

STARS OF
Broadway, West End, Cabaret and Recording World
Join Together in a Musical Celebration to Benefit
Theatre Companies Across America During the Pandemic



20th Anniversary Concert

GRATEFUL

THE SONGS OF JOHN BUCCHINO

FOR A LIMITED TIME ONLY!
Starts Streaming May 18 • Available On Demand Thru June 8

THE PERFECT ARTISTIC OUTREACH AND FUNDRAISING TOOL!
An Opportunity for Your Theatre Company to Raise Thousands of Dollars in Donations
With Minimal Cash Outlay and Limited Staff Time

SIGN UP BY MAY 4th

E-mail Stephanie or Karyl Lynn at grateful@rubicontheatre.org
Or call (805) 667-2912, ext. 225



**FEATURING A CAST OF 15 STARS OF BROADWAY,
WEST END, CABARET AND THE RECORDING WORLD**

ANN HAMPTON CALLAWAY

Tony Nom. for *Swing!*/
Perf. of the Year – *B'way World*

COREY COTT

Star of *Bandstand*, *Gigi* and *Newsies* on B'way

JESSICA FISHENFELD

N.Y. City Opera/*Das Barbecü* Off B'way

MYKAL KILGORE

R & B Singer/3 B'way Shows/
NAACP Image Award

ANDREA MARCOVICCI

40 solo cabaret shows, film and TV

ALEXANDER SAGE OYEN

ASCAP Foundation Yellen Award-Winner

WILL REYNOLDS

2018 Fred Ebb Award

STEPHEN SCHWARTZ

Creator of *Wicked*, *Godspell*, *Pippin* –
Tony and Grammy Award-Winner

DAVID CAMPBELL

Aussie Pop, Stage and TV Star/4 B'way Shows/
Helpman Award for *Sunset Blvd.*

NATALIE DOUGLAS

12-Time MAC Award-winner

SCOTT JOINER

S.F. Opera/ Carnegie Hall

AMANDA MCBROOM

Creator of "The Rose"/ Golden Globe and MAC Winner

LESLIE ODOM, JR.

Hamilton – Tony and Grammy Winner,
Oscar Nom. "One Night in Miami"

ANDERS PAULSSON

Soprano Sax Pioneer

LOIS SAGE

Original "Grateful" CD

TONI TENNILLE

Captain and Tennille – #1 Hits/Grammy
and People's Choice Award-Winner

Accompanied by **JOHN BUCCHINO**

To read full bios of the performers, click [HERE](#).

Event produced by
Jessica Fishenfeld and **John Bucchino**
Video Editing by **Jessica Fishenfeld**
Audio Editing by **John Bucchino**
Presented by **Streaming Musicals**
(Stacia Fernandez and Tom Polum)
in association with **Rubicon Theatre Company**.

Featuring the Tony Award-
Winning Star of *Hamilton* and
"One Night in Miami"

LESLIE ODOM, JR.

"Odom is WONDERFULLY
EXPRESSIVE!" – Alix Cohen





THE ORIGINAL CD



Shortly after his arrival in New York, John Bucchino was regarded as the best kept secret of the New York cabaret scene. But the word spread, and very quickly Broadway swells, recording artists and industry professionals flocked to his late-night concerts at piano bars in the Times Square district. One such insider, Billy Rosenfield of RCA records, approached John about making a CD. As John recalls, everyone they asked said “YES!” An extraordinary array of artists ranging from Liza Minnelli and Michael Feinstein to Patti Lupone and Amanda McBroom brought their vocal prowess and rich interpretive skills to John’s wry, whimsical, and heart-wrenchingly beautiful songs. Revered songwriters Stephen Sondheim and

Stephen Schwartz, who were drawn to the depth and beauty of John’s writing, championed his work. Critics from Rex Reed to Stephen Holden of the *New York Times* were effusive. The rest, as they say, is history, and the songs of John Bucchino were no longer a secret.

