

# ANOTHER SIGN

The Musical

SEPTEMBER  
25-30, 2012

Florida State College, South Campus  
At The Wilson Center for the Arts  
11901 Beach Blvd. Jacksonville, FL

Book & Lyrics By:  
Mike White & John E. Citrone

Music By:  
John E. Citrone

Directed By:  
Samuel Fisher

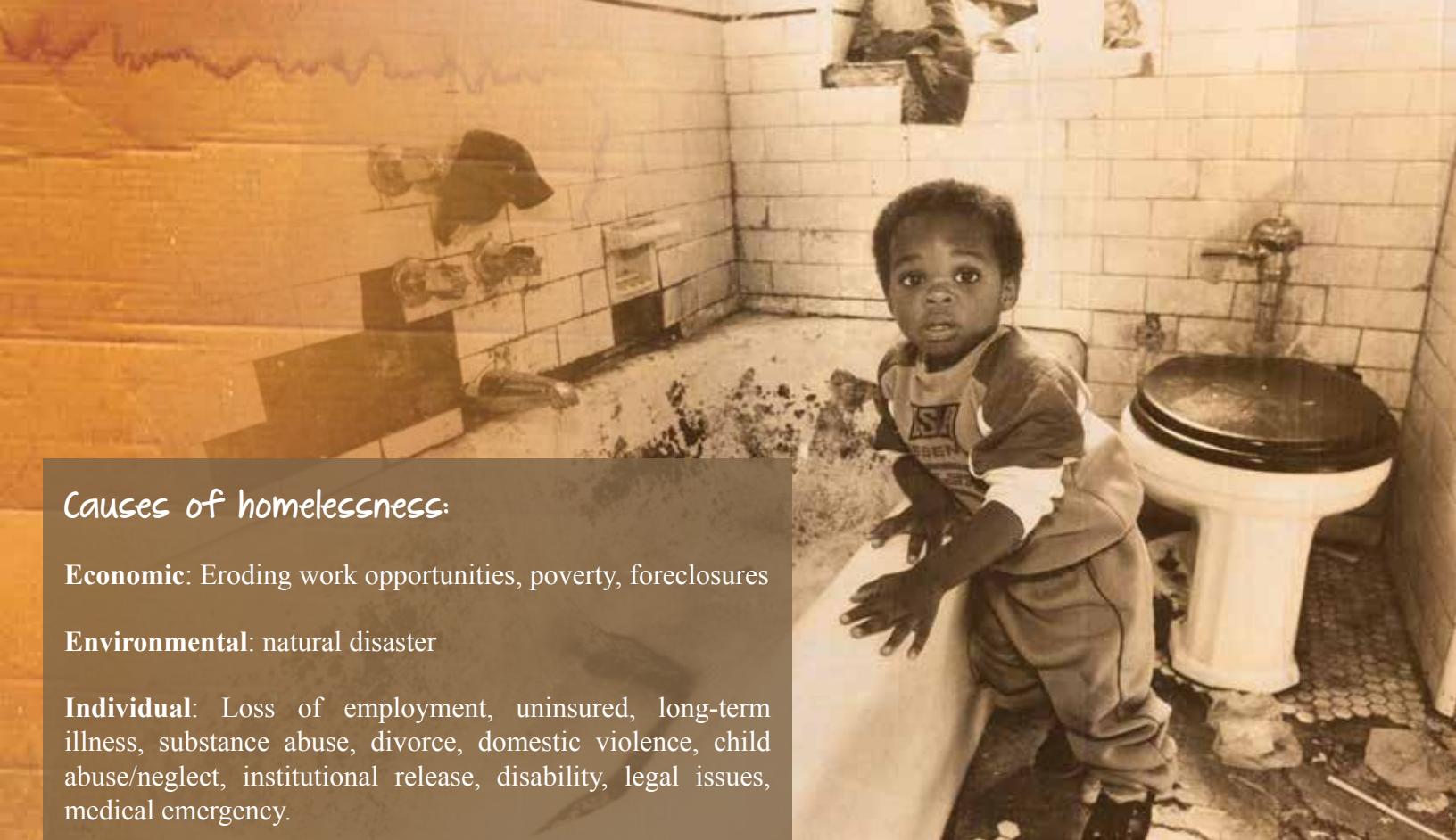
**TICKETS ON SALE NOW!**

Charge by phone at 904.394.7196

Or order online by visiting us at

**WWW.ITSANOTHERSIGN.COM**





## Causes of homelessness:

**Economic:** Eroding work opportunities, poverty, foreclosures

**Environmental:** natural disaster

**Individual:** Loss of employment, uninsured, long-term illness, substance abuse, divorce, domestic violence, child abuse/neglect, institutional release, disability, legal issues, medical emergency.

