Lip Sync Battle
The Gala to Benefit Springboard to Learning

Contestant Playbook
2023
Introduction to Springboard to Learning

SPRINGBOARD TO LEARNING
Through creative arts-integrated educational programs, Springboard to Learning ignites a love of learning in students. For nearly 60 years, Springboard to Learning has positively impacted millions of students throughout the St. Louis area, focusing on under-resourced children. Today, Springboard to Learning is working with over 110 schools and community venues throughout the St. Louis area, impacting over 25,000 students, annually.

BELIEF
Springboard believes that meaningful, memorable learning experiences transform a child’s worldview.

MISSION
Springboard develops children’s abilities to think critically, create, collaborate and communicate. Our programs directly support school curriculum and are designed to ignite a passion for learning.

VISION
Springboard envisions a future where all children are passionate, engaged learners who experience success.
Introduction to Springboard to Learning

HISTORY

With a combined history of over 100 years as Springboard to Learning and Young Audiences of St. Louis, Springboard to Learning has positively impacted millions of under-resourced students and teachers throughout St. Louis through creative programming and pedagogy, igniting a love of learning. Springboard to Learning was established in the St. Louis Public School District in 1965 by Elise Schweich to help students experience world-wide arts and cultures. After 41 years, Springboard to Learning expanded by merging with Young Audiences of St. Louis in 2006, continuing its national affiliation with Young Audiences Arts for Learning. In 2017 Springboard became the one and only Missouri affiliate of Wolf Trap Institute Early Learning Through the Arts. Springboard to Learning is St. Louis’ largest provider of in-school arts-integrated programming.

SIGNATURE PROGRAMS

- The Art of Baseball
- IdeaBuilder
- MusicMaker
- Visualizing Mathematics
- HealthWise
- Learning Through Movement
- Read! Write! Act!
- WiseWrite
Contestant Overview

2022 Contestants

PABLO FLINN
TABITHA PORTER
JENNIFER WILSON

2022 Judges

JOHN GRAPPERHAUS
TODD HAMBY
ELAINE RENNER

Springboard to Learning holds an annual gala to support the organization and provide a memorable experience to our corporate and community sponsors. Each year, we offer our constituents a fun-filled night of entertainment at our Lip Sync Battle and provide our contestants with an opportunity to compete against their peers, while heightening awareness of Springboard to Learning. This overview will provide our acts with further knowledge about their responsibilities and details about their journey from rehearsal to the night of the event.
Orientation

STEP ONE
Includes a meeting with all acts to explain event goals, the voting and fundraising process, and to respond to questions regarding event expectations. We suggest that acts come to the meeting prepared with a music choice (or an idea).

STEP TWO
Acts are assigned a Coach and together, they will arrange rehearsal dates and times. Your Coach will work closely with you to coordinate a routine to the song as well as assist you with your lip sync style so it fits your comfort and abilities. Coaches will also assist our acts with choosing their costumes for the performance.

STEP THREE
The night of the competition each act performs to a pre-recorded, edited three-minute song of their choice, coordinated primarily by the Coach. A panel of judges, consisting of prominent individuals within our St. Louis Community, are positioned near the stage to provide light commentary on your performances and score the acts.

FUN FACT
Your guests can bring signs, decorations, etc., to cheer you on before and after your performance!
How You Can Win!

The act raising the most funds through votes, ticket sales, and corporate sponsorship is crowned the Lip Sync Battle - St. Louis Champion!

Performance + Voting + Ticket Sales + Donations & Sponsorships = Lip Sync Champion!

Each act should strive to raise a minimum of $10,000 in votes/sponsorship/ticket sales.

It takes a collective effort from all contestants and staff to help Springboard to Learning reach its fundraising goals, support signature programming in under-resourced schools, and create a successful event for everyone's enjoyment!
Fund-A-Need Information

What It Means to Support Springboard Programming

$1,200 = The cost of providing ONE PROGRAM SESSION for EIGHT CLASSROOMS
$600 = The cost of providing ONE PROGRAM SESSION for FOUR CLASSROOMS
$300 = The cost of providing ONE PROGRAM SESSION for TWO CLASSROOMS
$150 = The cost of providing ONE PROGRAM SESSION for ONE CLASSROOM
### Corporate Sponsors

- **$25,000 Classical Sponsor** — includes category exclusivity, 20 Reserved VIP Tickets, listing in program, logo & link on website, recognition in social media and at Gala, Full Page Inside-Cover Ad in program

- **$10,000 Rock and Roll Sponsor** — includes 10 Reserved VIP tickets, listing in program, logo & link on website, recognition in social media and at Gala, Full Page Ad in program

- **$5,000 Rap Sponsor** — includes 10 Reserved VIP tickets, listing in program, logo on website, recognition in social media and at Gala, Half Page Ad in program

- **$3,000 Hip Hop Sponsor** — includes 4 General Admission Tickets, listing in program, recognition in social media and at Gala, Quarter Page Ad in program

- **$1,000 Blue Grass Sponsor** — includes 2 General Admission Tickets, listing in program, recognition in social media and at Gala

### Program Ads

- **$1,000** Full Page Ad

- **$500** 1/2 Page Ad

- **$200** 1/4 Page Ad

### Tables & Tickets

- **$200** Reserved VIP Ticket

- **$150** General Admission Ticket
The 2022 St. Louis - Lip Sync Battle raised more than $115,000 in support of Springboard to Learning. Funds bring additional educational opportunities to children who are afforded a limited worldview and lack opportunities for arts-integrated experiences.

Programs engage, inform and inspire students to learn more about the world through multidisciplinary, hands-on lessons.

With more than 700 programs delivered to over 114 schools and community venues, Springboard to Learning reaches an average of 25,000 students annually.

Your contribution and support helps Springboard to Learning make a bigger impact on the educational experiences of St. Louis youth.
Voting Tips & Fundraising Ideas

Create a list of friends, family, and colleagues to contact! Our Marketing Manager will provide you with email templates and phone scripts so you can reach out and ask for their support.

Shout about your participation on social media! Our Marketing Manager will work with you to provide personalized graphics to use on your personal social media accounts. (Make sure to follow Springboard’s social media accounts, as well, and share our posts about the event!)

Host a crowdfunding campaign! Run a Facebook fundraiser, Kickstarter, etc. to encourage your friends and family to support Springboard to Learning on your behalf.

Talk to your corporate contacts about sponsoring the event! Each sponsorship package includes tickets to the event, recognition in our program, and shoutouts on social media – many packages include even more perks!

Encourage staff members at your place of employment to donate by running a workplace giving campaign, and reward the highest donors with pizza, donuts, etc! See if your place of employment has a matching gifts program and ask them to match what you raise.

Purchase tickets for your family, friends, colleagues, and supporters (or have your supporters get tickets for their friends and family) so you have a large cheering section for your show-stopping performance!
Fundraising Overview
How Your Performance Adds Up

Votes increase Springboard to Learning’s awareness with communities, organizations, and individuals, which furthers our mission to serve under-resourced children.

1 VOTE = $10

Each act will receive their own personalized voting link!

Ticket sales allow friends, family and colleagues a presence at your live performance showing their support. Through their votes and active engagement, you increase your chances of winning.

Sponsorships create corporate relationships, supporting Springboard’s programs within the Greater St. Louis community.
Questions?

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