

# SCHOOL PARTICIPATION GUIDE



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# INTRODUCTION

## **About the BroadwaySF High School Musical Theatre Awards**

BroadwaySF is thrilled to announce the inaugural BroadwaySF High School Musical Theatre Awards, celebrating the outstanding talent, dedication, and creativity of high school theatre students across Northern California.

Working alongside the Rita Moreno Awards at Broadway San Jose, we will be able to send two more students from Northern California to the **National High School Musical Theatre Awards® (NHSMTA®) /The Jimmy Awards®** in June 2025. Starting with the 2024/25 school year, the BroadwaySF High School Musical

Theatre Awards will adjudicate performances submitted by high schools from the following counties: *Alameda, Alpine, Amador, Butte, Colusa, Contra Costa, Del Norte, El Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Modoc, Napa, Nevada, Placer, Plumas, Sacramento, San Francisco, San Joaquin, Shasta, Sierra, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, Yolo, Yuba.*

Why are we so excited? This program is more than just awards; it's a platform for nurturing the next generation of theatre professionals. By launching the BroadwaySF High School Musical Theatre Awards, we are making a commitment to supporting arts education, empowering young artists, and celebrating the transformative power of theatre. We hope you consider participating, and we look forward to inspiring the next generation of artists and leaders!



# ABOUT BROADWAYSF & ATG ENTERTAINMENT



## **About BroadwaySF:**

BroadwaySF, an ATG Entertainment company, is the preeminent theater entertainment company in the Bay Area, bringing live theatrical experiences to the Orpheum and Golden Gate Theatres in San Francisco. BroadwaySF presents current hits fresh from Broadway, original Broadway cast productions, pre-Broadway premieres and one-of-a-kind events that are at the forefront of the national theater scene.

## **ATG Entertainment: Passion Behind Performance**

ATG Entertainment is a world leader in live entertainment. Our portfolio of venues includes historic theatres, studio theatres, cinemas, conference spaces, and modern live music arenas. ATG Entertainment owns, operates, or programs 64 of the world's most iconic venues across the UK, the US and Germany entertaining over 18 million audience members each year.

Through our in-house Production companies and working closely with top producers and promoters ATG presents over 15,000 live performances annually, including *Cabaret at the Kit Kat Club*, *Stranger Things: The First Shadow*, *Moulin Rouge*, *The Lion King*, *Harry Potter and the Cursed Child*, and *Starlight Express* as well as popular music and comedy shows.

ATG also owns a leading ticketing platform processing more than 18 million tickets each year for musicals, plays, concerts, comedy shows and a variety of other live events. ATGtickets.com attracts more than 40 million unique visitors annually. Headquartered in London and Woking, the company also has offices in New York and Cologne.

# ELIGIBILITY

The BroadwaySF High School Musical Theatre Awards are open to all public, private, or charter high schools serving grades 9-12.

The school's location must be in any of the following Northern California counties: *Alameda, Alpine, Amador, Butte, Colusa, Contra Costa, Del Norte, El Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Modoc, Napa, Nevada, Placer, Plumas, Sacramento, San Francisco, San Joaquin, Shasta, Sierra, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, Yolo, Yuba.*

## REGISTRATION

Registration will open on **September 3, 2024**. Schools may then begin to register their productions for adjudication via Acceptd:

[CLICK HERE TO BEGIN](#)



## FEES

There is a registration fee of \$155 per production registered via the portal Acceptd, and must be paid with a credit card.

This is also applicable to shows with double casts, as each registration has its own \$155 fee.



# IMPORTANT DATES

To prepare teachers and educators as best as possible, below is the anticipated timeline of important dates and deadlines. These dates are subject to change over time, and educators will be notified of those changes if/when they occur.