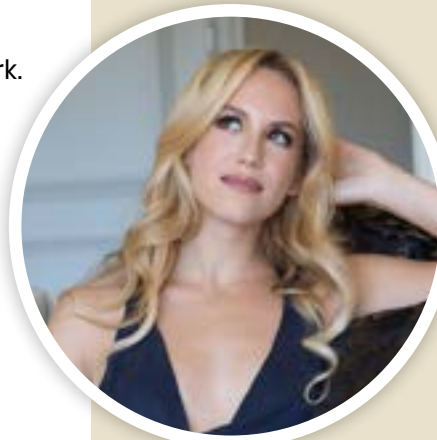
“INSIGHTFUL lyrics and GORGEOUS melodies...rich harmonic textures and subtle...inner voicings. His music has BEAUTIFUL intricacies.”

- Stephen Schwartz (Tony and Grammy Award-Winner)



THE 20TH ANNIVERSARY STREAMING EVENT

Last year, Jessica Fishenfeld approached John about producing a 20th Anniversary Concert as a streaming event to raise funds for the Ali Forney Center in New York. Another extraordinary group of artists generously donated their time to support the Center, bringing their unique personalities and signature styles to their performances. After the great success of the event, the principals of Streaming Musicals in New York (Stacia Fernandez and Tom Polum), asked John and Jessica if they would consider sharing the work with regional theatres to help them raise funds during the pandemic. They in turn spoke with each of the 15 artists, who unanimously supported the idea!



“Fischenfeld enacts ‘The Song with the Violins’ as a scene-in-one – it COMES ALIVE with DARK COMIC TRUTH.”

- Theatre Pizazz



MORE ABOUT THE CONCERT

The concert opens with R & B talent Mykal Kilgore soulfully singing one of John’s signature songs and the title number for the anniversary event: “Grateful.” (For a taste of John’s lyrical genius, [click HERE.](#)) Fourteen more iconic songs follow, introduced by short stories from the performers about the songs themselves or their relationship with John.

HERE’S WHAT CRITICS HAVE TO SAY:



“WHAT MUSIC THIS IS! John Bucchino is REVERED and RESPECTED as a kind of POET LAUREATE of the songwriting industry...he is not only WORSHIPPED by the singers, he is ADORED by the songwriters - observe the presence of the incomparable Amanda McBroom and the irreplaceable Stephen Schwartz in the concert. He is considered one of the best, by the best, and the reason for that praise is apparent in each of these performances!”

BROADWAY.COM

“Brimming with INTIMATE CHARACTER PORTRAITS, SOPHISTICATED INTELLIGENCE and EMOTIONAL SINCERITY, the IMPECCABLY CRAFTED songs of John Bucchino... mine deep REVELATIONS about idealism, disillusionment and their ultimate reconciliation.”

Los Angeles Times

Broadway and Recording Artist
Mykal Kilgore

“FLOWING, FINELY MADE piano ballads describe an urban single life in which relationships come and go in cycles of YEARNING, FULFILLMENT, HEARTBREAK and HEALING.”

The New York Times



Golden Globe
Award-Winning
Singer/Songwriter
Amanda McBroom
("The Rose")

DEMOGRAPHICS

Although there is no strong language, we consider John’s artistry to be literate and sophisticated in nature, and most likely to be enjoyed by those of high school age or older.

WANT TO SEE MORE?

Call our Theatre Ambassadors at the number below if you’re ready to sign up, or if you’d like to receive a private link to the concert for your artistic or fundraising staff to review.



HOW YOUR THEATRE CAN BENEFIT

We know that regional theatres have had to temporarily close their doors due to Covid-19, and that ticket income and donations have been affected in most cases. Hopefully, many organizations have received some level of government support, but staying in touch with constituents and reminding them of the quality of your artistry is crucial. We also know that often there are significant costs to creating and producing streamed content with top professionals.

You may recall that Streaming Musicals and Rubicon Theatre recently worked with other producers of *Estella Scrooge* to create an Affiliate Program, where regional theatres could offer the fully produced show at no cost and no risk to theatres with a percentage of ticket sales going back to each theatre.

A number of theatres have shared with us that they are starting to receive a greater net financial return when they offer FREE content to their audience members and encourage or suggest donations.

