

SCHOOL PARTICIPATION GUIDE



TABLE OF CONTENTS

Introduction - Pg. 3

About BroadwaySF and ATG Entertainment - Pg. 4

Eligibility, Registration & Fees - Pg. 5

Important Dates - Pg. 6

Award Categories - Pg. 7

Adjudication - Pg. 8

Participation Qualifications - Pg. 9-11

Publicity and Social Media - Pg. 12

The Jimmy Awards - Pg. 13

DEI & ATG Mission Statements - Pg. 14

Contact Information - Pg. 15

INTRODUCTION

About the Sara Bareilles Awards (formally the BroadwaySF High School Musical Theatre Awards)

BroadwaySF is thrilled to announce the inaugural Sara Bareilles Awards, celebrating the outstanding talent, dedication, and creativity of high school theatre students across Northern California, in honor of the three-time Tony Award nominee and two-time Grammy Award winner. Working in tandem with 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 Sara Bareilles 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 Sara Bareilles 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 Sara Bareilles 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.

September 3, 2024	Registration Opens! Schools can officially begin registering their productions for adjudication via Acceptd .
Two (2) Weeks Before Production Opens	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">▪ Production Details (Title of show, licensing house, dates & times, venue, etc.)▪ Adjudication Submission (Lead Actor, Actress, Supporting Performer details, including names and characters)
Within one (1) week of seeing the show	Adjudicators must submit their scores and notes via Acceptd
Within One Month after Production Closes	Optional deadline to submit media uploads. This can include: <ul style="list-style-type: none">▪ Production photos (overall production AND nominee production photos)▪ Copy of the program▪ Video of the performance (either uploaded files or weblinks)▪ Video clips for Outstanding Lead Actor, Actress, and Supporting Performer nominees
March 10, 2025	Deadline for registering a production
April 11, 2025	Final production performance eligible for adjudication
April 14, 2025	Deadline for shows to be adjudicated
April 17, 2025	Nominations will be announced
After Ceremony Nominations are Announced	Optional critique packets sent to schools. This would include adjudicator notes and NOT total scores.
May 17-18, 2025	Awards Ceremony Weekend
June 23, 2025	Jimmy Awards Ceremony in New York City at Broadway's Minskoff Theatre

AWARD CATEGORIES

For the inaugural 2024/25 Sara Bareilles Awards, the below are the award categories for the May 18, 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 on Monday, June 23, 2025.*

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



ADJUDICATION

- The Sara Bareilles 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.

FOR OUTSTANDING OVERALL PRODUCTION	FOR OUTSTANDING LEAD ACTOR, LEAD ACTRESS and SUPPORTING PERFORMER
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 Sara Bareilles Awards will adhere to the same production qualification requirements as The Jimmy Awards®.

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 Sara Bareilles 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 Sara Bareilles 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 Sara Bareilles Awards may submit an appeal for a show of 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

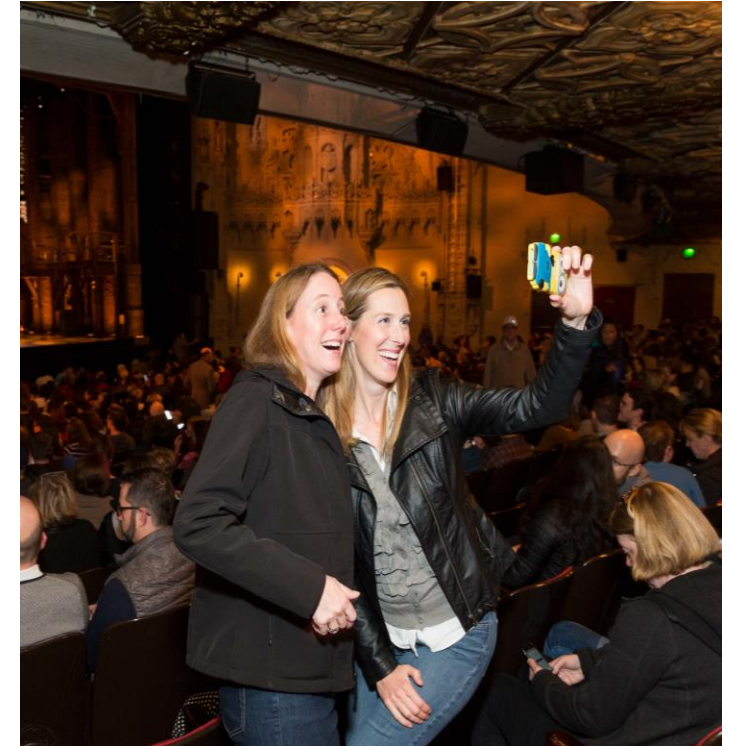
One goal of the Sara Bareilles Awards is to raise the visibility of high school performing arts programs throughout Northern California, and showcase the talented students involved in them. We ask participating schools to mention their involvement in the Sara Bareilles Awards in their show programs. 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 Sara Bareilles 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: [@sarabareillesawards](https://www.instagram.com/sarabareillesawards)
- Facebook: www.facebook.com/BroadwaySF

You can also reach out with specific stories, photos, and videos for us to post at SBawards@ATGentertainment.com

If you are contacted by any media outlets regarding your participation in the Sara Bareilles Awards or The Jimmy Awards®, please promptly let us know at SBawards@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 reward excellence in student performance. Since then, the NHSMTA has been the catalyst for more than \$6 million in educational scholarships awarded to deserving young performers. Over the years, the NHSMTA has grown to include 55 affiliated regional high school musical theatre awards programs in communities throughout the United States and impacts approximately 150,000 students from 2,300 high schools. Sponsored annually by presenters of touring Broadway, nominees selected by these regional competitions travel to New York City to participate in the national program, a rigorous theatre intensive that includes coaching sessions, training, and rehearsals led by some of Broadway's most accomplished professionals, culminating in an extraordinary, one-night-only talent showcase.

The sixteenth annual Jimmy Awards ceremony will take place on **Monday, June 23, 2025**, when 110 students will make their debuts on a Broadway stage. During this unforgettable event at the Minskoff Theatre, a panel of judges will bestow a number of awards and scholarships, including the coveted awards for Best Performance by an Actor and Actress. Participants in the National High School Musical Theatre Awards will be in New York City from Friday, June 13, 2025, through Tuesday, June 24, 2025.

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 support the arts education, community engagement, and audience access programs of the Broadway League, which envisions a world that universally recognizes Broadway theatre as a dynamic, vibrant, inclusive, and accessible entertainment experience.

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 across the country is already helping to invigorate local theatres and the communities they serve. For more information, please visit www.JimmyAwards.com.

DEI COMMITMENT

BroadwaySF commits to creating a supportive, uplifting, and equitable environment for all who participate in the Sara Bareilles 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

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