<b>September 3, 2024</b>	Registration Opens! Schools can officially begin registering their productions for adjudication via <a href="#">Acceptd</a> .
<b>Two (2) Weeks Before Production Opens</b>	Schools <u>must</u> register their production for adjudication in Acceptd at least two (2) weeks before the production opens. This is to ensure that we can schedule adjudicators in a timely manner. Registration includes: <ul style="list-style-type: none"><li>Production Details (Title of show, licensing house, dates &amp; times, venue, etc.)</li><li>Adjudication Submission (Lead Actor, Actress, Supporting Performer details, including names and characters)</li></ul>
<b>Within one (1) week of seeing the show</b>	Adjudicators must submit their scores and notes via Acceptd
<b>Within One Month after Production Closes</b>	<b>Optional</b> deadline to submit media uploads. This can include: <ul style="list-style-type: none"><li>Production photos (overall production AND nominee production photos)</li><li>Copy of the program</li><li>Video of the performance (either uploaded files or weblinks)</li><li>Video clips for Outstanding Lead Actor, Actress, and Supporting Performer nominees</li></ul>
<b>March 10, 2025</b>	Deadline for registering a production
<b>April 11, 2025</b>	Final production performance eligible for adjudication
<b>April 14, 2025</b>	Deadline for shows to be adjudicated
<b>April 17, 2025</b>	Nominations will be announced
<b>After Ceremony Nominations are Announced</b>	<b>Optional</b> critique packets sent to schools. This would include adjudicator notes and NOT total scores.
<b>May 17-18, 2025</b>	Awards Ceremony Weekend

# AWARD CATEGORIES

For the inaugural 2024/25 BroadwaySF High School Musical Theatre Awards, the below are the award categories for the May 2025 ceremony, and therefore the categories evaluated by adjudicators.

- **Outstanding Lead Actor \***
- **Outstanding Lead Actress \***
- **Outstanding Supporting Performer**
- **Outstanding Overall Production**
- **Fan Favorite \*\***

*\*The winners in these categories will compete in the [Jimmy Awards®](#) in New York City in June of 2025.*

*\*\* This category will be evaluated at the awards ceremony.*



# ADJUDICATION

- The BroadwaySF High School Musical Theatre Awards has selected a group of adjudicators to travel all over Northern California to evaluate your school's productions. These adjudicators possess a wide range of professional knowledge and backgrounds in the industry, including education, music, dance, performance, design, and production. All adjudicators will use the criteria in the chart on the right to evaluate the performances digitally on a scale of 1-10.
- As training, adjudicators will each complete a practice evaluation form, a one-hour required training session, and anti-bias training before being assigned a school performance to evaluate.
- Each school production will be evaluated by three (3) adjudicators.
- Schools will be notified of the performance an adjudicator will attend and will be asked to hold 1 to 2 complimentary reserved tickets at the Box Office under the adjudicator's name.
- Each adjudicator will be assigned a different performance date for a well-rounded evaluation.
- If a school's production is double cast, each cast will be assigned three (3) adjudicators.

<b>FOR OUTSTANDING OVERALL PRODUCTION</b>	<b>FOR OUTSTANDING LEAD ACTOR, LEAD ACTRESS and SUPPORTING PERFORMER</b>
Overall Pace	Character Interpretation
Effective use of performers	Character Consistency
Choreography: Inventive and Creative	Clarity and Diction
Choreography: Consistency	Vocal Pitch and Tonality
Musical Direction: Clarity & Diction	Expression and Artistry
Musical Direction: Execution of Harmony	Animation and Energy
Ensemble: Expression through Performance	
Ensemble: Worked well as a Group	



# QUALIFICATIONS

## Production Qualifications:

The Jimmy Awards® / National High School Musical Theatre Awards® (NHSMTA) has reviewed the professional standards for identifying the definition of an Approved Musical and a Qualifying Role in an Approved Musical for the purposes of our program. These standards serve as a guide to create a minimum standard and criteria for what defines a Qualifying Role in the category of Best Actor / Actress in an amateur production of an Approved Musical.

A) For the purpose of qualifying for the National High School Musical Theatre Awards® (NHSMTA), an Approved Musical is one that:

- Held performances in a major New York City/Broadway theatre, professional regional, or touring theatre outside of New York City prior to being made available for licensing to the regional, amateur, or school theatre /circuit.
- Was originally conceived and produced for a core audience over eight years of age.
- Is officially available for a performance license by a high school from the licensing entity that manages such licenses on behalf of the rights holder for such musical.
- Is officially licensed from the licensing entity that manages such licenses on behalf of the rights holder for such musical.
- Is the standard or school edition/version
  - The following editions/versions are **not** eligible: 101 Collection (Middle School Editions), Broadway Junior, G2K (Getting to Know Series), Young Performers Edition, and Young@Part. Concert versions are not permitted.

