



**Education Program Support:  
Wholesale Customer Assembly Program + Creative Asset  
Toolkits**

Presented by:  
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## NTC/Western Water Education Program Current Assets

### Live Events:

- [School Assembly Performances](#)
- [Water Program Overview by NTC](#)

### Learning Materials:

- [Student E-Learning Package](#) – used for assembly program of Winter/Spring 2024
- [Teacher Toolkit](#) – used for assembly program Winter/Spring 2024
- [Customized Teacher Toolkit](#) with presentation slides for chapter book project – used Spring 2023

### Print Materials:

- [K-2 Chapter Book](#)- Developed in 2022
- [3-5 Chapter Book](#) – Developed in 2022



# Western Municipal Water District Education Program Support: Wholesale Customer Assemblies + Creative Asset Toolkits

## Program Overview

NTC proposes the following in support of Western Water's Education Program:

- Expanding the customized **assembly program** designed for elementary schools in Western Municipal Water District's corresponding wholesale agencies' territories - Comprised of an arts-integrated live event in each school and corresponding e-learning materials for educators and students, this program will engage school communities in meaningful water education around conservation, stewardship and water district compliance
- **Creative asset toolkits** for additional educational initiatives like the Water is Life Art Contest, the Lois B. Krieger grant for educators and student scholarships, the Master Gardening Workshops and more as decided upon

## School Assembly Program

NTC specializes in creative engagement, designed to be memorable and meaningful for students and educators. An in-school performance kicks off positive behavior change to the full school community and inspires students to bring that message into their home and habits. Western Water's eligible schools will receive a 30-minute live educational performance, designed to engage through a fun, playful and interactive story format and will be performed for K-5 students at participating schools. The live show will:

- Feature two NTC actor-educators who are on fully on-boarded with Western Water's program
- Use the customized *Aqua Avengers* script that was developed in partnership with NTC and Western Water
- Consist of four primary educational points to anchor the storyline and learning
- Use comedy, sound educational pedagogy and multiple engagement techniques with the audience to make the collective viewing something the student body remembers for years to come
- Be available to full school attendance in grades K-5 and cap each audience size to 350 – NTC will coordinate multiple performances when the student body size requires it

These assemblies will be eligible to the 120+ schools throughout Western's own retail territory and their wholesale agencies' territories. NTC proposes visiting **48 schools** throughout the 2024-2025 school year, roughly equally 6-7 schools per territory.

NTC's pricing is per school and all-inclusive. It encompasses creative asset development, coordination, outreach, marketing, personnel, digital materials, technical equipment, weekly status reports, video/digital production costs, and final report.

## **Assembly Program Includes:**

### **Student & Teacher Digital E-Learning Package**

Each participating school will gain access to the Western Water-branded e-learning package, which includes essential lessons, graphic novels, quizzes, games and hands-on activities. It is split into a Teacher Toolkit for educators and a Student E-Learning Package for student engagement. If interested, NTC could turn Western Water's branded chapter books into digital flipbooks to also include in these offerings.

### **Marketing & School Outreach**

NTC will implement a targeted marketing campaign. Using various tactics, including emails, direct phone calls, and direct mailers, NTC's Outreach department will enroll schools to participate in Western's water education program, accurately tracking member boundaries and enrollment status to meet yearly goals.

### **Measurement & Reporting**

NTC utilizes Salesforce as it's CRM tool for accurate record-keeping and data collection. Western Water will receive feedback, reports, and additional benefits associated specifically with the specialized program. The reports will include a schedule report, teacher comments, and attendance data, ensuring transparency and accountability.

### **Program Evaluation Metrics**

NTC has identified six key components for successful educational programming. These are our program measures:

- Educational Value – Leaving the students more informed and empowered than we found them.
- Consistency at Scale – Bringing Western Water's educational messaging to the largest possible audience while retaining quality.
- Cost per Resident – Calculating how much you are spending per resident.
- Measurable Usage – Ensuring that the information and material you bring to schools is being used, making a long-term difference.
- Parental Activation – Getting the families involved in your program.
- Public Relations Value – How well the sponsorship serves your image in the community.

### **Creative Asset Toolkits**

Western Water generates many educational initiatives to support and engage their community, like the Water is Life Art Contest, the Lois B. Krieger grant for educators, multiple student scholarships, the Master Gardening Workshops and more. NTC proposes use of our in-house Creative Services team to create content and assets that support each educational program with cohesive visuals and messaging. In this way, we can create a toolkit per venture and streamline the visual identity of Western Water's education department as a whole and build further recognition with the community members they intend to engage.

Creative Asset Toolkits per program can include **fliers, posters, digital ads, designed email campaigns, video sizzle reels** and more. Pricing each toolkit at \$5,000-\$7,000 per program to be able to customize deliverables within each campaign.

### Program Fees & Deliverables

NTC’s pricing is per school and all-inclusive. It encompasses creative asset development, coordination, outreach, marketing, personnel, digital materials, technical equipment, weekly status reports, video/digital production costs, and final report.

<b>NTC for Western Water Education Program</b>				
<b>Program School Year</b>	<b>Price per unit</b>	<b>QTY</b>	<b>Program Total</b>	<b>Comments/Description</b>
<b>Assembly program</b>	\$2,000	48 schools	\$96,000	<i>Actor-educators, script and asset development, outreach and enrollment of schools, live tour expenses, insurance, web materials</i>
<b>Creative Asset Toolkits</b>	\$5,000-\$7,000	4 toolkits	\$20,000-\$28,000	
<b>TOTAL</b>			<b>\$116,000-\$124,000</b>	<i>School year 2024-25</i>

Please note: NTC has extensive capabilities in print materials and video production as well. If there is interest in receiving another quote with those deliverables, we welcome the opportunity.

### Conclusion

NTC has greatly enjoyed collaborating with Western Municipal Water District’s staff to customize and expand the educational engagement in their territory. Looking ahead to the 2024-25 school year, the proposed efforts of expanding the *Aqua Avenger* assembly program to include 48 Western Water wholesale customer area schools are aligned with the larger vision for education within California’s Water for all initiative. Adding our support to outreach efforts and creative asset toolkit delivery further strengthens our collective partnership. We look forward to working with you and making an impact on your community on Western Water’s behalf.