

ISSUE 01

# SHOW

MORNING

EBRUARY 2025

## TRAVEL guide

Art - Music - Design - Travel



[WWW.HARLEMCOLLECTIVE.ORG](http://WWW.HARLEMCOLLECTIVE.ORG)









# PROFESSIONAL-SINGER WORKSHOP: SURVIVING THE BIG APPLE

*Learn from our Resident Artist's*

Join our workshop at the IMA conference where we have real conversations about what's it like to making a living as a singer/musician in New York City.



10:00 AM

Our artists are alumni of prestigious schools like University of North Carolina School of the arts, Manhattan school of music, and our special guests include Grammy nominated and Grammy award winning artists.

Our workshops start with serenading students with some gospel, spirituals, arts songs then opera. Students get hands on experience by singing for our Resident Artist and receive a coaching. All is provided virtually from our studios in Harlem, NY.



*Feb 10, 2023  
Virginia Union*

We will discuss our snare and bass program that has a strong jazz focus so pairing voice and instrument we can have a student jazz set with our singers. As well as share opportunities for opera singers and classical musicians with Harlem Collective.

Not able to attend the IMA Conference this year? No problem this workshop is available and streaming live from our website. If your HBCU would like your students to participate in this workshop, great! All you need to do is process your schools registration fee of \$99.99 and then you will receive workshop collateral material and a link to stream the workshop.

Harlem Collective invites HBCU students to participate in our internship program that brings two opera or operetta works to (8) universities for a three day production run. This seasons two productions will be William Grant Still's "Costaso" and "Highway One".

Students will participate in chorus, and chamber orchestra. Each fall and spring our internship program travels to (8) Historically Black College University with a full scale stage production. Students learn how to mount a production from start to finish.

Visit our website below or email us on [jhester@harlemcollective.org](mailto:jhester@harlemcollective.org)  
[www.harlemcollective.org](http://www.harlemcollective.org)



January 2, 2023

Dear John Conrad

I'm pleased to invite you to become a member of the Harlem Collective Board of Directors for 2023.

Harlem Collective is the Resident Artist program at Harlem Opera Theater where the founder and Artistic Director is Dr. Gregory Hopkins a former metropolitan opera singer, our Director of Resident Artist program is Jarvus Ricardo Hestert The main purpose of the Board of Directors is to provide management advice about the direction the company should follow. Specific goals for this year include developing a niche market strategy and the company's online presence by creating and implementing a social media plan, and building our subscriber base quarterly to 1,500 subscribers.

The Board will meet four times a year, each meeting consisting of a dinner following a two-hour discussion. There may also be some follow-up questions/discussions by email. Because of the nature of the matters to be discussed, members will need to sign a confidentiality agreement. (Board member meeting dates January 13, March 14, July 13, October 14 with special committees meeting as needed throughout the year. If you can't attend the meetings in person we will have virtual meeting portal.

**The benefits and responsibilities to this board are as follows;**

- All board members are provided access to meet and greet events with our celebrity provided only to board members.
- All board members are provided free access to all Harlem Collective's 2023 productions onstage and virtually.

**This is what we are requesting from you;**

- All board members are asked to support the mission of Harlem Collective through the making of connections that will support the brands fiscal goals.
- All board members are asked to make a yearly donation of \$500.00. As well as assist in fundraising and or advertising.

Thank you for taking the time to read this letter and to consider being a part of Harlem Collective's Board of Directors. I will be in touch with you soon but in the meantime, I'm available to discuss any questions you may have. You can reach me by phone at (917-837-9589) or via email at [jhester@harlemcollective.org](mailto:jhester@harlemcollective.org)

Just to recap, each Board member will be provided complimentary tickets to all of Harlem Collective's events with VIP access, They will have access to attend all our celebrity photo shoots. Each quarter we will have a thank you dinner for our board members that will be prepared by our celebrity chefs. We ask each board member to not only contribute their expertise and support at our events but also recruit qualified members to our advisory board. Harlem Collective's will host a business networking events exclusively for our board members and friends.

A handwritten signature in black ink that reads "Jarvus Hestert".

