

L'STRADA MARCIAC

SCÈNE CONVENTIONNÉE D'INTÉRÊT NATIONAL
ART EN TERRITOIRE, JAZZ ET CRÉATION, PLURIDISCIPLINAIRE

PATRONAGE PROGRAMME

CULTURE
INNOVATION
YOUTH



SUMMARY

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I - AN EXCEPTIONAL CULTURAL PROJECT

L'ASTRADA, A BRIDGE BETWEEN LOCAL COMMUNITIES AND CULTURES IN RURAL AREAS

Designated by the French Ministry of Culture as a Scène conventionnée d'intérêt national in a rural area, L'Astrada serves as a bridge between local communities and cultures. Open to the world, it is a place of sharing and transmission for all audiences. With an annual budget of €1.6 million, L'Astrada carries out an ambitious and inclusive cultural mission.

An innovative project of social value and a recognised cultural reference point, L'Astrada relies on the support of committed partners to ensure the long-term presentation of live performance in the region, to promote artistic creation, and to make the long-term engagement with young people and underserved audiences a core priority.



L'ASTRADA

A 15-YEAR-LONG INCLUSIVE REGIONAL INITIATIVE, WORKING HAND IN HAND WITH ITS COMMUNITY

L'ASTRADA AT A GLANCE

- **Over 70 performances** per year for audiences of all ages
- **More than 20 concerts** during the Jazz in Marciac festival
- **Around 15,000 spectators** annually
- **Some 2,000 young audience members** across 27 schools in Gers and Hautes-Pyrénées, with a multidisciplinary program ranging from early childhood to high school
- Approximately **500 beneficiaries** of arts and cultural education programs
- **7 projects hosted in creation** residencies
- **Around 80 volunteers** carrying out more than 1,000 missions each season and during the festival



A WARM AND HIGH-QUALITY VENUE

- 470 m² performance hall
- Seating capacity: 500
- Exceptional natural acoustics
- 125 m² stage with advanced sound and lighting system
- Two artists' dressing rooms
- Reception hall with bar and comfortable lounge
- Building complemented by an equipped forecourt



II - PROJECTS AND MAJOR HIGHLIGHTS

► THE PROGRAMMING

During the season, L'Astrada presents a multidisciplinary program focused on contemporary creation from September to June, complemented by a special program for the Jazz in Marciac festival.



MAJOR PROGRAMMING HIGHLIGHTS SINCE 2018

Archie Shepp
André Dussollier
Yolande Moreau
Anne Paceo
Youn Sun Nah
François Morel
Juliette
Souad Massi
Bonga
Jacques Weber
Charlotte Rampling
CharlÉlie Couture
Jeanne Cherhal
Émile Parisien
Kenny Baron

► ARTS AND CULTURAL EDUCATION

Targeted at young audiences and underserved communities, L'Astrada offers a dedicated program and enhanced initiatives developed in collaboration with schools, venue partners, and local stakeholders.

► TRAINING AND WORKSHOPS

L'Astrada organises two annual workshops during the Jazz in Marciac festival: a jazz workshop and a tap dance workshop, attracting over 130 participants each year, both adults and teenagers.

► ARTISTIC CREATION

Through artist residencies and co-productions, L'Astrada develops projects in collaboration with partner organizations and creative networks.



III - WHY BECOME A PATRON?

TERRITORIAL IMPACT

By becoming a patron of L'Astrada, you:

- **Contribute** to the economic development of the region by choosing to support culture
- **Forge** lasting and active connections with local stakeholders and families
- **Participate** in the arts and cultural education of young people, the driving force of tomorrow
- **Support** the presentation and creation of today's and tomorrow's artistic work

+ TAX BENEFITS FOR PATRONS

Donations are eligible for a tax reduction of up to 60% of the amount given, complemented by additional benefits equivalent to 25% of the donation.

+ VENUE ACCESS

Depending on the amount of your donation, we offer access to the venue for two days, one day, or half a day.

+ VISIBILITY AND RECOGNITION

- Exclusive meetings with artists
- Invitations for clients and colleagues
- Photo-call opportunities
- VIP reception before the performance
- Workshops with artists featured in the season

IV - PATRONAGE: HOW IT WORKS

TAX BENEFITS

Entry Level = 2000 €

| | | |
|--|---|------------------------------------|
| | DONATION: 2000 € Tax reduction: 60 % Additional benefits: 25 % Total cost of patronage | 1200 € 500 € 300 € |
| | DONATION: 5000 € Tax reduction: 60 % Additional benefits: 25 % Total cost of patronage | 3000 € 1250 € 750 € |
| | DONATION: 10 000 € Tax reduction: 60 % Additional benefits: 25 % Total cost of patronage | 6000 € 2500 € 1500 € |
| | DONATION: 20 000 € Tax reduction: 60 % Additional benefits: 25 % Total cost of patronage | 12000 € 5000 € 3000 € |

OUR SUPPORTERS

Enhance your company's image and join L'Astrada's
patrons

fonds
MAIF pour
l'éducation



PLAIMONT
VIGNERONS EN GASCOGNE
& PIÉMONT PYRÉNÉEN

AVIS

IMAGE AND VISIBILITY

VISIBILITY IN PRINT

SEASON PROGRAM
SEASON BROCHURE
SHOW POSTERS
URBAN POSTER CAMPAIGN
WORKSHOP BROCHURE FOR JAZZ IN
MARCIA
OPENING WEEKEND FLYER

6000 ex.
40 000 ex.
300 ex.
100 faces

4000 ex.
4000 ex.

