



iAMERICANO!

BECAUSE WE'RE ALL DREAMERS

[CLICK HERE TO WATCH OUR "SPECIAL INVITATION" VIDEO WITH BEHIND-THE-SCENES FOOTAGE OF ¡AMERICANO! AND WAYS TO SUPPORT THE SHOW](#)

Dear Potential Enthusiast

Eva Peron. Fanny Brice. Alexander Hamilton. Tony Valdivinos.

Maybe you don't know all of those names. That last one is mine. I never thought I'd be in the company of these notable characters. But after years of hard work and creativity, I too am the subject of an original musical called ¡Americano!

I am a dreamer. But I am also a Dreamer, with a capital "D."

When I was just a kid I witnessed the tragic events of 9/11, a day that would inspire me to stand up for my country and vow to enlist in the U.S. Marines. While a senior at Camelback High School in Phoenix, I went to the recruiting office on my 18th birthday to enlist only to discover that I was undocumented. At the age of two, my parents had brought me to America from Colima, Mexico. I had no idea. And in an instant my dreams and identity were shattered, I couldn't serve in the Marines but in that moment, I became a Dreamer.



But sometimes, when you lose your way, you discover a different path. And that's what I did.

I became the first undocumented immigrant to ever work at Phoenix City Hall. And while I never got the chance to serve in the Marines, I helped get a Marine elected to the U.S. Congress. I started my own small business. This is my country – the only one I've ever known – and I have never given up on my dream to serve it.

Fast forward a few years, I was approached by some entrepreneurs, writers and composers who wanted to tell a story of an immigrant. They wanted to tell my story.

Imagine someone calling you out of the blue and then a year or so later, you hear songs involving the most intimate details of your life? Witnessing these moments in a musical story has moved me to tears. As hard as it was to revisit my pain, this journey is worth it to share the story of Dreamers and what their families endure. I hope it will inspire them to keep their dreams alive.

It is my story but it is also the story of so many.

What a crazy, beautiful and incredible journey it has been so far with Americano! becoming the highest-grossing original musical in Arizona history, exceeding all expectations. The production has also garnered positive reviews from both sides of the political aisle. And now as we continue to tell this important story in New York City this coming Fall, it now needs your help to get to the next level.

Thank you for your consideration and hopefully, you will join our amazing show and team.

Tony Valdivinos
Tony Valdivinos



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THE NEXT STEPS & MAKING HISTORY

Five years in the making, **iAmericano!** is the remarkable true story of Tony Valdovinos. Inspired by the events of 9/11 to become a Marine, Tony tried to enlist on his 18th birthday - only to be told a shocking truth. He was an undocumented immigrant. His parents never told Tony that he had been brought to the United States from Mexico at the age of two. Dreams dashed, this "Dreamer" went on to achieve great things for his country and community in ways no one could have ever imagined, including helping to get a Marine elected to the U.S. Congress.

As vivid and vital as the story itself are the songs composed by Austin, Texas-based singer-songwriter Carrie Rodriguez, the first Latina composer of a major American musical. With approximately 85% of the cast being Latinx, as well as the show's Arranger, Choreographer and Hero, **iAmericano!** is an American remarkable opus on immigration, patriotism and what it means to serve the only country you have ever known.

iAmericano! opened on January 29th for a four-week run as a showcase for The Phoenix Theatre Company's 100th Anniversary Season. It concluded as the highest-grossing original musical in Arizona history, with a box office gross exceeding even Lin Manuel-Miranda's "In The Heights"

(post-Hamilton success) for the same period of time in the same theater. Nearly 10,000 audience members embraced the show, demonstrating proof of the show's concept and generating media attention across the state and country. The pandemic did not slow **iAmericano!**'s ambitions or activity. Over the past year, the team has conducted virtual performances with The Phoenix Theatre Company and the New York Theatre Barn, as well as revised the script of the show in response to feedback from audiences and industry insiders.

The revised script was presented at a "reading" to a select audience on May 23rd in Phoenix. It will then be rehearsed and performed more dramatically from November 8th-22nd in New York City. The two-week workshop will be comprised primarily of New York City-based actors with several performances at the conclusion of the workshop. The workshop is being co-produced by Amas Musical Theatre, a renowned New York City-based organization founded in 1968 to bring and create more diversity on Broadway.

Contemporaneous with these and other steps **iAmericano!** will continue to seek agreements with Broadway and Off-Broadway theaters to stage open-ended commercial productions in New York City.





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AMERICANNO! CREATIVE TEAM

Tony Valdovinos - *His True Story*

Carrie Rodriguez - *Composer*

Michael Barnard - *Co-Author and Director*

Jonathan Rosenberg - *Co-Author*

Sergio Mendoza - *Musical Arranger*

Sergio Mejia - *Choreographer*

Fernanda Santos - *Creative Consultant (former New York Times reporter)*

James Garcia - *Creative Consultant*

Jason Rose - *Producer*

Ken Davenport - *Executive Producer (Tony Award-winner)*

Eric Goldman - *Attorney*





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TIMELINE OF AMERICANO!

April 2015 - Jason Rose, owner of a prominent Scottsdale public relations, public affairs and events firm, meets Michael Barnard, Producing Artistic Director at The Phoenix Theatre Company. The creative impetus for *¡Americano!* is launched though it took a detour to get to the story's final destination.

Fall 2015 - Co-Author Jonathan Rosenberg joins the team.

September 2017 - Award-winning and acclaimed singer-songwriter Carrie Rodriguez joins the production as the composer.

October 2017 - Michael Barnard, Jonathan Rosenberg agree to develop *¡Americano!* with Rodriguez and Quixote Production LLC., owned by Rose.

