

HELLO
Broadway

BROADWAY'S
ONLINE ACADEMY

WHAT'S HOLDING YOU BACK?

“My child wants to join Hello Broadway, but I'm unsure of their commitment level.”

Hello Broadway parent, Alicia, had the same concerns for her daughter as you do.

She was unsure that her daughter, Chloe, could give her all to an online program. It is a big investment, that she couldn't see paying off unless Chloe was 100% committed to her work.

But guess what? Chloe jumped in and saw HUGE results. Because of Hello Broadway, Chloe got accepted into a competitive performing arts high school.

Alicia says:

"As a parent I look at Hello Broadway as an investment in her future. Chloe ended up diving head first into the program and committing to her training. I believe that Chloe's participation in Hello Broadway helped land her a place in her school's performing arts program, which validated this investment."

We are so proud of you, Chloe!



So, your child wants to do Hello Broadway. You're looking into their precious angel-face, you can see the excitement and hope gleaming in their eyes, and you want to say, "Yes!" But first, you want to make sure this is really a good investment.

BEFORE ENROLLING IN HB, HERE ARE SOME GOOD QUESTIONS TO ASK YOUR CHILD:

1. Why do you want to do Hello Broadway?

What do you feel this will add to your life?

2. You've signed up for other things before—karate classes, guitar lessons, etc.—and then you lost interest and didn't take the work seriously.

You have a history of getting excited about new things (new hobby, new class, new puppy, etc.) and then fizzling out. How is this time going to be different? Tell me how you plan to approach this differently.

3. You have schoolwork, chores, and other commitments besides musical theatre. How will you make time for everything?

Walk me through your plan.

4. Hello Broadway isn't free. It's \$395 per month. That's \$98.75 per week. Do you plan to contribute financially?

Are you going to chip in? What's your plan to do that?

5. Let's make a deal. If I agree to enroll you in Hello Broadway, then you will do _____. Does that sound fair? Deal?

Actions speak louder than words, so I am counting on you to follow through on your end of the bargain.

WE HOPE THIS CHAT WITH YOUR CHILD
GOES WELL!

You might also want to peruse the list of 10 reasons to enroll
your child in Hello Broadway below. And when you're ready,
enroll here:

BWAYCOLLECTIVE.COM/HB

WE HOPE TO SEE YOU INSIDE HB SOON!

10 REASONS TO SIGN UP YOUR CHILD FOR HELLO BROADWAY

Hello Broadway is an online musical theatre academy for students, ages 12 to 25.

Your child receives dance, voice, and acting classes led by Broadway's top talent. Classes happen online in our state-of-the-art online classroom. No need to leave home. We bring Broadway to you.

Inside Hello Broadway, your child will build confidence, make new friends, and be surrounded by inspirational role models and mentors.

For a very reasonable monthly fee—about the same cost as karate classes or piano lessons—your child gets musical theatre training from the best in the industry.

We know this is a big investment. We want to demonstrate why HB is absolutely worth it. Here are 10 Reasons to Sign Up Your Child for Hello Broadway.

1. Because now, more than ever, your child needs positive role models, healthy routines, a feeling of consistency and normalcy, inspiration, hope, and joy. And that is exactly what we provide to our students inside Hello Broadway.

2. Because in Hello Broadway, we don't just teach dance, voice, and acting. We also teach crucial life skills like time management, organization, goal setting, discipline, work ethic, teamwork, professionalism, and how to build a positive, winning mindset, even when life is tough.

3. Because studying theatre sets you up for a successful future.

Numerous studies confirm that students who study theatre typically have higher GPA and higher SAT scores than students who do not.

“Students involved in drama performance coursework outscore non-arts students on the SAT by an average of 65 points in the verbal component and 34 points in the math component.” –College Entrance Examination Board Study

“Students who took an elective arts class had significantly higher GPAs and better scores on standardized reading and math tests than peers who were not exposed to the arts.” –Study published in the journal Psychology of Aesthetics, Creativity, and the Arts, analyzing 30,000 students over a 10-year period

4. Because studying theatre significantly improves your writing and public speaking skills. This means your child will excel when writing college admissions essays, writing resumes and cover letters, doing future job interviews, or speak in front of a group of colleagues in the future.

