

RUTA TEATRAL
MAMI



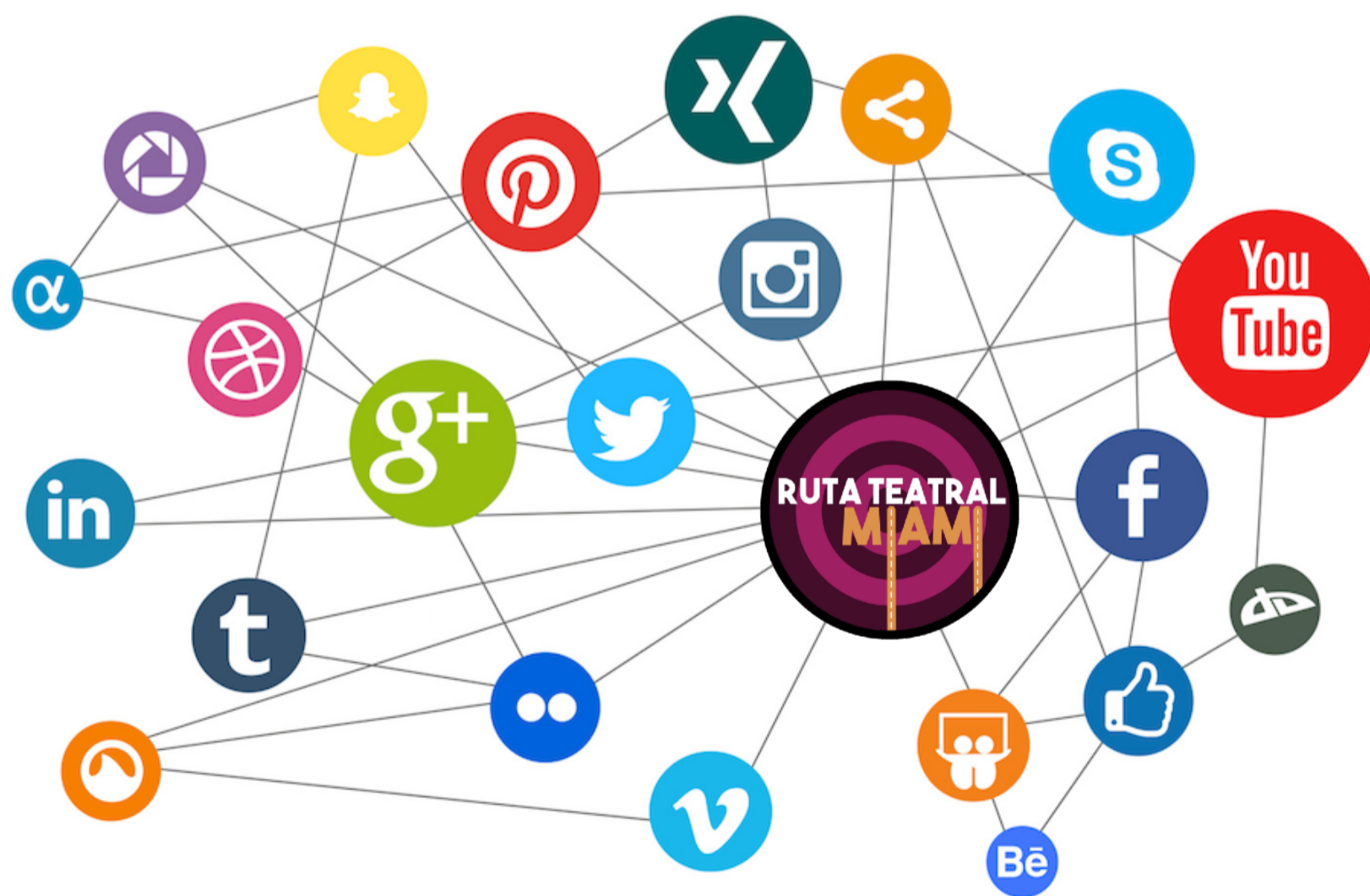
RUTA TEATRAL INC.