# QUALIFICATIONS

## B) Definition of a Qualifying Lead Actor / Actress Role

For the purposes of NHSMTA®, a Qualifying Role in an Approved Musical is a role in which the character has a name, provides a vehicle for the actor or actress to demonstrate the ability to deliver the exceptional performance of a solo song and the ability to interact with other leading and featured performers in scenes and / or songs.

For Approved Musicals with both a book and libretto, a Qualifying Role must, at minimum, include:

- At least one solo, featured song
- Appearances in more than one scene with spoken dialogue with other leading or featured performers
- Appearances in both or all acts

For Approved Musicals with a libretto only, a Qualifying Role must, at minimum, include:

- At least one solo, featured song
- At least one song featuring solo lines or dialogue with other leading or featured performers in the same song
- Appearances in both or all acts

C) For the purposes of the NHSMTA® program, students are adjudicated in the category corresponding to their gender identification, not the gender of the role that they played. Students identifying as non-binary or gender-fluid may choose to either select the category in which they wish to be adjudicated (regardless of the gender of the role) OR they may be adjudicated based on the gender of the role they played. All casting or script change requests for performances in the NHSMTA® program must be approved beforehand. The BroadwaySF High School Musical Theatre Awards will be prepared to submit proof of approval from the show's licensing organization.

# QUALIFICATIONS

## List of Approved Musicals and Qualifying Roles

Each year, in consultation with the major licensing houses, NHSMTA® updates the list of Qualifying Roles and Approved Musical titles made available for high school licensing. As of August 1 each year, no roles will be removed from the Qualifying Roles List for the upcoming program year. However, because appeals are made and approved throughout the year, the list of Qualifying Roles continues to be updated with additions. The BroadwaySF High School Musical Theatre Awards will frequently consult this list to ensure that schools have the most current list, which will be fully updated by April of 2025. There is an internal process by which the BroadwaySF High School Musical Theatre Awards may submit an appeal for a show or a role to be added to the list. Please contact us for more information.



- [Current list of 2025 Qualifying Shows \(Updated 9/6/2024\)](#)
- [Current List of shows and roles \*\*ineligible\*\* for the Jimmy Awards](#)

# PUBLICITY AND SOCIAL MEDIA

One goal of the BroadwaySF High School Musical Theatre Awards is to raise the visibility of high school performing arts programs throughout Northern California, and showcase the talented students involved in them. We ask participating schools to mention their involvement in the BroadwaySF High School Musical Theatre Awards in their show programs. We would also encourage schools to include their involvement in the program in school newsletters, school and department websites, and social media accounts.

During the 2024/25 school year, BroadwaySF will utilize the BroadwaySF High School Musical Theatre Awards Instagram and other social media platforms to highlight the program, and those schools involved. We encourage schools and individual teachers, staff, parents, community, and students to follow our accounts!

- Instagram: [@broadwaysfawards](https://www.instagram.com/broadwaysfawards)
- Facebook: [www.facebook.com/BroadwaySF](https://www.facebook.com/BroadwaySF)

You can also reach out with specific stories, photos, and videos for us to post at [BSFawards@ATGentertainment.com](mailto:BSFawards@ATGentertainment.com)

If you are contacted by any media outlets regarding your participation in the BroadwaySF High School Musical Theatre Awards or The Jimmy Awards®, please promptly let us know at [BSFawards@ATGentertainment.com](mailto:BSFawards@ATGentertainment.com)

