

School Participation Guide



2026 / 2027 Season

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Introduction

About the Sara Bareilles Awards - ATG San Francisco is thrilled to announce the third annual Sara Bareilles Awards, celebrating the outstanding talent, dedication, and creativity of high school theatre students across Northern California! Named in honor of the three-time Tony Award nominee and two-time Grammy Award winner, this program will have the honor of sending two students from our Northern California jurisdiction to the **National High School Musical Theatre Awards® (NHSMTA®) /The Jimmy Awards®** in June 2027.

The Sara Bareilles Awards will adjudicate performances submitted by high schools (public, private, and charter) from 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.*

This program is more than just awards; it's a platform for nurturing the next generation of theatre professionals. We are incredibly committed to supporting arts education, empowering young artists, and celebrating the transformative power of theatre. We look forward to you participating in the 2026/27 season, and to inspiring the next generation of artists and leaders!





About ATG San Francisco & ATG Entertainment



About ATG San Francisco:

ATG San Francisco, 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. ATG San Francisco 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.
- For K-12 schools, only students in grades 9-12 will be eligible for individual awards. Those schools are **not** eligible for Overall Cast Performance. Please reach out if you have questions about the eligibility of your production.
- 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 for the 2026/27 season will open on **August 24, 2026**. 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 schools who put on 2 productions a year, as each show 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.

Monday, August 24, 2026	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: - Production Details (Title of show, licensing house, performance dates & times, venue, etc.) - Adjudication Submission (Production, Lead Actor, Lead Actress, Supporting Performer, & Student Choreographer details, including names and characters)
Within two (2) weeks 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: - Production photos (overall production AND nominee production photos) - Video of the performance (either uploaded files or weblinks) - Video clips for Outstanding Lead Actor, Actress, and Supporting Performer nominees
Tuesday, March 9, 2027	Deadline for registering a production (even if first performance is still more than weeks away)
Sunday, April 18, 2027	Final production performance eligible for adjudication
Week of April 26, 2027	Nominations will be announced
Sat-Sun, May 22-23, 2027	Sara Bareilles Awards Weekend! (Optional Student Workshops Sat. May 22; Auditions & Ceremony Sun. May 23)
June 2027 (exact dates TBD)	Jimmys Week in NYC
June 2027 (exact date TBD)	Jimmy Awards Ceremony in New York City at Broadway's Minskoff Theatre
Within ~a month of the SBA ceremony	Optional critique packets sent to any participating schools

Award Categories

For the 2026/2027 Sara Bareilles Awards, the below are the award categories for the May 23, 2027 ceremony, and therefore the categories evaluated by adjudicators.

- **Outstanding Lead Actor ***
- **Outstanding Lead Actress ***
- **Outstanding Supporting Performer**
- **Outstanding Overall Cast Performance**
- **Outstanding Student Choreographer**
- **Fan Favorite Performance ****

**The winners in these categories will compete in the [Jimmy Awards®](#) in New York City in June 2027.*

*** This category will be evaluated only 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.
- We will try to assign each adjudicator to a different performance date for a well-rounded evaluation. For productions with short runs, or extenuating circumstances, this may not be possible.

RUBRIC

FOR OVERALL CAST PERFORMANCE	FOR OUTSTANDING LEAD ACTOR, LEAD ACTRESS and SUPPORTING PERFORMER	FOR OUTSTANDING STUDENT CHOREOGRAPHY
Overall Pace	Character Interpretation	Originality and Creativity
Effective use of performers	Stage Presence and Artistry	Entertainment Value
Choreography: Execution and Consistency	Vocals: Clarity and Diction	Use of Space and Cast Members
Musicality: Clarity & Diction	Vocals: Pitch and Tonality	Cohesiveness and Musicality
Musicality: Execution of Harmony	"It" Factor Quality	
Ensemble: Expression through Performance		
Ensemble: Worked well as a Group		

Adjudicators will also leave notes regarding: Highlights or standout moments, and other notes and comments.