“Theatre arts, including performance, classes, and participation in a drama club” are direction connected with “gains in reading proficiency, gains in motivation, and higher levels of empathy and tolerance towards others.” –UCLA study analyzing data from 25,000 students

5. Because Hello Broadway provides a safe space for LGBTQI kids to be fully themselves, a place where they are celebrated instead of bullied. One of our students, Joseph, told us that Hello Broadway literally saved his life.

6. Because we teach your child how to dream big, set goals, and put in the hard work that's required to make it happen. Whether your child dreams about working on Broadway, or becoming a doctor, engineer, filmmaker, or U.S. President, we teach your child how to turn a dream into reality.

7. Because your child's academic success is highly influenced by their social circle. Studies show that when your child hangs out with high achievers who get good grades, your child's GPA will rise due to "positive peer pressure." Inside Hello Broadway, your child will be surrounded by excellence. We help your child to be their very best self.

8. Because we prepare our students for collegiate success. Over 90% of our high school seniors get into their top choice college to study musical theatre, with an average scholarship amount of \$20,000. This is largely due to the intensive preparation they receive inside HB. We prepare students for the rigorous college audition process, and make sure they're ready to impress the judging panel and win a coveted spot in these highly-competitive theatre programs.

9. Because parents constantly tell us, "This was the best investment I've ever made for my child. I see such a difference in my kid. She's motivated, she's focused, she's got a sparkle in her eyes."

10. Because let's face it, the world is very uncertain right now. Your child is carrying a lot of stress about the future: college, student loan debt, the economy, job prospects, all of it. Your child needs a place where they can go to shake it off, move, sweat, sing, play, and process their emotions in a healthy way. We provide that place for our students. It is so needed.

WHAT NOW? TWO OPTIONS:

OPTION 1.

Enroll your child in Hello Broadway for a full year. By committing to a full year, you'll save money this way.

OPTION 2.

Email our team at hello@bwaycollective.com or ask one of our Hello Broadway coaches a question if you are interested in Hello Broadway but want to ask a few questions before enrolling.

Whichever option you choose, please take action quickly, because enrollment for the next round of Hello Broadway is open for a short time!

ACT FAST! THE EARLY ACTION BONUS ENDS TUES. JAN 19 @ 11:59 PM ET

TRAIN FOR
BROADWAY
WITH BROADWAY.

EVERY WEEK FROM
YOUR HOME.

FOR STUDENTS
AGES 12-25



Join Broadway's elite online academy where Musical Theatre students get weekly training + personal feedback from working Broadway professionals.



HI! I'M ROBERT HARTWELL.

There are moments in life when you make one decision, one choice, and everything changes forever. Your life is never the same.

This is one of those moments. Because I'm inviting you to say "Yes!" and enroll in Hello Broadway.

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THE CURRICULUM

EVERY MONTH

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Vocal	Dance	Acting	Mentorship

plus!

+ TECHNIQUE TUESDAYS
+ PRODUCTIVITY SESSION

+ WELLNESS CHECK-IN
+ STUDENT POD LIVE COACHING CALL

HOW IT WORKS

Each Monday, a Video Masterclass unlocks along with learning materials in one of the core Musical Theatre disciplines: Vocal, Dance, Acting, and Mentorship.

By the end of the week, you submit a self-tape of your work to receive personal feedback from your Hello Broadway coach.

Every month ends with a live coaching call for your Student Pod, as well as a structured assessment to provide you with an action plan for achieving your goals.



What's Inside Hello Broadway



STREAMING WEEKLY
MASTERCLASSES



REHEARSAL MP3
TRACKS



SELF-TAPE UPLOAD



SHEET MUSIC



ANALYSIS
WORKSHEETS



COMMUNITY



MOBILE & TABLET FRIENDLY



WORK AT YOUR OWN PACE



FROM ANYWHERE IN THE WORLD

WHAT'S NEW THIS YEAR IN HELLO BROADWAY

NEW

Coursebook + Swag

We will be sending you a welcome box in the mail along with a coursebook—filled with worksheets, a calendar laying out your Trimesters, directions + expectations—along with other huge surprises! Yes, we're getting fancy!



NEW

Student Pods

Students will now be “podded” by age group with dedicated coaches and group chats. This is going to be game changing—you'll be getting the help you need for where you truly are in your development.