DIGITAL VISIBILITY

NEWSLETTER
General public
presse
professional networks

DOSSIER DE PRESSE
Season
Jazz in Marciac

RÉSEAUX SOCIAUX
Facebook
Instagram

SITE WEB
Number of users
Bounce rate

14 000 abon.
500 abon.
100 abon.

+ 10 500 foll.
+ 3300 foll.

24 K
39,2 %



V- GET INVOLVED IN A PROJECT

Raise your company's profile in the region by supporting culture and artistic development.

"LES FABRIQUES À MUSIQUE" PROGRAM

► **Objectives:** to raise students' awareness of musical creation through writing, expression and composition, alongside artists featured in L'Astrada's programme.

► **Activities:** listening workshops; instrumental, vocal and rhythmic practice, followed by a public presentation.

► **Budget:** €3,000.

► **Audience:** students from schools across the department and the inter-municipal community.

► **Duration:** year-long project.

► **Partners:** SACEM.

**WITH YOUR PATRONAGE,
YOU HELP FUND**

► Additional workshops and extended artist presence within the school.

► You help L'Astrada finance a video production that will contribute to showcasing the school as a key structuring asset for the region.



For the 2025-2026 season, trumpeter Nicolas Gardel will work with middle school students from Marciac on a composition and arrangement project. A public presentation will take place during his concert at L'Astrada on Saturday, 11 April at 9:00 pm.

THE ADAGE PROGRAM

- **Objectives:** Discovery of a work presented during L'Astrada's young audiences season, with immersion in the creative process leading to the production of a collective work.
- **Activities:** Organization of workshops throughout the year; programming of a young audience performance.
- **Budget:** €5,500.
- **Audience:** approximately 200 students.
- **Duration:** multi-year project.
- **Partners:** DACC, DSDEN32, Ligue de l'Enseignement, and schools across the Gers department.

WITH YOUR PATRONAGE, YOU HELP FUND

- Plus d'ateliers et de temps de présence de l'artiste dans l'établissement scolaire.
- Vous aidez L'Astrada à financer une **réalisation vidéo** qui contribuera à la valorisation de l'établissement comme outil de territoire structurant.



Pour la saison 2025-2026, c'est la compagnie gersoise **Carré blanc** qui accompagne les 200 élèves issus des écoles de Marciac, Biran, Auch et Riscle. Main dans la main avec les conseillères pédagogiques du Gers et l'équipe de L'Astrada, les jeunes participant·es découvriront un lieu, une œuvre et une compagnie artistique en vue de devenir eux-même créateur·ices.

MUSIC AND JAZZ INITIATION PROGRAMME

- **Objectives:** to support upper primary school students (ages 9–11) from Marciac in instrumental and vocal practice, with a focus on collective experience, personal development and self-confidence.
- **Activities:** vocal, instrumental and improvisation workshops; development of melodic patterns and listening sessions.
- **Budget:** €6,500.
- **Audience:** 40 students from Marciac primary school.
- **Duration:** year-long project.

WITH YOUR PATRONAGE, YOU HELP FUND

- Maintenance of the instruments provided to the children.
- Organization of masterclasses with artists featured in L'Astrada's programme.



VI- PRACTICAL INFORMATION & CONTACT

Becoming a patron of L'Astrada means supporting a cultural venue where artistic excellence goes hand in hand with social and regional responsibility. It also offers tangible benefits in terms of visibility, recognition, and engagement with your clients or employees.

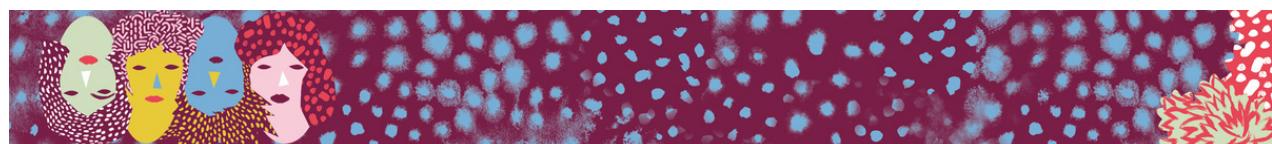
Contact us to design bespoke actions and benefits together.

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LES INSTITUTIONS PARTENAIRES

Soutenu par



Projet cofinancé par le Fonds Européen de Développement Régional



LES COMPLICES



LES PARTENAIRES PROFESSIONNELS

centre national de la musique



fonds MAIF pour l'éducation



LES MÉCÈNES & PARTENAIRES



EN PARTENAIRE MÉDIA AVEC



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