Participation Rules and Requirements

Overall Cast Performance

- The Sara Bareilles Awards will only allow productions to be submitted by someone 18 or over who is associated with the school or production. This may not be a student.
- **Licensing House Rules:** Schools who are submitting themselves for “Overall Cast Performance” should license all music (including backing tracks & sheet music) through the ceremony date of May 23, 2027. Schools should also inform licensing houses that they are participating in the Sara Bareilles Awards, a Regional Awards Program in association with The Jimmy Awards, in case they have additional requirements.
- Schools will be required to upload a copy of their program prior to adjudication. This is for adjudicators to be able to have the physical program handy in case the school has gone paperless.
- A 15-minute highlight reel video of the production may be requested should the production become a nominee for “Overall Cast Performance”. This will be used for Sara Bareilles Award judges' evaluation.
- NEW THIS YEAR: Schools may only submit **one (1)** cast per production. The Sara Bareilles Awards are no longer accepting submissions for more than one cast per production per school.
 - *If more than one school are putting on a joint production together, this is the **only exception** where double cast productions will be allowed to represent one production per school. Please reach out to us if your production falls under this exception.*
- Schools may submit up to two (2) productions per season (i.e. a Fall show and a Spring show). Each production must be a different show title (i.e. *My Fair Lady* and *Guys and Dolls*).
- Each production submission must have at least three (3) different performances that adjudicators can attend.

Participation Rules and Requirements

Lead Actor / Lead Actress & Supporting Performer

Lead Actor & Lead Actress

- The Sara Bareilles Awards will accept the same qualifications for Lead Actor and Lead Actress roles that The Jimmy Awards accepts for those to become Jimmys nominees. Those qualifications are detailed on [Page 12](#) of this packet.
- Productions need only to submit performers for adjudication who wish to be evaluated and potentially nominated. There is no requirement to submit all performers who are in Jimmys qualifying roles.
- Each performer submission must have at least three (3) different performances that adjudicators can attend. Each performer submitted must be scheduled to perform at **all** performance dates that are submitted for adjudicators to attend (barring last-minute illness, emergencies, etc).

Supporting Performer

- Performers submitted for adjudication must be performing in roles that are **not** qualifying roles for The Jimmy Awards.
- We use the same criteria to evaluate supporting performers as we do lead performers. For this reason, those roles must have multiple moments of solo singing and dialogue. These moments do not have to be complete solo songs but must have enough solo song moments in the show for adjudicators to evaluate them as individuals. This should not be an ensemble member who only sings in group numbers with no featured vocals or scene work.
- The Program Directors will make the final determination if a submitted role meets the criteria. Please feel free to reach out to us if you have questions about the role and if it fits the criteria.
- Each performer submission must have at least three (3) different performances that adjudicators can attend. Each performer submitted must be scheduled to perform at **all** performance dates that are submitted for adjudicators to attend (barring last-minute illness, emergencies, etc).

Participation Rules and Requirements

Student Choreography

- To qualify for this category, the choreography of a production being submitted for "Overall Cast Performance" must be 100% designed by student(s) at the school.
- Schools may submit more than one student choreographer's name; however multiple student choreographers will be adjudicated as one entity. Not individually.
- These students must have designed the choreography for the production without the assistance of a teacher, parent, volunteer, or paid contractor. It must be 100% designed by the student(s)
- The school must submit these student(s) to be evaluated before adjudicators attend performances.
- Criteria for adjudication can be found on [Page 8](#) of this packet.



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) Gender Identity / Non-Binary Roles

- 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 September 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 consult this list periodically to ensure that schools have the most current list, which will be fully updated for the year by April 1. There is an internal process by which Regional Awards Programs may submit an appeal for a show or a role to be added to the list. Contact us for more information.

- o [Current list of Qualifying Shows](#) (Updated 04/22/2026)
- o [Current List of shows and roles ineligible for the Jimmy Awards](#)
 - o Please do not request appeals for the shows listed here.



