

A young girl with dark curly hair is wearing a white and black VR headset. She is looking down and reaching out with her hands towards a complex digital network overlay on the left side of the frame. The overlay consists of numerous small black dots connected by thin white lines, with several larger dots in yellow, red, and blue. The background is a blurred indoor setting with a wooden shelf and a blue jacket hanging on a rack.

act  
one

# VIRTUAL REALITY ARTS IMMERSION PROGRAM

The Next Generation of Field Trips



# Access to the Arts is essential to child development

Act One's mission is to provide meaningful arts experiences that enhance the academic and creative potential of children and families in Arizona.

Act One has been extremely successful for the past 10 years in providing access to the arts through our traditional Field Trip Program to over 240,000, K-12 students who attend Title I schools. Up until the pandemic paused our Field Trip program, Act One was on a trajectory to serve a record 50,000 students in Phoenix and Tucson. This pause in our services gave us time to dream about the future of field trips.





# The Next Generation of Field Trips

## Reimagine what a field trip can be.

Field trips will always be central to Act One's mission. We are working to close the arts equity gap in Arizona's Title I schools through our physical field trips and virtual reality trips by overcoming economic, geographic, and logistical barriers to provide experiences that cultivate creativity and critical thinking.

Virtual Reality is a realistic and immersive simulation of a 3-dimensional space. "VR learning can be much more powerful than lectures. A study from the University of Maryland showed that VR learning can improve recall by as much as 8.8% over traditional learning...learners were 3.75 times more emotionally connected to the content than classroom learners" (ASU Thrive Magazine, 2021).

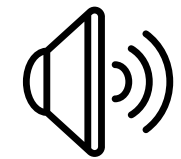
Act One's custom VR arts field trips, **Arts Immersion**, will create a deeply engaging, educational, and inspiring experience, allowing students to explore the world of arts from anywhere.



3 Overcome **economic, geographic + logistical** barriers to arts education.



# Act One's First VR Field Trip Experience: The Essentials



All VR Field Trips will be in Spanish and in English.



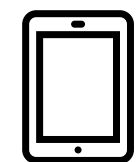
Act One VR tour guides will travel with 100 headsets, equipped with its very own Wi-Fi hotspot and visit Title I schools around the state as early as Fall 2021.



For the first time Act One can extend its' reach beyond the school day and visit the Boys and Girls Clubs and other community youth programs during after school hours and summers—offering even more opportunities for underserved youth to experience the arts!



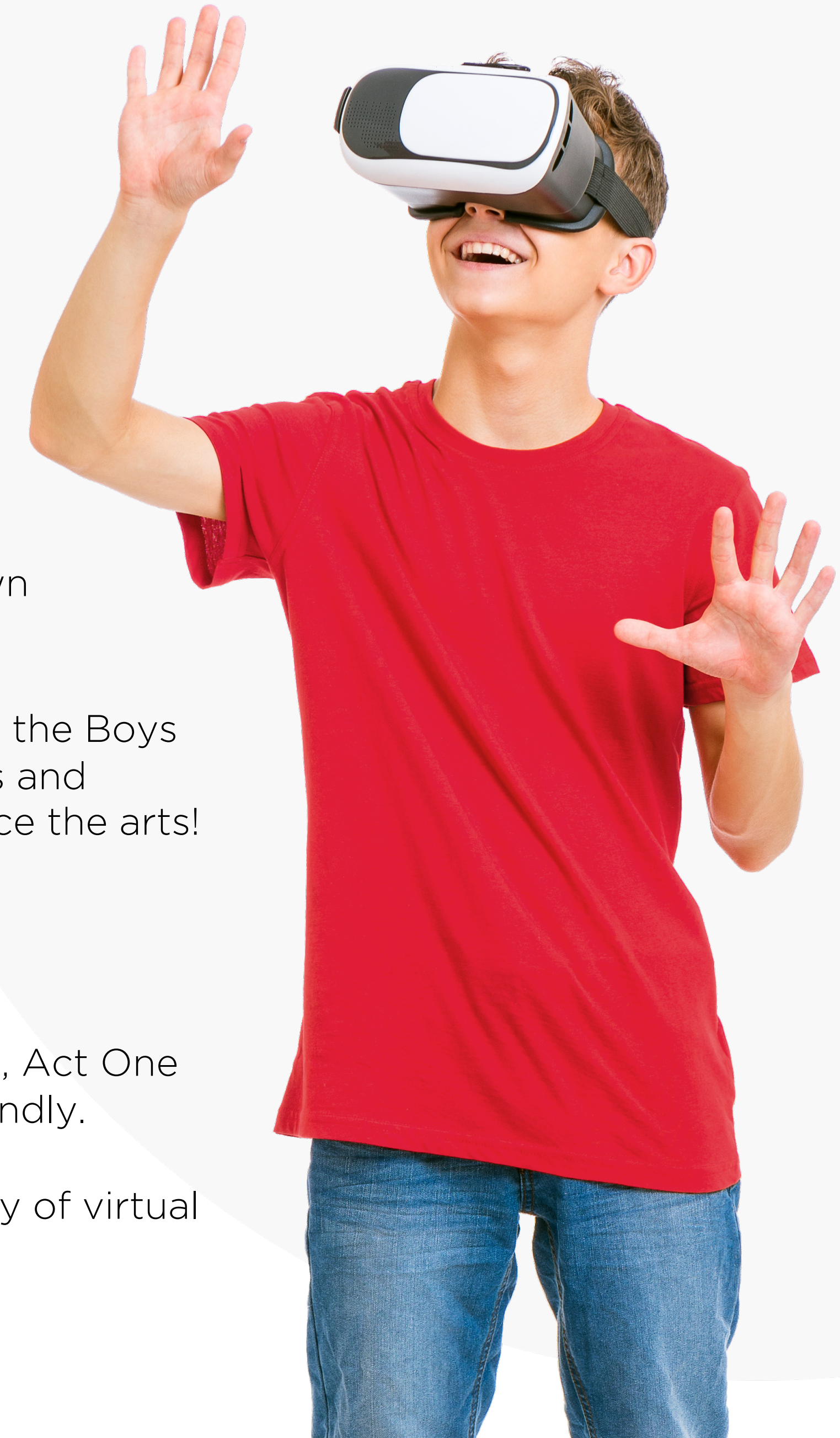
All precautions will be implemented to avoid the spread of COVID-19. All gear will be sanitized prior to and after use.



