

American Theatre Wing Discovery

Language &
Narrative alignment
Revised

For review—

Narrative assessment

Review example language

Core Messaging—

American Theatre Wing must communicate in engaging and consistent ways that reinforce The Wing's mission while actively encouraging audience participation.

Brand Principles—

What are brand principles?

Brand principles provide a framework for internal staff that defines what American Theatre Wing stands for and believes in. The principles serve as guidelines for the broader Wing mission. Everything American Theatre Wing does is captured in the brand principles and reflects the long term aspirations of the organization.

Brand Principles—

In the Audience

We are lovers of theatre as much as we are creators and supporters. We champion the audience experience.

On the Stage

We celebrate excellence in American Theatre through awards, grants and the development of premium programming.

And In the Wings

We are tirelessly committed to sharing the stories of the people behind the scenes that make American Theatre great.

Brand Qualities—

What are brand qualities?

Brand qualities are intended to capture the essence of what American Theatre Wing does in the simplest and clearest language possible. Brand qualities can be expressed at a board meeting, fundraising or when communicating to the outside world at large.

Brand Qualities—

We Celebrate & Support

Through awards, grants and programs

We Illuminate & Document

The people that create American Theatre

We Educate & Engage

The next generation of Theatre talent

Language examples

Appeal

Welcome to the American Theatre Wing.

For nearly a century we have been tirelessly committed to championing and honoring American Theatre. By creating the **Tony Awards®**, developing educational programs and through distributing thousands of dollars of grants and awards each year, the American Theatre Wing is dedicated to preserving the past, celebrating the present and fostering the future of American theatre nationwide.

Let's invest in Theatre's Future together! Here is what we do and how you can participate.

What we do

What we do with your help and support.

The Wing is so much more than the Tony Awards®.
Our programs inspire artists and audiences Nationwide
to celebrate the boundless spirit of Theatre.

Springboard NYC

Your professional gateway to the culture and community of New York Theatre.

Springboard is your launching pad to a career in the theatre and an exclusive introduction to New York. An intensive two week program taught by the best and brightest working in the theatre today, Springboard will give you a head start over other hopefuls and prepare you for working life. The program features advice, tips, strategies and shortcuts that will give any actor or actress the edge as they start their career.

Theatre Intern Network

Get your foot in the door. It's who you know, isn't it? Knowing the creators of the Tony Awards® is a good place to start.

New York is a big place but you can make it feel smaller through the Theatre Intern Network. TIN provides exclusive seminars conducted by theatre professionals allowing you to study directly from the pros. Share, Network and Learn through weekly meet ups that help you gain and maintain your industry contacts and meet people just like you.

National Theatre Company

Investing in tomorrows national theatre community today.

NTC incubates the most innovative minds in our national network of theatre. We provide institutional support for ten cutting edge theatre companies recognized for outstanding new play development, education and community engagement. Our investment helps these game changing companies through enhanced resources, infrastructure and new initiatives.

Jonathan Larson Grants

Investing in American musical repertoire

We celebrate the standards of tomorrow by supporting the songwriters of today. New musical classics push the envelope of convention and infuse musical theatre with a contemporary and joyful urban vitality. Our financial support, recognition and residency opportunities allow us to invest in the changing landscape of the American musical one writer at a time.

Working in the Theatre

We are committed preserving the past, celebrating the present and fostering the future of American theatre nationwide

Working in the Theatre shares the stories of the people that make theatre great and provides our audience with the most comprehensive and in-depth conversations, interviews, and resources about American theatre anywhere online. Our growing library of films have been broadcast to over seven million households and viewed on the web over 50,000 times per month.

Support Us. Call to action

We Need Your Support. Here's How you can become a partner!

Your generous donation to the American Theatre Wing represents a collaborative commitment to the future of American Theatre. We are partners dedicated to the ongoing growth and evolution of American Theatre.

Donor language cues

Generous support

Gracious support

Exclusive partner event

Prominent recognition

Exclusive opportunities

Preferred partner benefits

All access

Exclusive behind the scenes

Press Release

For immediate release, from the creators of the Tony Awards®

American Theatre Wing is proud to announce the exceptionally talented recipients of the 2013 National Theatre Company Grants.

Thank You!