The Ruta Teatral is a non-profit organization with 5 years of experience aiming to serve as an agenda, digital promotion platform, and theater promoter, encompassing all theaters, groups, and theatrical actions in the state of Florida. Our goal is to promote the local theater scene, its artists, creators, technicians, and, of course, the audience.

Ruta Teatral is organized exclusively for charitable, artistic, and educational purposes, specifically to promote and raise awareness about the importance of culture and theater in our society. Through performing arts, campaigns, public events, and digital outreach, we empower our local and international artists to expand their multicultural and cross-generational audiences in the state of Florida.



Understanding that we live in a globalized world and that a common digital space is necessary, we aim to create a digital platform that serves as the face of our theater community and supports all artistic groups and theatrical actions taking place in the South Florida community. Currently, **we are the only digital theater platform in our community.** Through a collective promotional strategy, we are able to bring the incredible theatrical work of our community closer to hundreds of people.



MISSION STATEMENT

At the core of our mission at Ruta Teatral Miami lies the vision to spearhead a significant shift in the cultural landscape, aspiring to pioneer the construction of a vibrant theatrical identity. By nurturing cultural autonomy and fostering collective participation in social, economic, and human development, we aim to create an inclusive, respectful, and compassionate present that lays the groundwork for a prosperous future. As a beacon of creativity, we take pride in weaving together a captivating repertoire of theatrical performances spanning diverse genres and narratives, inspiring thoughtful conversations and bridging cultural divides.

In our journey, Ruta Teatral Miami stands as a catalytic force for social dialogue and critical reflection on crucial issues facing our society. We address pressing topics such as diversity, gender equality, and contemporary challenges, standing out for our strong artistic merit. Our artistic approach is characterized by its originality, creativity, and thematic depth. Each production is meticulously developed, paying attention to every detail, from direction to performance, and its social impact on the community. With an artistic team comprising bilingual professionals from various Latin American countries and the United States, we boast extensive experience and recognition at both local and national levels for our outstanding work.

Ruta Teatral Miami represents the collaboration of Spanish-speaking professionals from different Latin American countries and the United States, working towards the visibility and promotion of theater by collaborating with local and international independent artists. The support and recognition from UNESCO for our World Theatre Day Festival in Miami, which includes a focus on empowering and promoting local artists, demonstrates the positive impact and value of our artistic and social initiatives. Our vision is to forge a lasting legacy that transcends borders and inspires positive change through the transformative power of theater.

VISION

Ruta Teatral Miami envisions itself as a cultural beacon that illuminates the artistic and social horizon, exerting a lasting influence on how society conceives and engages with theater. We see a future where our commitment to constructing a vibrant theatrical identity has brought about a paradigmatic shift, permeating culture with theatrical experiences that transcend barriers and connect diverse communities. We imagine a social fabric where cultural autonomy is a cornerstone, and collective participation in human, social, and economic development serves as a unifying force.

Ruta Teatral Miami continues to be a leading agent in social dialogue and critical reflection, addressing the fundamental challenges of our time. We visualize ourselves as catalysts for meaningful conversations resonating locally and internationally, advocating for diversity, gender equality, and other crucial issues through high-caliber theatrical productions. We aspire to solidify our position as a creative force that not only entertains but also inspires and triggers profound reflections on the human condition.

In this visionary journey, Ruta Teatral Miami sees itself as a platform that transcends borders, bringing together local and international artists in an enriching exchange. We imagine global recognition of our efforts, supported by ongoing collaborations with organizations like UNESCO, showcasing the positive impact and relevance of our initiatives. In summary, our vision is to be architects of a cultural transformation, where theater stands as a bridge that unites people, celebrates diversity, and contributes to the holistic flourishing of humanity.

OBJECTIVES

1. **Cultivate Artistic Excellence:** We strive to uphold and promote artistic excellence in the theater and performing arts. By providing a platform that supports and showcases exceptional talent, we aim to elevate the artistic standards and contribute to the global cultural dialogue.

2. **Empower Artists:** We are dedicated to empowering artists by offering them opportunities for growth, innovation, and self-expression. Through our digital portal and live performances, we provide a nurturing environment that fosters artistic development, professional networking, and collaboration.