Sincerely,  
Jarvus Hester  
Founder/Director  
Harlem Collective  
(917) 837-9589





AFRICAN  
AMERICAN OPERA  
SINGERS,  
WINERIES, POETS,  
SPOKEN WORD

# — OPERA IN THE PARK

## LET'S WORK TOGETHER!

“Falling in & out of Love” concert series features African American Operatic tenor Jarvus Ricardo Hester. The concert is a part of **Harlem Collective’s Black History Month** tribute concert series giving tribute to African American composer William Grant Still & African American poet Langston Hughes. In partnership with African American-owned restaurants

This concert series is sponsored by African-American-owned wines & coffees. Guests will have the opportunity to sample our sponsoring African American wines and coffee’s. Sample your wine or coffee during these six New York events for only \$199.99.

**HARLEM**  
COLLECTIVE

CONTACT JARVUS HESTER (917) 837-9589  
JHESTER@HARLEMCOLLECTIVE.ORG  
WWW.HARLEMCOLLECTIVE.ORG

### WINERIES & COFFEE MAKERS GET:

- LOGO PLACE ON OUR GET TICKETS PAGE
- OPPORTUNITY TO SAMPLE YOUR PRODUCT TO AN ELITE GROUP OF AFFLUENT AFRICAN-AMERICAN CONSUMERS
- 30-SECOND COMMERCIAL ON THE BOTTOM OF THE FRONT PAGE OF OUR WEBSITE.
- FEEDBACK FROM SAMPLING WITH EMAIL ADDRESSES OF ATTENDING GUESTS.
- (4) SOCIAL MEDIA POST WITH BRAND AND JARVUS HESTER
- PHOTOGRAPHY & VIDEOGRAPHY FROM THE EVENT WILL BE PROVIDED TO OUR WINE PARTNERS FOR THEIR PROMOTIONAL USAGE.







## OPERA IN THE PARK

### *Featuring our Resident Artist's*

t and musician, Maria Witherspoon the pianist, Tu'a PuPu'a the operatic tenor, B. Slade Grammy nominated artist, Dennis Reed Grammy award winning artist, Jamie Wright the vocalist.

Everyone will participate in virtual workshop February 10, 10:00am for a 10 minute time slot where you share your gift and let three students ask questions.



10:00 AM

Our support musician staff consists of Paul our music director for Snare & Bass and is the musical producer for our Crossover series. Stephen Phifer orchestrates all of Harlem Collective scores for our chamber orchestra and HBCU internship orchestra. Ron Brendel acts as an advisory committee member offering years of experience performing as well as teaching on the collegiate level.

Crossover artist come to Harlem to participate in the recording which will be scheduled individually. The crossover concert that takes place at Marcus Garvey Park April 17 & 18, 2023. All crossover artists are expected at these dates and make themselves available for any press opportunities that arise.



*Feb 10, 2023  
Jackie Robinson  
Park  
Shell Auditorium*

Opera in the park is a platform where our series come to life! In a partnership with New York Parks, Harlem Collective offers musical performances aimed to inspire and bring hope. While celebrating African American composers, poets, visual artists, it's the rebirth of the Harlem Renaissance.

Hosted two historic parks in Harlem Marcus Garvey Park and Jackie Robinson Parks.

Visit our website below or email us on [jhester@harlemcollective.org](mailto:jhester@harlemcollective.org)  
[www.harlemcollective.org](http://www.harlemcollective.org)

*Feb 10, 2023  
Marcus Garvey Park*





## CROSSOVERS

*Featuring Grammy award winning artist Dennis Reed, Grammy nominated B. Slade, Demola the violinist, former NFL turned professional operatic tenor Ta'u Pupu'a.*



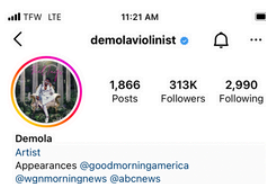
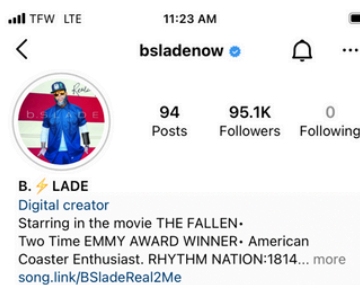
2:00-4:00 PM



*Feb 9-11  
Ta'u Pupu'a  
Dennis Reed  
B. Slade  
Demolaviolinist*

These non classical artist partner up with Harlem Opera Theater Resident Artist to highlight diversity and versatility our a Resident Artist possess. As they timeless works and music contemporaries. IE Resident Artist Tenor Jarvis Hester paired with Gospel artist B Slade, Dennis Reed, Ta'u Pupu'a.