In response, we have created a Licensing Affiliate program where we provide you with the following benefits at a modest flat-rate ranging from \$250 to \$2,000 based on your budget size. With one payment, you receive 100% of the revenue for suggested donations and the benefits described on Page 6!

"Paulsson plays 'It Feels Like Home'... the song wraps around feelings like a vintage blanket, FAMILIAR, SOFT, WARM."



"Cott sings 'Unexpressed' with GREAT TENDERNESS."



"Campbell's interpretation is MELODIC, RESTRAINED, DIGNIFIED."



Swedish Sax Player Anders Paulsson, Broadway Star Corey Cott (*Bandstand*, *Gigi*) and Aussie Pop and Stage Star David Campbell (*Les Misérables*, *Sunset Boulevard*).



BENEFITS

- **PROVIDE SIMPLE, FREE ACCESS FOR YOUR AUDIENCES** – Once they make a reservation, your audiences receive a single link that takes them directly to this beautifully produced fundraising concert.
- **OFFER EXTRAORDINARY QUALITY CONTENT** – Songs are performed by stars of Broadway, West End, cabaret and the recording world with CD-quality audio editing. Without having to reach out or spend time on casting, you can share the talents of artists like Tony and Grammy Award-winner and current Academy Award nominee Leslie Odom, Jr., Tony and Grammy Award-winning composer/lyricist Stephen Schwartz, or pop icon Tony Tennille. *How great is that?!*
- **BUILD YOUR MAILING LIST** – By offering FREE content, you may reach underserved audience members in your community. Or the concert may be a point of entry for those who will become new supporters. Those who are already engaged may increase their donations.
- **ENCOURAGE DONATIONS** – You may suggest a specific donation amount for your patrons, or simply state that “donations are encouraged.” The request and reason for the need is reinforced at several moments in the recorded streamed event.
- **FEEL SECURE KNOWING ALL RIGHTS AND ROYALTIES ARE COVERED** – We provide you with a written licensing agreement that confirms that all permissions have been secured by Streaming Musicals.
- **ENGAGE YOUR CUSTOMERS WITHOUT PRODUCTION EXPENSE** – All costs to create and edit the concert have been covered by the producers, so you can engage your audiences without spending significant time or money. The modest flat-rate charge is a way of multiple theatres sharing in costs that would normally be much higher.
- **RECEIVE ACCESS TO TURNKEY MARKETING MATERIALS** – Once you sign the agreement, you receive a Dropbox with sample press release and photos, suggested website copy and artwork, video excerpts for social media, FAQ and more!
- **BE IN CONTROL OR ASK FOR ASSISTANCE** – You may easily use our example to sell through your own website. Or, we can give you access to a secure app where you can upload your logo and a widget or link. Then we send you a private link to share with your audience members once they reserve.
- **ACCESS ACCOUNTING INFORMATION** – If you use the secure app, you are able to monitor your success at any time, day or night.

“For SHEER VOCAL BEAUTY,
no contemporary singer
matches Ms. Callaway.”

The New York Times





DATES

Your On-Sale Date: Upon Execution of the Contract

Available On-Demand: Tuesday, May 18 thru June 8, 2021

Possible Extension: Tuesday June 15, 2021

HERE'S HOW IT WORKS – EASY!

- 1** Contact our Theatre Affiliate Support Team at Rubicon, where the show was originally developed:
Karyl Lynn Burns or Stephanie Coltrin (TA Team)
E-Mail: grateful@rubicontheatre.org
Or Call: 805-667-2912, ext. 224 or 805-407-7797
- 2** We send you a simple licensing agreement and a courtesy invoice.
- 3** Once the agreement is executed, our TA Team provides you with access to the concert and downloadable files that give you the following:
 - Sample copy for website
 - Sample artwork and social media
 - Press release template
- 4** We send you sample copy and art for your website to make a reservation page or donation page. Or, we can give you access to a secure app where you can upload your logo and a widget or link and all donations less a small credit card processing fee as passed through to you.
- 5** You create an e-blast and send your materials to our Theatre Ambassadors for sign-off before they go out.
- 6** We stay in touch to see how we can help, offering promotional ideas, updates and short videos.
- 7** You receive donations directly, or through our box office if you choose that route.