3. **Engage Diverse Audiences:** We seek to engage audiences of all ages and communities by offering a diverse range of performances, festivals, and professional events. By curating a captivating and inclusive program, we aim to spark curiosity, stimulate dialogue, and bridge cultural divides.

4. **Promote Cultural Exchange:** We believe in the power of cultural exchange to foster understanding and appreciation among diverse communities. We actively collaborate with national and international partners to facilitate cross-cultural dialogue, artistic collaborations, and knowledge sharing.

5. **Drive Social Impact:** As social actors and catalysts for cultural and societal transformation, we are committed to leveraging the transformative power of the arts to address pressing social issues. Through outreach programs, community engagement initiatives, and educational workshops, we aim to create positive change and contribute to the overall well-being of our society.

6. **Harness Technology:** Embracing the digital age, we utilize cutting-edge technology to expand our reach and amplify the impact of our initiatives. Our multi-platform digital portal serves as a hub for artistic expression, knowledge dissemination, and interactive engagement, connecting artists and audiences worldwide.

SHORT-TERM OBJECTIVES

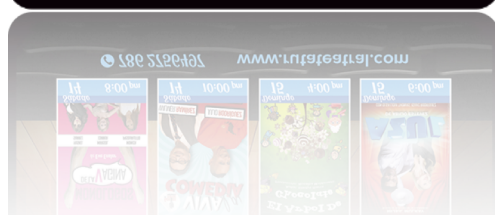


- Explore new ways to motivate and grow the theater industry.
- Promote and encourage artistic experiences that share important stories with the audience.
- Outdoor Campaign/Advertising (Billboards, Bus Stops, Electronic Screens).
- Bring theater to all ages, cultures, and social groups.
- Generate opportunities for local talent to build fruitful and productive careers for a diverse group of professionals in terms of gender, nationality, ethnicity, and languages.
- Assist productions in extending their lifespan and reaching a wider audience.
- Reach new audiences in low-income communities.
- Bring theater to senior centers, community centers, public and private schools.
- Showcase the talent, experience, and legacy of local artists, targeting the perfect audience for their work.
- Stimulate the local economy.

TRAJECTORY

The organization is currently in its 5th year of operation.

- **2017.** The organization made its first contribution to the local artistic community with the Hialeah Theater Festival. This 10-day event attracted over 2,000 people and received recognition from members of the media and the theater industry.
- **2018.** Our social media channels were launched, aiming to support and promote all theatrical activities of groups, venues, organizations, and artists in our community. We have achieved significant organic growth and aim to continue expanding our presence throughout South Florida. Find us at @rutateatralmiami.



- **2019.** The Homestead Theater Festival was born. We presented three shows that received support from the city, local businesses, and, of course, the media. Recognizing the need to foster a relationship between theater and the growing community.

- **2021.** The first stage of the "GOING TO THE THEATER IS..." campaign was initiated, aiming to raise awareness in the community about returning to artistic spaces in the challenging post-pandemic period. Over 60 artists participated in the campaign, reaching over 150,000 views across different platforms.

- **2022.** On March 27, 2022, we collectively celebrated **World Theater Day**. A festival featuring five shows took place, attracting the community with free admission. The celebration was endorsed by UNESCO and ITI, ensuring its continuity.

RUTA TEATRAL MIAMI

RUTA TEATRAL

TE INVITA A LA PRIMERA EDICIÓN DEL

WORLD THEATER DAY

MIAMI
2022

27 DE MARZO
ENTRADA GRATUITA
5:00 PM | EST
CON RESERVA PREVIA EN
WWW.RUTATEATRALMIAMI.COM

BRUDA
El día que capitulé con Sr. Odio
YOU ALWAYS FORGET SOMETHING
BARET
Por re...!

TEATROS
KOUBEK CENTER • EL PASEO REGENCY • SALA CATARSIS
ARTEFACTUS • MIAMI HISPANIC CULTURAL ARTS CENTER

across missions | MIAMI DADE COUNTY cultural affairs | CULTURE BUILDS FLORIDA | AMOR 107.5 | RADIO MAMBI 710 AM | mix 98.3

WWW.RUTATEATRALMIAMI.COM



- **2023:** On March 27, 2023, we will celebrate the 2nd edition of **WORLD THEATER DAY MIAMI**. We aim to increase the number of free performances for the Miami-Dade County community. By catering to an audience of different generations, we can generate employment opportunities for our local artists and extend the lifespan of the shows created by these artists.