These artist also extend their inspirational and musical gifts in our HBCU colloquia series. Where each share video message directly to these aspiring African American singers and musicians from over 15 Historically Black Colleges & Universities.





## OPERA DIARIES

*Featuring our Resident Artists and Grammy award winning artist Dennis Reed, Grammy nominated B. Slade, former NFL turned professional operatic tenor Ta'u Pypu'a,*

Our OnDemand show "Opera Diaries" brings the hidden and mysterious world of the opera singer.

In our civic outreach we tell the stories of those who faced and overcame homelessness. In our benefit concert for the homeless of New York.



2:00-4:00 PM



*Feb 9-11  
Ta'u Pypu'a  
Dennis Reed  
B. Slade  
Margaret Avery  
Demolaviolinist*





## PODCASTS

*Featuring Grammy award winning artist Dennis Reed, Grammy nominated B. Slade, former NFL turned professional operatic tenor Ta'u Pupu'a.*



2:00-4:00 PM

These non classical artist partner up with Harlem Opera Theater Resident Artist to highlight diversity and versatility our a Resident Artist possess. As they timeless works and music contemporaries. IE Resident Artist Tenor Jarvus Hester paired with Gospel artist B Slade, Dennis Reed, Ta'u Pupu'a.



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*Feb 9-11  
Ta'u Pupu'a  
Dennis Reed  
B. Slade  
Margaret Avery  
Demolaviolinist*



## MUSIC THERAPY

*We have partnered with New  
Presbyterian Hospital to offer musical  
therapy to their patients*



2:00-4:00 PM



*Feb 9-11  
Virginia Union*

Music is a very powerful tool, it changes or sets the atmosphere it moves your spirit. Here at Harlem Collective as a part of one of our community outreach campaigns. We have partnered with several Manhattan Hospitals to our music therapy concert series to their patients.

This partnership provides Harlem Collective to share their Resident Artist talent, in hopes of providing a healing balm to soothe a patients body and soul. It also provides a opportunity to connect to these organizations physicians, nurses, and staff know about this healing effort. Offering a chance to make a annual donation to Harlem Collective.





## INTERNATIONAL

*We have partnered with the catholic & episcopal churches in New York, Paris, Rome, & Spain*



2:00-4:00 PM

Have us come to your London cathedral with our concert series!  
Visit our website below or email us on [hello@harlemcollective.org](mailto:hello@harlemcollective.org)  
[www.harlemcollective.org](http://www.harlemcollective.org)



*Feb 9-11  
Virginia Union*



## BLACK OWNED BUSINESS PARTNERSHIP

### Black Owned Partnerships

Harlem Collective is supported in part by Harlem/Manhattan Black owned businesses. We unite our community locally, in our regional and the globe with our “Collective Marketplace” which is a platform for our supporting businesses to showcase their products and our services.

Our “Collective Marketplace” happens prior and post our “Opera in the Park” concert series. Each partner is provided a vendor tent to sell their products to our music lover audience. Each partner also receives a storefront on our website [www.harlemcollective.org](http://www.harlemcollective.org) which is open 24/7 to promote our supportive Harlem/Manhattan business community.

(See 2023 season calendar)



2:00-4:00 PM



*Feb 9-11  
Virginia Union*

Each featuring partner receives:

30: second commercial placement on [www.harlemcollective.org](http://www.harlemcollective.org)

Weekly social media post on Facebook, Twitter, Instagram

Featured restaurant once a year to host “Snare & Bass” kick off event features

Margaret Avery from “The Color Purple”

Half page advertisement in the playbill for one year.

“Jazzy Gospel Brunch” kick off event featuring Taquila Wilson’s “BET Sunday’s Best” every other Sunday in the month.

Logo on all 2023 Season posters

Web banner on home page of [www.harlemcollective.org](http://www.harlemcollective.org)

15: second audio commercial for placement on our podcasts. Found on Spotify, iTunes, and other podcasts platforms. “Collected”

30: second video commercials for placement on our Ondemand programming “Opera diaries”

Have us come to your University for our Colloquia series!