MAC-Winner Natalie Douglas



“For pure energy, playfulness and heart-on-sleeve emotion, she is in a LEAGUE OF HER OWN.”

- CLIVE DAVIS



WHAT IS THE INITIAL FLAT-RATE LICENSING FEE?

The flat-rate fee for licensing is tiered and designed to be affordable to theatres with any sized budget. See the chart to the right.

● Annual budget size of \$0 to \$250,000	\$250
● \$250,001 to \$500,000K	\$500
● \$500,001 to \$1,000,000	\$1,000
● \$1,000,001 to \$2,000,000	\$1,500
● Over \$2.5M	\$2,000

WHAT RETURN CAN I EXPECT?

- 10 donations at an average of \$25 (costs are paid at the lower level and you start netting a return!)
- 100 donations at an average of \$25 = \$2,500
- 250 donations at an average of \$35 = \$8,750
- 500 donations @ \$50 = @ \$25,000
- And perhaps you will get that odd donation of \$1,000 or \$5,000 or more from those who are reminded of your artistry and how much they love what you do!

The more you encourage people to watch for FREE and remind them of your presence and the need during the pandemic, the more successful you can be.

Want to raise even more? Invite a board member or key supporter to offer a “Grateful” match because they are thankful for your organization and want to see it thrive when the doors open again! If you match what is given \$ for \$, that often incents those who have been waiting for the right time to GIVE NOW!





MORE ABOUT JOHN BUCCHINO



A prolific and beloved composer and lyricist, John Bucchino’s songs have been performed and recorded by stars of pop, theatre, cabaret and the classical music world – Judy Collins, Art Garfunkel, Audra McDonald, Patti LuPone, Liza Minnelli and Yo-Yo Ma, to name a few. Renowned organizations such as the Boston Pops, the L.A. Philharmonic and the Mormon Tabernacle Choir have shared John’s artistry at prestigious venues including Carnegie Hall, the Metropolitan Opera, the Hollywood Bowl, the Kennedy Center, the Sydney Opera House, London’s O2 Arena and the White House.

John wrote music and lyrics for the Broadway musical *A Catered Affair* with a book by Harvey Fierstein (nominated for 12 Drama Desk Awards, 3 Tony Awards, and winner of the New York Drama League Award for Best Musical) as well as the musicals *Urban Myths*, *Lavender Girl*, and *Esaura*; and

the revue *It’s Only Life* directed by Daisy Prince, which won the L.A. Ovation Award in its premiere at Rubicon Theatre. John created the songs for the Dreamworks–animated film “*Joseph, King of Dreams*,” and the lyrics for the children’s musical *Simeon’s Gift* (with a book by Julie Andrews and Emma Walton Hamilton and music by Ian Fraser.)

His recordings include *Grateful: The Songs of John Bucchino* (with companion songbook), *Solitude Lessons*, *David Campbell Sings John Bucchino* (which reached #1 on the Australian jazz charts), the PS Classics releases of the cast albums of *It’s Only Life* (with companion songbook) and *A Catered Affair*, and the solo piano improvisations *On Richard Rodgers’ Piano* (performed on the composer’s own Steinway, voted “Best Instrumental” CD by Show Business Weekly), and *Beatles Reimagined*. As part of their Julie Andrews Collection, Harper Collins published a children’s book, based on John’s song, called *Grateful, A Song of Giving Thanks* which was awarded the Parents’ Choice Gold Award.



John receiving the first Fred Ebb Foundation Award in NYC.

AWARDS AND NOMINATIONS

- 2 Drama Desk Award Nominations
- Kleban Award
- Johnny Mercer Songwriter Award
- L.A. Ovation Award (*It’s Only Life*)
- ASCAP Foundation Richard Rodgers New Horizons Award
- DVD Premiere Award (for the song “Better Than I”)
- Jonathan Larson Award
- The 1st Annual Fred Ebb Award

John’s shows *It’s Only Life* and *A Catered Affair* are available through [Concord Theatricals](http://ConcordTheatricals.com).

To learn more about John, go to www.johnbucchino.com.
 To support John’s artistry, please visit www.patreon.com/johnbucchino.