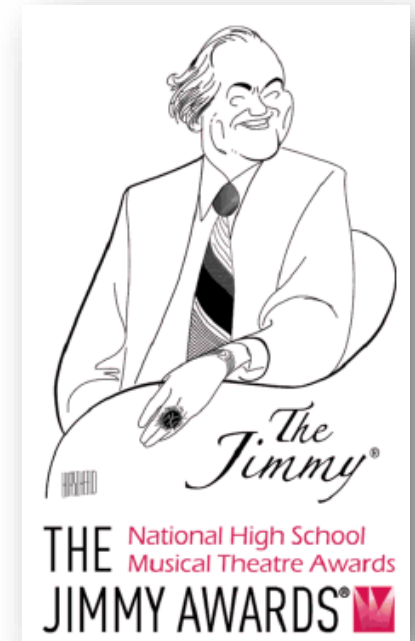


# THE NATIONAL HIGH SCHOOL MUSICAL THEATRE AWARDS® (NHSMTA®) / THE JIMMY AWARDS®

## ABOUT THE JIMMY AWARDS®

The Jimmy Awards®/The National High School Musical Theatre Awards® (NHSMTA®) program was established in 2009 to elevate the importance of theatre arts education in schools and create a pathway connecting promising young performers to the professional theatre industry. Following its continued success, NHSMTA® has grown to impact approximately 130,000 students from 2,100 high schools participating in 51 high school musical theatre regional awards programs sponsored by presenters of touring Broadway productions throughout the United States. Each year, nominees selected by these regional programs travel to New York City to participate in the national competition. While in New York City, participants experience a week of private coaching, master classes, and rehearsals with theatre professionals. Their week's journey concludes with a panel of industry experts selecting exceptional students for The Jimmy® for Best Performance by an Actress and Actor. Students receive opportunities for merit scholarships, professional advancement, and other prizes.

Since its inception, NHSMTA® has been the catalyst for more than \$6,000,000 in educational scholarships awarded to deserving young performers. Named for Broadway impresario James M. Nederlander, this year-round program is administered by The Broadway League Foundation Inc., The Broadway League's charitable division. The Foundation's mission is to enlighten and increase the public's knowledge, appreciation, and awareness of the theatrical arts and to provide a forum for the discussion of issues relating to the preservation and promotion of live theatre as a vital and culturally significant artistic medium. The depth, scope, and education-centric mission of the Jimmy Awards® coupled with its extensive television and media coverage has made participating in the program an aspiration for a growing number of high schools. Based on feedback from participating theatres, school administrators are now directing both staff and financial resources to improve the quality of theatre arts education in their districts. This renewed enthusiasm for the performing arts in schools is already helping to invigorate local theatres and the communities they serve. For more information, please visit [www.JimmyAwards.com](http://www.JimmyAwards.com).



# DEI COMMITMENT

BroadwaySF commits to creating a supportive, uplifting, and equitable environment for all who participate in the BroadwaySF High School Musical Theatre Awards. To uphold that commitment, we promise to adhere to the following:

- We are committed to maintaining an inclusive environment and making sure all who participate feel comfortable and welcome regardless of age, race or ethnicity, gender identity or expression, sexual orientation, physical or mental ability, or any other characteristics that make artists, creatives, staff, and volunteers unique.
- We are aware that school budgets across the region we represent vary. Due to this, we have committed to emphasizing performance over production value with our adjudicators. This is also reflected in the award categories for the awards ceremony in May of 2025.
- Adjudicators are required to take anti bias training before attending performances.
- We will adopt the same qualifying standards for non-binary or gender-fluid students as the NHSMTA® (seen under **Qualifications - > bullet "C"**)

## ATG ENTERTAINMENT IDEA MISSION STATEMENT

At ATG Entertainment, our commitment to inclusion, diversity, equity, and access (IDEA) is reflected in our IDEA mission statement: A stage for everyone.

Our stages are a platform for compelling stories – stories that are for all, by all, and of all. We shine our spotlight on our differences and believe that understanding and celebrating these differences makes us better global citizens. We are committed to strengthening the sense of belonging by ensuring diversity and equity in everything we do. We strive to make our venues beacons of these ideals in our communities. Onstage and off, we hold ourselves accountable for nurturing an inclusive culture, one in which everyone can bring their authentic selves, and everyone feels they belong.

At ATG Entertainment, we provide a stage for everyone.

# CONTACT INFORMATION

## Who to Contact

Erica Andracchio

Sean Ray

Jaden Satenstein

*Co-Program Directors*

[BSFawards@ATGentertainment.com](mailto:BSFawards@ATGentertainment.com)

*Emails go to Erica, Sean, and Jaden*

## Mailing Address

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## Social Media

Facebook: <https://www.facebook.com/BroadwaySF>

Instagram: [@broadwaysfawards](https://www.instagram.com/broadwaysfawards)