NEW

Productivity Sessions

A one-hour session with a professional Time Management + Productivity coach will kick off each Trimester. Think of it like Netflix's *The Home Edit* but for organizing your Broadway training. Can I get an amen?



WHAT'S NEW THIS YEAR IN HELLO BROADWAY



NEW

Technique Tuesdays

There will be live technique classes on Tuesdays with the industry's top Vocal, Dance, and Acting teachers, giving you resources and tools to implement into your weekly routine.

NEW

Wellness Check-Ins

Every Student Pod will have a licensed life coach and therapist who will follow along on your journey and check-in with you once a month, giving you tools to maneuver any obstacles you might be facing.



NEW

Student Pod Live Coaching Calls

Once a month, you and your Student Pod will get the opportunity to chat with each of your feedback coaches on a live coaching call. You will have time to talk to your coach about what they are seeing in your work, go through material, and ask them questions.

what parents say



"Hello Broadway pushed Susan to deliver three monologues in one self-tape, including Shakespeare. I was doubtful! **But wow. I was so impressed by the work that Susan put in to prepare and push through, and then I found myself lost in the moment.** I forgot that it was her, and that this was an assignment. I got choked up by an emotional moment, and laughed, and was completely pulled into the characters she created."



AMY, PARENT

"**It is a lifetime investment in your child's future.** Hello Broadway is more than a program, it is a family of people that understand your child's love for musical theatre. They will love and challenge your child more than any other program."



ELAINE, PARENT

"The Broadway Collective gave Bella the confidence to audition outside of school for Broadway and Off-Broadway productions, and **she was cast in both of the Off-Broadway shows she auditioned for.**"



GARY, PARENT

"Joseph had minimal formal training in Dance and Singing and none in Acting. **The Broadway Collective has filled all the holes and honed Joseph's skills** so much so that he was cast in several musicals as lead characters!"



JOANGELI, PARENT

"This business requires Olympic level preparedness and training in order to succeed. **The Broadway Collective provides training that can get performers to that skill level,** along with the physical and mental readiness needed to thrive in this competitive world."



ERIN, PARENT

"**Training at The Broadway Collective has changed my daughter's life.** Not only did it give her the direction she needed to put her on the right trajectory towards her goals, it made her even more committed to this career."



SARA, PARENT

"Training at The Broadway Collective has changed Abby as a person. She has gained a whole lot of confidence in her training and herself. **She used to be afraid to put herself out there. She now knows she has to show up!**"



LISA, PARENT

STUDENT WINS



Abby landed the lead *and* a spot in a BFA program!

ABBY SAYS:

“The biggest growth in my skills since training in Hello Broadway involves specificity in storytelling. Previously, I believed that it was okay to stand up and just sing a song for the fun of it. I took these skills into my high school musical and college auditions...and I got both the lead and into a BFA college program!”



Jack got caught up on his skills and got into a BFA program!

JACK SAYS:

“Hello Broadway taught me the importance of consistency and how to manage a heavy workload. This has allowed me to continue to be a better artist by knowing how to put in the work at home every single week. I even got into my dream college!”

STUDENT WINS

TJ booked his first Regional theatre production!



TJ SAYS:

“Hello Broadway has helped me realize who I want to be and taught me how to trust in myself! I used to lack confidence but now I know that I have to trust in the process and be okay with where I am but also continue to work to be better.”



Ellie landed the lead role at her local theatre!

ELLIE SAYS:

“Training in Hello Broadway has improved my time management and provided me with feedback and mentorship that I can apply to all aspects of my daily life. I have truly seen the work start to work and my confidence has grown tremendously.”

STUDENT WINS



Bailey was accepted into 6 musical Theatre College programs!

BAILEY SAYS:

"Before Hello Broadway, I was lacking a lot of confidence and was not using the training and skills that I knew I once had. **Hello Broadway helped me gain back that confidence and help me grow as a performer.**"



Hunter was accepted into 12 Musical Theatre college programs!

HUNTER SAYS:

"I knew that if I did not improve with my choreography retention, I would not get into the colleges I desired. **So I loved the idea of getting a different piece of choreography every single month in Hello Broadway!** My success in my college auditions I greatly attribute to the skills I learned through Hello Broadway."