**Defects in the System:** lack of affordable housing, limited scale of housing assistance programs, lack in educational programs, lack of space in treatment facilities for persons suffering from mental illness or substance abuse, or preventative services that could help people to remain in their homes, institutional discharge, young adults aged out of foster care, people living in doubled up situations

## HOMELESS FACTS

### NATIONAL LEVEL (via HUDs AHAR report):

- PIT: 649,917 homeless: 62% sheltered, 38% unsheltered (an increase by 2.8% from 2009)
- Veterans: 12%
- Chronically homeless: 109,812 individuals (17%)
- One year sheltered count: more than 1.59 million people spent at least 1 night in an emergency shelter or transitional housing program in 2010 (2.2% increase from 2009)
- Trend: greater increase of homelessness among persons with families (majority of them single moms with young children), especially in suburban and rural areas.
- California, New York and Florida accounted for 40% of the total homeless population on the night of the January PIT count.

### STATE LEVEL (via DCF):

- Daily, nearly 60,000 Floridians (2/3 men, about 1/5 children) live on the streets or stay in emergency shelter (this count is more likely a gross underestimate of the actual number) = 3rd largest population of homeless persons of any state in the nation
- 12,249 military veterans were homeless in Florida in 2009, ranking Florida 2nd in the country for the number of homeless veterans (13.3% of the homeless population)
- Trend: families with children are the fastest growing segment for those who are homeless (with an increase of over 30% in just 3 years)
- Florida's local CoC's are now very competitive and successful in securing federal grants, reaching \$80 million in 2010.



### NORTHEAST FLORIDA:

- 4,000 homeless men, women and children
- Duval County: greater than 3,000 homeless and only 800 beds
- Homelessness has increased 33% in Jacksonville over the past year (City Rescue Mission homepage)





“Another Sign” approaches homelessness from several angles: through the compassionate eyes of a young woman who falls in love with a struggling homeless musician, through the jaundiced eyes of her hardworking (and hard-nosed) grandfather, and through the weary eyes of those living on the streets. Citrone and White hope to shine a light on the many reasons for homelessness beyond society’s simplified version that casts the country’s homeless -- nearly 700,000 people -- as drunken, drug-addled victims of their own irresponsibility. The message will be subtly woven into a gritty love story in which the protagonists try desperately to cross a raging gulf of classism and prejudice.

## LETTER FROM MIKE

When we pass the homeless on the street what happens?

We rush on by because we have misconceptions about them. We say to ourselves, “Are they really homeless? Will they just use the money I give them for alcohol or drugs?” We think that they could get a job if they really wanted to. Now think to yourself, “Could I ever be homeless?”



As we continue to see the job market decline, reductions in monthly income account for an increase in the number of homeless populating the streets. What happens when an earthquake strikes? There were 215,000 homeless and millions without water after Japan’s massive quake. How about a bad storm? Hurricane Katrina made over 10,000 people homeless in New Orleans alone! The USA TODAY reports that 1 in 4 homeless people are veterans. Additionally, women and children comprise a greater proportion of the homeless population.

The purpose for writing this musical started with my encounter with a homeless man I knew in his previous life. Several years ago I had a client who was a chef at a local restaurant. He was making good money. He had a wife, kids and a nice home. As the restaurant started to fail, he lost his job. I later heard his wife had left him. About 6 months later I was walking in downtown Jacksonville, and I saw him. The clean-shaven man I once knew was sitting on a bench, shaking, talking to himself. He now had a long beard, wore mismatched clothes, and looked drained.

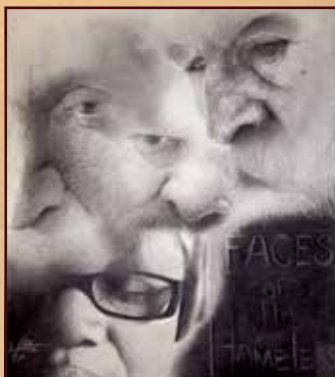
This touched me personally. Since I always wrote poetry growing up, I began writing a poem about my experiences with and feelings on homelessness. The poem turned into a song, which turned into multiple songs, which flourished into a musical script. In December I hired John Citrone, who is a very talented musician, editor, playwright, director, actor and composer, as a collaborator, script editor and music composer. John will continue on as the music director. I hired Sam Fisher as the Director and I am looking forward to continue watching as this project comes together.



I have been fortunate to have support from great people in the community to help make this happen.