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 2026/2027 school year, ATG San Francisco will utilize the Sara Bareilles Awards Instagram and other social media platforms to highlight the program, and those schools involved. Your registration will include a question about Instagram handles the school would like us to tag to promote your production and involvement with the program. 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/ATGSanFrancisco

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 eighteenth annual Jimmy Awards ceremony will take place in **June 2027**, when over 116 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 for 10 days in June.

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.

FAQ

Why does our production need to secure rights for our show till May 23, 2027? Is this for everyone?

- By applying to the Sara Bareilles Awards you are submitting your production for a potential performance during the ceremony on May 23, 2027. While this will not cost you any additional performance fees, many licensing houses require the schools to still have rights to the show should the production be nominated and perform. By not securing the rights through May 23, and returning your packet, this could incur additional fees to the school to retain the rights again.
- This is *only* required for productions being submitted to Overall Cast Performance.

What kind of headshots should I upload for the required headshot sheet?

- Anything! It does not need to be a proper headshot. A school photo, or quick photo session will work just fine. These are just so our adjudicators can identify the student with the role they are adjudicating.

Why are Supporting Materials "optional"? Which ones are required and when?

- We always suggest submitting Supporting Materials when they are available. Should your production be nominated in any category, the Sara Bareilles Awards has immediate access to nominees' headshots, production photos, and video links. Otherwise, the section can be used later to upload these materials once nominations are announced.
- The only two Supporting Materials we request prior to adjudicators attending performances is headshot sheet and the production program.

Should we record our production?

- We strongly recommend at least one archival recording of the production. Should the production become nominated, we will request highlight reels from the original production for our judges to review. Judges have not been adjudicators who viewed the original production.

FAQ

Should I say hello to the adjudicators when they attend the performance?

- We know theater teachers and educators are dealing with A LOT during a performance, so if you cannot greet the adjudicator that is perfectly fine. They are instructed to attend the performance as a regular patron and do not require any special treatment. If you can say hello, you are welcome to do so.

What is the difference between a Lead and Supporting Performer?

- Lead Actors & Lead Actresses are performing in roles that are Jimmy Awards qualifying roles. That list of roles can be found [HERE](#). Those performers who are submitted as Leads are in the running to be nominated for the Sara Bareilles Awards and have the potential to be sent to The Jimmy Awards.
- Supporting Performers are roles that are not qualifying roles for The Jimmy Awards but have enough performance time, both in song and dialogue, that they can be evaluated as individuals. The Sara Bareilles Awards may evaluate the submission and reach out for additional information about the submitted role. Additional criteria for a Supporting Performer role can be found on [Page 10](#) of this packet.

Why are we no longer able to submit double cast productions?

- We 100% support schools double casting their productions! We know this allows for many more students to participate in the production, and we encourage schools to keep double casting. However, because our jurisdiction of Northern California is so large (32 counties spanning over 350 miles), we would like to prioritize the number of schools and counties able to participate in the program. Therefore, each production may only submit one cast for adjudication for the Sara Bareilles Awards.
- Schools who do more than one production a year (i.e. a Fall show and a Spring show), will still be allowed to submit both productions. Schools may not submit more than two different productions.

When should we expect to see notes from the adjudicators?

- We will compile adjudicator notes from productions over the season and send them to schools in the weeks following once the Sara Bareilles Award ceremony has concluded on May 23.

DEI COMMITMENT

ATG San Francisco 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 of the students over production value with our adjudicators. This is also reflected in the award categories for the awards ceremony in May of 2027.
- Adjudicators are required to take Unconscious Bias training before attending performances.
- Adjudicators are required to take a mandatory "adjudicator training" session to better understand the requirements of being an adjudicator for the Sara Bareilles Awards.
- We will adopt the same qualifying standards for non-binary or gender-fluid students as the NHSMTA® (seen on [Page 13](#)-> 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

Jaden Satenstein

Daniel Trebejo-Ariza

Co-Program Directors

SBawards@ATGentertainment.com

Emails go to Erica, Jaden, and Daniel

Website:

us.atgtickets.com/atg-inspire/awards/

Mailing Address

ATG San Francisco

1182 Market St.

Suite 200

San Francisco, CA 94102

Social Media

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

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