RUTA TEATRAL MIAMI

MIAMI-DADE COUNTY culturalaffairs

HAND 2 HAND TEAM

CORAL GABLES THE CITY BEAUTIFUL

across missions

TE INVITAN ESTE 27 DE MARZO

World THEATER DAY MIAMI 2023

El día que cambió la vida del Sr. Odio
Teatro para toda la Familia
Texto y dirección: Osvaldo Macco
Juan Bautista, Mónica Quintero, La Va

La esencia de tu máscara
Charla para profesionales de la actuación.
do y creado por Amil

La Herencia de Ester
CON EULALIA ISSO
DIRECCIÓN GABRIEL AGUIERO
BASADA EN LA NOVELA "MOMINIA DE SANDOR MARAI"

Frida Mia

SOMOS NOSOTROS
De Marcelo Caballero y Mariana del Negro
Dirección: Kevin Cass

EL HUEVO
CONSTANZA ESPEJO
Dirección: Ezequiel Tronconi
Autor: Nuria Anglés

RESERVA YA RUTATEATRMIAMI.COM

RUTATEATRMIAMI.COM RESERVA YA

THE ANNUAL PROGRAMMING

- **Annual.**

Digital billboard on the website, Instagram, and Facebook. Theatrical activities in South Florida are published and promoted throughout the year. YouTube Channel: Campaigns, promotions, and interviews that encourage theater activities in the state. COMING SOON: Streaming service for virtual performances.

- **Spring - World Theater Day Miami.**

World Theater Day Miami: Every March 27th, we celebrate WORLD THEATER DAY by organizing as many performances as possible on that day. The 3rd edition is coming in 2024.

- **Summer - Delivery Theater.**

Two shows that will tour schools and/or elderly care centers. LGBTQ+ Theater (June) Children's Day Celebration (July)

- **Fall - Going to the Theater Is...**

Digital and audiovisual campaign. Theater in shopping centers (malls) or outdoor venues.

- **Winter - Workshops for All.**

Digital and audiovisual campaign. Theater in shopping centers (malls) or outdoor venues.

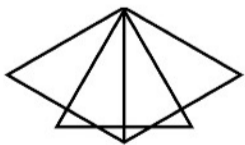
PROGRAMMING 2024

Starting March 27th: The third edition of the World Theatre Day Festival Miami, in collaboration with Miami Dade Arts, will unfold in the heart of Miami Downtown. Simultaneously, the World Theatre Day Festival will extend its reach to Orlando.

Join us for a month-long celebration of Women's History Month in partnership with Mujeres Trending, highlighting the contributions of women in various fields.

Additionally, we'll mark Hispanic Heritage Month with a diverse range of events and activities. Stay tuned for an exciting lineup that promises cultural richness and much more.

Grants / Sponsors



What do you get in return?

By supporting Ruta Teatral, you will enjoy the following benefits:

1. **Contribution to Strengthen and Promote Access:** Your support helps us empower local artists, cultural managers, and technicians with creative potential. We strive to eliminate barriers by providing resources and support, ensuring that cultural rights are accessible to all. Currently, only 5% of contributions in the State are directed towards arts and culture, making your contribution even more crucial.

2. **Tax Benefits:** Depending on the legislation, donors or sponsors of nonprofit organizations (501C3) can benefit from tax reductions, making your support even more cost-effective.

3. **Publicity and Recognition:** Ruta Teatral has a strong digital presence with international outreach. Your sponsorship will be prominently displayed in all our activities and promotions as a symbol of our gratitude for your support. This recognition can help enhance your brand's visibility and reputation. 4. **Database Exchange:** We have a well-established database that characterizes the performing arts sector in South Florida, as well as contact information from the general public. We are open to sharing databases, facilitating mutually beneficial collaborations.