YOUR HELLO BROADWAY COACHES



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Robert Hartwell

Founder + Artistic Director of The Broadway Collective. BFA in Musical Theatre from The University of Michigan, summa cum laude honors. Broadway shows: Dreamgirls, Memphis, Nice Work If You Can Get It, Cinderella, Motown, and Hello, Dolly! starring Bette Midler. As a Director/Choreographer his work has been seen at Lincoln Center, Music Theatre Wichita, Naples Performing Arts Center, and The University of Michigan. He is a member of the Tony Award-winning Broadway Inspirational Voices. Assistant Director on the First National Tour of the Once On This Island. Featured in Pharrell and Jay-Z's latest music video "Entrepreneur".



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Kate Lumpkin

Kate Lumpkin is the Founder of and Lead Casting Director at Kate Lumpkin Casting, CSA., the Resident Casting Director at the Musical Theatre Factory, and the US & Canadian Casting Associate for Celebrity Cruises. She has been associated with FOX East Coast Casting, Michael Cassara Casting and Jessica Daniels Casting. Collectively, as a casting professional, she has worked on over 40 TV/Film productions and 80 theatrical productions in New York City and across the USA including shows at The Kennedy Center, The Actors Theatre of Louisville, The A.R.T., and many others.

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Bryan Langlitz

Bryan Langlitz is a graduate of The University of Michigan. He was in MEMPHIS on Broadway and toured the country as Sam Phillips in MILLION DOLLAR QUARTET. TV: "House of Cards", "Orange is the New Black", "Unbreakable Kimmy Schmidt", "SMASH", "High Maintenance" and "The Looming Tower".



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Cody Renard Richard

Cody Renard Richard has a BFA from Webster Conservatory and recently stage managed for Freestyle Love Supreme, Broadway's Hamilton and the Tony Awards. Other Broadway: Motown, Kinky Boots, Cyrano de Bergerac, Ghost the Musical, Lysistrata Jones, Hello Again, Misalliance, and more. TV: Jesus Christ Superstar Live, Hairspray Live, The Wiz Live and more.

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Al Blackstone

Al Blackstone is a New York City based director, choreographer, educator and the recipient of the 2011 Capezio A.C.E. Award for Choreographic Excellence. Projects include Freddie Falls in Love (Joyce), Newsies at the Maltz Jupiter Theater (Carbonell Award), American Dance Spectacular! (Northeast Tour) and the world premiere Off-Broadway musical The View Upstairs and So You Think You Can Dance (seasons 12-14).



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Jamison Scott

Jamison Scott has been seen on Broadway in Grease, Memphis, Motown, Spiderman; Turn Off the Dark, and in the Las Vegas companies of Hairspray and We Will Rock You. Tours: Grease (1st National), Motown the Musical (1st National). Recordings: Hairspray movie, Killer Queen; A Tribute to Queen and his debut album "Walk a Mile".

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Amanda LaMotte

Amanda LaMotte is a New York City based dancer, singer, and actress born and raised in Orlando, Florida. She received a BFA from Florida State University in Musical Theatre. She was most recently seen on Broadway in Kiss Me Kate, Hello Dolly and Matilda: The Musical. Amanda is so excited to be joining the Broadway Collective team and working with Broadway's future stars!

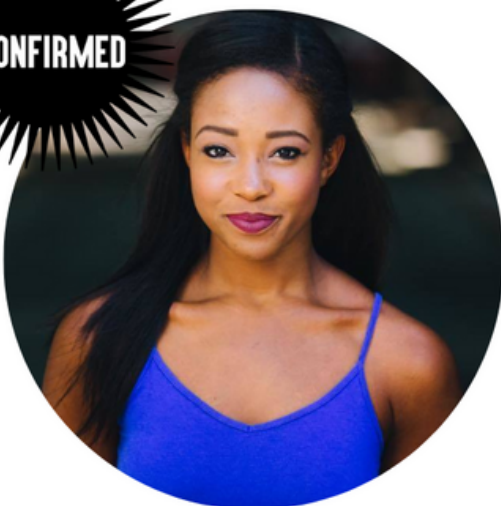


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Kelcy Griffin

Kelcy can currently be seen as Detective Harper on FOX's hit show Gotham! Broadway and Other Credits include Chicago, Bullets over Broadway; National Tours: Memphis (Felicia u/s) Dreamgirls (Michelle u/s); TV: Fosse/Verdon (FX) Dietland (AMC) Bull (CBS) Power (Starz) Bluebloods (CBS); University of Michigan Graduate.