Visit our website below or email us on [hello@harlemcollective.org](mailto:hello@harlemcollective.org)

[www.harlemcollective.org](http://www.harlemcollective.org)



# HARLEM COLLECTIVE CONTACTS

## **Harlem Collective Corporate contacts**

Jarvus Ricardo Hester-Founder Partner-Artistic Director + (917) 837-9589 [jhester@harlemcollective.org](mailto:jhester@harlemcollective.org)  
[Jarvushester@gmail.com](mailto:Jarvushester@gmail.com)

Paul Odeh- - Musical Director/Board Member +1 (347) 288-5384 [podeh@harlemcollective.org](mailto:podeh@harlemcollective.org)  
[podeh412@yahoo.com](mailto:podeh412@yahoo.com)

Maria Witherspoon- Lead Accompanist/Board Member +1 (914) 290-2978 [mwitherspoon@harlemcollective.org](mailto:mwitherspoon@harlemcollective.org)  
[mariawitherspoon@yahoo.com](mailto:mariawitherspoon@yahoo.com)

Tua Pupu'a- Resident Coach/Board Member possibly  
+1 (917) 941-5046  
[Toupua@harlemcollective.org](mailto:Toupua@harlemcollective.org)  
[taucalaf@aol.com](mailto:taucalaf@aol.com)

Cesar Lozada- Resident Artist/Board Member  
+1 (843) 814-0681  
[clozada@harlemcollective.org](mailto:clozada@harlemcollective.org)  
[cesar.lozadal@gmail.com](mailto:cesar.lozadal@gmail.com)

John Campbell  
Grant Writer  
+1 (214) 263-2923  
[johnhenrycampbell@gmail.com](mailto:johnhenrycampbell@gmail.com)

Cynthia Michaud- Board Member  
+1 (347) 684-6737  
[Cyrmichaud@gmail.com](mailto:Cyrmichaud@gmail.com)

## **Crossover artist**

Demola the Violinist  
Tyson  
+1 (281) 515-3985  
[Info@officialdemola.com](mailto:Info@officialdemola.com)

B Slade  
Judy Groover  
+ (202) 361-3939  
[Jgroover@rockmediacomcepts.com](mailto:Jgroover@rockmediacomcepts.com)

Dennis Reed  
[Dennis.Reed@inspirethefire.org](mailto:Dennis.Reed@inspirethefire.org)

Ron Hunter  
+1-336-995-8369

Monte Henderson  
[Mrhenderson1906@gmail.com](mailto:Mrhenderson1906@gmail.com)

Harlem Collective is the Resident Artist program of Harlem Opera Theater. This season celebrates the American composers and the opera singers who sing their music. Oh! Not just opera composers, jazz, gospel we even mix it up with our Crossover series where we pair opera and hip hop or gospel. This season award winning artist B Slade and Monte Henderson will grace our Crossover concert stage. We have also invited Magret Avery in our Spare & Bass concert series. Each quarter are artist gain inspiration from Masterclasss with opera greats. This season invites Tu'u Pupu'a operatic tenor.