#### ADVISORY COMMITTEE:

Michael Boylan - President WJCT  
Penny Kievet - Development Director of the City Rescue Mission  
Kent and Pepper Lindsey - Lindsey Films  
Sarah Boone - Director, Theater Jax  
Tracy Collins - Feature Reporter CBS 47/Fox 30, Tracydotcom.com  
Arthur Crofton - Morning show host WEJZ  
Woody Carlson - Promotions Director Renda Broadcasting  
Pam Gerrish Nelson - Financial Advisor - Edward Jones  
Dodie Cantrell-Bickley - President ABC/NBC Jacksonville  
Lisa Moore - Director of Policy and Compliance Florida State College at Jacksonville  
William Brown Jr. - Attorney, Office of Chief Council, Internal Revenue Service  
Margie Seaman - National Director, Commercial Real Estate, Seller's Realty  
Peter Weise - Associate District Manager, ADP  
Effrem Williams, Knots for Kids  
Joe Schwartz, Players By The Sea  
Beth Harvey, Wilson Center For The Arts  
Matthew Kampfe - Baptist Health  
Barbara Westrick - Speech and Language Pathologist  
Matt White - Director of Development St Louis University  
Alex Sifanis - President of Jacksonville Wealth Builders  
Wally Conway - President of Home Pro Inspections  
Ernie Cave - New England Financial  
Nathan Edmundson - Angel Investor  
Stan Bishop - President Exit Real Estate Gallery



Homelessness remains an ongoing tragedy that affects every community; homelessness befalls people of all genders, races and ages

Many have asked how they can be a part of this project. If you are interested in serving in any fashion, let me know. We will be reaching out to others in the community as we plan for the next stages of this project. We have had a lot of interest in other communities so far. My initial plan is for this Musical to travel around the country raising money and awareness for homelessness outreach organizations while continuing to raise money for our Jacksonville nonprofits.

Again, I thank you for your support. For more information, please visit [www.itsanother sign.com](http://www.itsanother sign.com)





# SPONSORSHIP OPPORTUNITIES

## Title Sponsor

(1 available)

- Recognition of your business as the Title Sponsor at ALL performances
- 60 event tickets and gift bags which includes the official CD soundtrack in each bag
- A private cocktail hour for up to 60 people one hour before doors open on opening night
- A full-page ad on the back cover of the playbill
- Mentions in all press releases
- An autographed copy of the musical script
- Photo with the cast
- Invitation to deliver a welcome message to the audience on stage the night of your performance
- Signage at the venue for all performances
- Opportunity to set up a table at all performances and hand out information
- Feature, logo and link on [www.itsanothersign.com](http://www.itsanothersign.com)
- Inclusion in Social Media
- Inclusion in all print, radio and TV advertising
- Logo inclusion on posters
- Logo inclusion on postcards
- Name recognition on tickets
- Mentions in all live interviews

Total minimum sponsorship requested: \$25,000 or more

## Diamond Sponsor

(5 Available)

- Business Partner of the Show - We will recognize you or your business as the business partner of the night
- 30 event tickets and gift bags which includes the official CD soundtrack in each bag
- A full-page ad in the playbill
- Mentions in all press releases
- An autographed copy of the musical
- Photo with the cast
- Invitation to deliver a welcome message to the audience on stage the night of your performance
- Signage at the venue for your performance
- Opportunity to set up a table the night of your performance and hand out information
- Feature, logo and link on [www.itsanothersign.com](http://www.itsanothersign.com)
- Inclusion in Social Media
- Inclusion in all print, radio and TV advertising
- Logo inclusion on posters
- Logo inclusion on postcards
- Name recognition on tickets

Total minimum sponsorship requested: \$5,000 or more



## Platinum Sponsor

(10 available)

- 18 event tickets to the performance of your choice
- A full page ad in the playbill
- Logo recognition in program as Platinum Sponsor
- Logo and link on [www.itsanothersign.com](http://www.itsanothersign.com)
- Logo inclusion on postcards
- Inclusion in Social Media

Minimum sponsorship requested: \$1,500 or more

## Gold Sponsor

(20 Available)

- 12 event tickets to the performance of your choice
- A half page ad in the playbill
- Logo recognition in program as a Gold Sponsor
- Logo and link on [www.itsanothersign.com](http://www.itsanothersign.com)

Minimum Sponsorship requested: \$1,000 or more

## Silver Sponsor

- 8 event tickets to the performance of your choice
- A quarter page ad in the playbill
- Name recognition in program as a Silver Sponsor

Minimum sponsorship requested: \$600 or more

## Bronze Sponsor

- 4 event tickets to the performance of your choice
- A quarter page ad in the playbill
- Name recognition in the program as a Bronze Sponsor

