management
- Venue Selection and Contract Negotiation
- Supplier/Vendor Management
- Ticketing and Box Office Management
- On-Site Management
- Rehearsal Management
- Production Brand Management and Marketing