May 2018 - Quixote Productions LLC and The Phoenix Theatre Company agree to partner on the production of *¡Americano!*

June 2018 - First table read is held of the musical.

September 2018 - Award-winning author and former New York Times reporter and Phoenix Bureau Chief Fernanda Santos joins the production as a creative consultant

February 2019 - *¡Americano!* anchored The Phoenix Theatre Company's New Works Festival

March 2019 - The Phoenix Theatre Company announces *¡Americano!* will be the centerpiece of its 100th Anniversary in 2020.

October 2019 - Tony Award-winning Producer Ken Davenport joins the production as Executive Producer.

January 2020 - *¡Americano!* premieres at the 378-seat MainStage Theater in Phoenix, Arizona with audiences in Arizona to set a box office record for an original musical. A record of 9,048 people saw *¡Americano!*'s 27 shows.

January 29, 2020 - Special performance to 500 students at Camelback High School, Tony Valdivinos' high school.

February 23, 2020 - Final performance at The Phoenix Theatre Company with an extra Sunday night closing show to meet strong ticket demand and the string of 10 sold-out performances.

April 24, 2020 - *¡Americano!*, Tony Valdivinos and Carrie Rodriguez hosted a virtual benefit concert called "The Songs & Story of *Americano!*" with a significant portion of the proceeds supporting The Phoenix Theatre Company.

January 2021 - *¡Americano!* finalized an agreement with New York City-based Amas Musical Theatre to co-produce a live production of *¡Americano!*, starting with a two-week workshop.

May 23, 2021 - *¡Americano!* hosts a private "table reading" of the revised script with a special invitation to select audiences.

November 8-22, 2021 - The two-week workshop that will be co-produced by New York City-based Amas Musical Theatre.



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FUN FACTS ABOUT AMERICANO!

¡Americano! was part of The Phoenix Theatre Company's 100th Anniversary.

Music for **¡Americano!** is composed by Carrie Rodriguez, a critically acclaimed and award-winning singer and songwriter from Austin, Texas. Rodriguez appears to be the first Latina to serve as a composer for a major musical production in the U.S.

Carrie Rodriguez's album *Lola* was named one of NPR's Top 50 albums of the year. Her songs for **¡Americano!** are being arranged with Sergio Mendoza, a native of the Arizona border town of Nogales and the founder of indie rock band Calexico and Orkesta Mendoza. Mendoza and Rodriguez performed and produced **¡Americano!**'s "concept" album and was released worldwide by Time-Life Warner Records. [Click here to listen to the full concept album.](#)

Michael Barnard, who is the Director and Co-Author of **¡Americano!**, is in his 20th season as The Phoenix Theatre Company's Producing Artist. He has directed more than 560 production and 1,000 special events.

¡Americano! Co-Author Jonathan Rosenberg has been a songwriter for rock bands in San Diego and his musical, *33 1/3 – House of Dreams*, broke box office record at the San Diego Repertory Theater earlier this year.

¡Americano! Executive Producer Ken Davenport is a two-time Tony Award-winning producer and writer. Davenport has produced more than a dozen Broadway shows including Tony Award-winning *Kinky Boots*.

Approximately 85 percent of the **¡Americano!** cast is Latino.

¡Americano! attracted a more diverse audience with upward of 30% of those attending the musical being Latino or African American.

¡Americano! eclipsed previous state box office record held by *Dream A Little Dream*, a musical based on the hits of "The Mamas and The Papas" for an original musical production. The production also eclipsed the 2016 box office of Lin Manuel-Miranda's "In The Heights" (post-Hamilton success) at the Phoenix Theatre Company for its four-week run.

¡Americano! has embarked on several innovative marketing efforts. Those include:

- Originally designed merchandise
- Show introductions and social media posting from Republican and Democrat leaders including Governor Doug Ducey
- Partnership with Marine Corps Scholarship Fund
- Promotion of show by other DREAMers, technology and business groups, elected officials, immigrant rights advocates
- Special VIP introductions before each show
- Featuring other DREAMers in the show
- Times Square Billboards



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THE ASK

A typical Off-Broadway production, staged in smaller theaters, typically requires a capitalization of approximately \$2 million.

A typical Broadway production, staged in bigger theaters, typically requires a capitalization of \$10 million to \$17 million. [Click here to review sample costs, revenues and returns for a range of Broadway shows.](#) They do not imply or estimate those of ¡Americano!

To date, ¡Americano! Producer Quixote Production (Jason Rose-Owner) has funded 100% of ¡Americano!'s direct and indirect costs of approximately \$600,000. [Click here to review Stage 1: Americano!'s budget between 2015-2020 and Stage 2: Americano! 2021-2022 budget for its current capital raise.](#)

There are two potential ways to support ¡Americano! They include:

*Investment: Investment documents can be produced upon request. Requested legal documents can be obtained separately by contacting Mary Turner at mturner@rosemoserallynpr.com.

*Charitable: For tax purposes, or if you wish to support ¡Americano!'s message and mission in another way, a charitable contribution can be undertaken. Accounts and campaigns have been set up with two non-profits: The Phoenix Theatre Company and Amas Musical Theatre. A donation of \$25,000 and up, earmarked for the ¡Americano! production will allow your tax deduction and the recipient to benefit and help fund the next phases of ¡Americano!

Thank you for your consideration. For any questions please contact ¡Americano! Producer Jason Rose at 602.791.4488 or jrose@rosemoserallynpr.com or ¡Americano! Executive Producer/Consultant Ken Davenport at ken@davenporttheatrical.com.

Thank You!