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Kayla Pecchioni

Hey y'all, happy to be here! Originally from Louisville, KY, I received my BFA in Musical Theatre in 2014 and am blessed to say I have been working all over the world consistently since. I recently led the national tour of The Book of Mormon (Nabulungi) for nearly two years. Other credits include— National/ Intnt'l Tour: Summer: The Donna Summer Musical (Duckling Donna), Dreamgirls (Korea). NY/ Regional Theatre: Radio City Christmas Spectacular, and A Chorus Line (Maggie) at Signature Theatre.



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Ryan Breslin

Ryan Breslin is most well known for originating the role of Race in Disney's Newsies! Broadway: The Book of Mormon, Charlie and the Chocolate Factory, and Beetlejuice. TV/Film: the Coen Brothers film, Hail Caesar! and "Person of Interest" on CBS. Ryan attended The Cincinnati Conservatory of Music (CCM) and now resides in New York City.

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Jessie Hooker Bailey

Jessie Hooker-Bailey is an actress whose Broadway credits include: Grammy winner Sara Bareilles' hit *Waitress* (understudying Dawn), and Tony Award winning *Beautiful: The Carole King musical*. Jessie has been residing in New York City as a working actress for over 10 years. Performing regionally as Sarah in Milwaukee Rep's *Ragtime Savannah* in the co-production of Disney's *Freaky Friday*, Rusty in PCLO's *Footloose*, and in national tours (*Legally Blonde*) before making her Broadway debut. Alongside her teaching artist work Jessie is in development of new readings/workshops of upcoming musicals, auditioning and working as a commercial/voice over actress. Jessie graduated from Shenandoah Conservatory with a BFA in musical theatre.



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Kristyn Pope

NYC performing credits include: Radio City Christmas Spectacular (*Rockette/Swing*), Irving Berlin's *White Christmas*, and the Thoroughly Modern Millie Reunion Concert, as well as the City Center Encores! productions of *Gentlemen Prefer Blondes*, *Lady Be Good*, and *The New Yorkers*. Kristyn has also served as Associate or Assistant Choreographer and/or Dance Captain at regional theatres including Goodspeed Theatre, Paper Mill Playhouse, Riverside Theatre and Walnut Street Theatre for such choreographers as Kelli Barclay, Richard Stafford and Randy Skinner. Kristyn holds a BA in Psychology from Northwestern University.

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Patrick Sulken

Patrick is a New York-based music director and orchestrator who recently served as the Associate Conductor of *Pretty Woman: The Musical*. Broadway: *Kinky Boots*, *Anastasia*, *Something Rotten!*, *Gigi*. Off-Broadway: *We Are The Tigers*, *Gigantic* (Vineyard). Regional/National Tour: *Peter and the Starcatcher* (1st National Tour, Cincinnati Playhouse, St. Louis Rep, Milwaukee Rep), *Ever After* (Paper Mill). Proud Northwestern University grad.



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Sydney Morton

Sydney Morton is a graduate of the University of Michigan and trained at the Royal Academy of Dramatic Arts. Broadway: *Memphis*, *Evita*, *Motown*, *American Psycho*. TV: *She's Gotta Have It* ("Cheryl Overstreet," Netflix), *Sound Of Music Live* (NBC). Film: *The Intern*, *Service to Man*, and *Love, New York*.

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Brandon Leffler

Brandon Leffler has been seen on Broadway in *On The Town*, *Cinderella*, *Wicked* and the *Encores!* production of *The Golden Apple*. National Tours include: *Wicked* and *Cats*. TV: *30 Rock*, *Saturday Night Live*, *The Tony Awards* and *The Macy's Thanksgiving Day Parade*.