Accessibility is essential to Act One: For children with different learning abilities, Act One will provide a number of iPads instead of headsets which can be more user friendly.



Each year Act One will develop a new VR Field Trip program to add to its library of virtual reality experiences.





# The History of Mural Arts & Finding Your Creativity with Sentrock



Fly into the Pilsen Neighborhood, Chicago  
See murals and exterior of the National Museum of Mexican Art in Harrison Park.



Meet Sentrock  
Greeting, interview and neighborhood tour with references to growing up in Arizona and finding his artistic voice.



Artist: Miguel Del Real  
Location: Cullerton Street and Wood Street

Explore the murals of Pilsen  
A bit of history on the murals and the neighborhood.



Artist: Alejandro Medina  
Location: 18th Street and Wood Street



Artist: Sentrock  
Location: 19th Street and Wood Street



The National Museum of Mexican Art + The History of Mexican Mural Movement  
Hear from the Director/Curator - learn more about the history of Mural making from Aztec and Mayan cultures to Diego Rivera and current times. We can also explore other collections in the museum.

Targeting 6th graders and older this first year, students will take a journey that speaks to self expression and exploration of Latinx arts and culture on the streets and in the museums. Music and dance elements will also be included. Introducing Act One students to the artist Sentrock would involve capturing footage from Chicago's Pilsen neighborhood and a virtual tour of Diego Rivera's murals in the National Museum of Mexican Art. The lesson will include an interview and videos of Sentrock in action, as well as an interview with the curator of the National Museum of Mexican art.





# Sponsorship Opportunities

We’re looking for partners to help us increase access to the arts. Become a sponsor today!

Act One is narrowing the equity gap for all of Arizona’s students and we know that meaningful partnerships make all the difference. This is an opportunity to build stronger community ties, promote your company in the process, and be associated with a new state-of-the-”arts” program unlike anything else in Arizona!

**Sign up now!**

SPONSORSHIP BENEFITS	\$50,000 PLATINUM	\$25,000 GOLD	\$15,000 SILVER	\$10,000 BRONZE
Listed as Sponsor for all Act One programs	●			
Choice of Logo Placement on VR Headset	●			
Logo on iPads	●	●		
Logo on Teacher Cases	●	●		
Logo on Bus Cases	●	●	●	
Logo on Promotional Swag	●	●	●	
Listed as Sponsor for VR Program	●	●	●	●
Logo on VR Marketing Materials	●	●	●	●
Social Media Promotion	●	●	●	●
Website Presence	●	●	●	●
Email Blasts 2x	●	●	●	●
Press Release 1x	●	●	●	●
Invitation to Act One Special Events	●	●	●	●



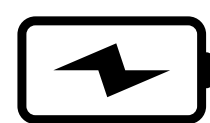
# The Hardware

## Reinventing the school bus.

We have created an all-in-one case that is easily transported and includes all the equipment needed to run the experience.

The cases act as a charging dock to give power to the stored items, feature Wi-Fi, and act as a hotspot.

Our Phoenix and Tucson VR travel teams will visit Title I schools and target remote areas in Arizona!



- 1 Top Right Logo
- 2 Top Left Logo
- 3 Right Side Logo
- 4 Teacher Case
- 5 Bus Case