Minimum sponsorship requested: \$350 or more



## THANK YOU TO OUR CURRENT CONTRIBUTORS

Dale Wiggins	Genee' Crull	Nicki Williams	Kristin Watt	Lawrence
Robert Zinsser	Richard Vermut	Gene and Eileen White	Courtney Nichols	Jennifer Gunn
Lu Rubino	Amy Crane	Wally Conway	Paz Patel	Madalyn Tavares
Jeff Congo	Anne Ackerson	John Mohr	Kate Mesic	Donna Ellis
Kristin Valentin	Betsy Newman	Trey Csar	Rachel Leitao	Trudy
Marlo Hunt	Julie Clements	Barbara Westrick	J Collins	Michael
Lisa Almeida	Matthew White	Sue Kowalewski	Joe Chimelewski	Casey Pierce
Paul Capicchioni	Chad Shores	David Bailey	Lindsey Films, Inc.	Sophia Hicks
Mark Aston	Julia Herron	Renee Christie	Sally Foster	Matt Maynard
Greg Cole	Jeremy Stein	Kyle Brown	Anna Brosche	Colleen Rodriguez
William Wallace	Steve Janowicz	Alison Peters Carlson	Andrew Slover	Deborah Dubuque
Nanette	CherylMunn	Pam Gerrish Nelson	Teri Coutu	DeBowrah Stevens
Nancy Tavares	Christine Fairman	Megan Robertson	SonOfABadMan	Sofia Kawamleh
Gayle Little	Nancy Ulrich	Stephen Strum	Melanie Rudolph	Danyse Platt Streets
Karen Tozzi	Jack Sears	Audra McDonie	Anna Marie Burke	Sarah
Seran Fee	Jepp Walter	Macky Weaver	Brad Officer	Louis
Julie Burr	Tracy Dot Com	Peter Roesler	Patrick Heatherington	Laura Cagan
Jose	Galina Schott	Parker McCrary	Steve Desorbo	Chloe DuVal
Aimee Ward	John Campbell	Ladson Montgomery	Rebecca King	Greg Frazier
Laurie McLaughlin	Scott & Sally White	Patrick Sullivan	Nancy Fletcher Wertz	Mona
Misty Hinshaw	Gourmet Dine	Brian	Todd Martin	Cheri Jones
Moses	Cynthia Tavares	Jordan Biehl	Odetta	Susan Cochran
Tiffany Brown	Dawn Gilman	Mike Hartley	Marie Boian-Meyer	Pat Rentz
Mike Vatter	Julia Wood	Dennis McDermott	Frank Wallmeyer	United Way of NE Florida
Priscilla Altee Roland	MaryEdda Day	Michael Boylan	Eric Baskauskas	Gretchen Wolpert
Kelly	Roger Palmer	Mike Kaufmann	Mary DelValle	Michelle Barth
Thomas Callahan	Tony Vecchio	Mary Jo DeBates	lisa moore	Snowden McFall
Sons of Bill	Frederick Gulling	Jeff Clarkson	Ken Dean	Erica Wheeler
Pamela Maxwell	Rita Eidson	Belinda Casper	Meredith Ross	Joanna
Terry Rich	Hotsprings Spas	Dodie Cantrell Bickley	Charlie Richardson	Bobby Brown
Sally and David Nitz	Roy Carlson	Tyler Hunt	Will Smith	Congressman Ander Crenshaw
Brenda Ball	Jaqueline Smith	Steve Bacalas	John Wood	Stanley Bishop EXIT Real Estate Gallery
HK Howton	Michael Flemming	Tanya Waller	Caleb Brown	

*Bailey's*  
**POWERHOUSE**  
FITNESS GYM CENTER



*Massage Envy*



### Purchase Details

Package that you want to purchase:

- Title Sponsor (\$15,000)  
 Diamond Package (\$5,000)  
 Platinum Package (\$1,500)  
 Gold Package (\$1,000)  
 Silver Package (\$600)  
 Bronze Package (\$350)

Total Purchase \$ \_\_\_\_\_

Name as it should appear in the program \_\_\_\_\_

Mailing Address for tickets \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

### Method of Payment

- Check payable to It's Another Sign     Visa     Master Card     Amex

Account Number \_\_\_\_\_ 3 Digit Code \_\_\_\_\_ / \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as appears on card (please print) \_\_\_\_\_

Billing address of credit card (if different than above) \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ / \_\_\_\_\_ Day Time Phone # \_\_\_\_\_

Please mail to Client Focused Media, Attn: Mike White, 100 Festival Park Ave. Jacksonville, FL 32202