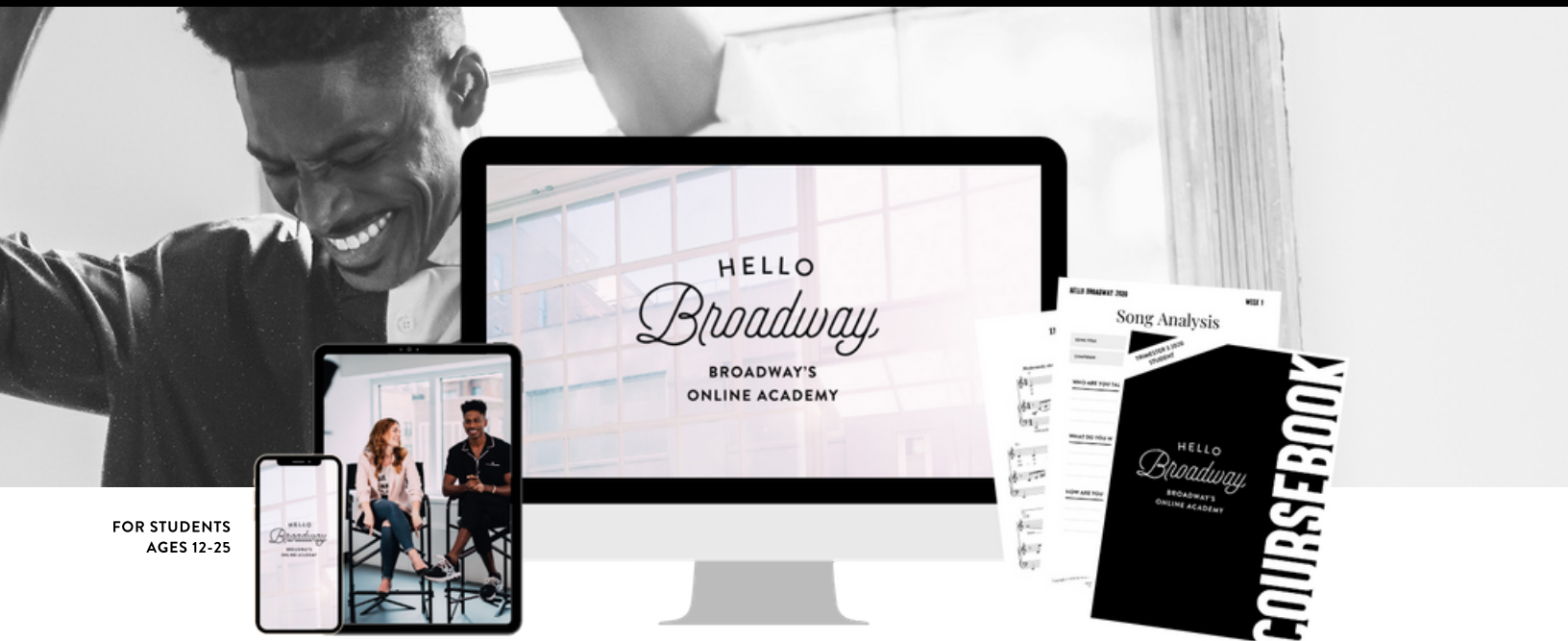


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ONLINE ACADEMY

Kevin Munhall

Kevin Munhall: has been seen on Broadway in *Tootsie*, *Anastasia*, *Allegiance* and *Anything Goes*. Regional: *Encores!*, *The Old Globe*, *Walnut Street* and many more. He also appeared on the NBC series *Smash* and ABC's, *One life to Live*.

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FOR STUDENTS
AGES 12-25

- ✓ 40 Personal Feedback Videos • Valued at \$4000
- ✓ 9 Audition Monologues + Masterclasses • Valued at \$2700
- ✓ *NEW* 9 Live Technique Classes • Valued at \$1800
- ✓ *NEW* 9 Wellness Check-Ins • Valued at \$1800
- ✓ *NEW* 9 Live Coaching Calls • Valued at \$1800
- ✓ 9 Audition Songs + Masterclasses • Valued at \$2250
- ✓ 9 Musical Theatre Dances + Masterclasses • Valued at \$2250
- ✓ *NEW* Hello Broadway Coursebook • Valued at \$450
- ✓ *NEW* Hello Broadway Swag • Valued at \$100
- ✓ *NEW* Monthly Productivity Coach • Valued at \$450

TOTAL VALUE: ~~\$18,445~~

Save \$745!

1 PAYMENT FOR FULL YEAR

\$3995

12 MONTHLY PAYMENTS

\$395

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HAVE A FEW QUESTIONS? WE HAVE HB COACHES WHO WILL ANSWER YOUR QUESTIONS DIRECTLY! VISIT BWAYCOLLECTIVE.COM/HB#QUESTIONS