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Customer name: \_\_\_\_\_

## Media

+917-837-9589

hello@harlemcollective.org

Convent Avenue Harlem, New York

**Online**  
**www.harlemcollective.org**

**250X250 web banners**  
\$375.00 US

**15: sec commercial**  
\$500.00 US

**30: sec commercial advertisement**  
\$750.00 US

**Header Home page advertisement**  
\$1250.00 US

**Skyscraper advertisement**  
\$950.00 US

**Monthly Publication**  
**"Harlem Collective"**

**Full Page Advertisement**  
\$1,200.00 US

**Half page Advertisement**  
\$856.00 US

**Quarter Page Advertisement**  
\$285.00 US

**Two-Page spread**  
\$2,800.00 US

**Back cover**  
\$5,000.00 US

**Podcast**  
**"Collected"**

**15: Second commercials**  
\$125.00 US

**30: second commercials**  
\$250.00 US

**Celebrity guest**  
\$475.00 US

**OnDemand Programming**  
**"Opera Diaries"**

**30: second commercials**  
\$675.00 US

**Social Media**

**Video post on all platforms**  
\$250.00 US

**Story Post**  
\$450.00 US

**Standard post**  
\$180.00 US

**"Wine All you Want" Events**

**250X250 web banners**  
\$375.00 US

**30: second commercials**  
\$250.00 US

**Full Page Advertisement**  
\$1,200.00 US

**Monthly grand total** \_\_\_\_\_

**Harlem Collective Representative** \_\_\_\_\_

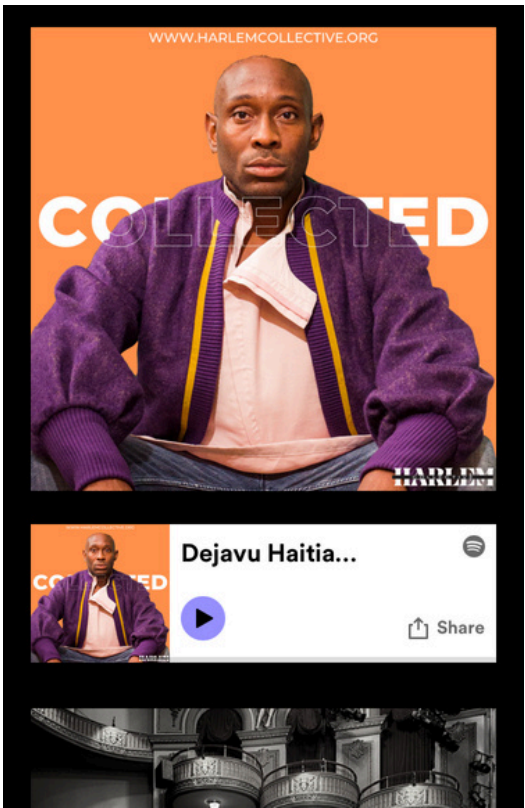
**Third Party Signature** \_\_\_\_\_

**Advertiser Signature** \_\_\_\_\_

**Advertisers mailing address** \_\_\_\_\_

**Note:** We never accept cash as form of payment for advertising with Harlem Collective. Rates above based on a monthly schedule.







## BUDGET WORKSHEET

<i>Season 2023-24</i>	BUDGET	PAID	BALANCE	DUE DATE
Harlemcollective.org	\$19.99	-	-	June 1, 2023
<b>Harlem Collective Headquarters</b> 48 Wall Street Suite 1100, New York, New York 10005	\$50.00	-	-	June 1, 2023
<b>Harlem Collective Box/Promotional Office</b> 607 Amsterdam Ave New York, NY 10025	\$250.00 re	-	-	
<b>Harlem Collective Rehearsal Space</b> 625 Eighth Ave New York, NY 10018	\$250.00 re	-	-	
<b>Harlem Collective Performance Spaces</b> <b>Anita's Way</b> 157 W 42nd Street New York, New York	Grant	-	-	
<b>Marcus Garvey Amphitheater</b> Madison Ave, E. 120 St. to E. 124 St New York, NY 10027	\$25.00	-	-	
<b>Sugarhill Children's Museum of Art &amp; Storytelling</b> 898 St. Nicholas Ave New York, NY 10032	Grant	-	-	
<b>Riverbank State Park Theater</b> 679 Riverside Dr New York, NY 10031	\$30.00	-	-	
DejaVu Haitian Fusion Restaurant & Lounge 301 West 151 Street New York, New York 10032	Parnter	-	-	
Piano moving and one month storage	\$1400.00	-	-	
MacBook Pro screen replacement	\$325.00	-	-	
iPad screen replacement	\$100.00	-	-	
Promotion vehicle	\$10,000.00			
Advertising Marketing				
Nonprofit-501c3 filing 1040 ez	\$245.00			
License to produce William Grant Still Highway One	\$1500.00			
License to produce William Grant Still Costume	\$1500.00			
License to produce Mark Fax A Christmas Miracle	\$1500.00			
Casting budget for 2023 season see attached addendum for orchestra fees	\$20,000.00			

NOTES:



# HARLEM COLLECTIVE

## CHAMBER ORCHESTRA

### 2023 Roster

Performance dates Monday- Wednesday

We pay our chamber members a monthly stipend of \$175.00 per service.

This includes (12) performances and (4) rehearsals. Rehearsals are Monday mornings from 9:00-12:00 pm each week. There are featured solo opportunities which should be discussed and determined when artist signs yearly agreement. As well as opportunities to travel with resident artists.

### STRINGS

FIRST CHAIR VIOLIN \$175  
SECOND CHAIR VIOLIN \$175  
VIOLA ONE \$175  
VIOLA TWO \$175  
CELLO ONE \$175  
CELLO TWO \$175  
BASS \$175  
HARP \$175

### PERCUSSION

TYMPANI

### WOODWIND

FLUTE ONE \$175  
CLARINET \$175  
OBOE \$175  
BASSOON \$175

### HORNS

FIRST TRUMPET \$175  
TROMBONE \$175  
TUBA \$175  
FRENCH HORN \$175