

L'ASTRADA  
MARCIA C

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

# PATRONAGE PROGRAMME

CULTURE  
INNOVATION  
YOUTH



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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 m<sup>2</sup> performance hall
- Seating capacity: 500
- Exceptional natural acoustics
- 125 m<sup>2</sup> 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 Pacey  
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 €**

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

## OUR SUPPORTERS

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

fonds  
MAIF pour  
l'éducation



# IMAGE AND VISIBILITY

## VISIBILITY IN PRINT

SEASON PROGRAM	6000 ex.
SEASON BROCHURE	40 000 ex.
SHOW POSTERS	300 ex.
URBAN POSTER CAMPAIGN	100 faces
WORKSHOP BROCHURE FOR JAZZ IN MARCIAC	4000 ex.
OPENING WEEKEND FLYER	4000 ex.

## DIGITAL VISIBILITY

NEWSLETTER	
General public	14 000 abon.
presse	500 abon.
professional networks	100 abon.
DOSSIER DE PRESSE	
Season	
Jazz in Marciac	
RÉSEAUX SOCIAUX	
Facebook	+ 10 500 foll.
Instagram	+ 3300 foll.
SITE WEB	
Number of users	24 K
Bounce rate	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·es 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.

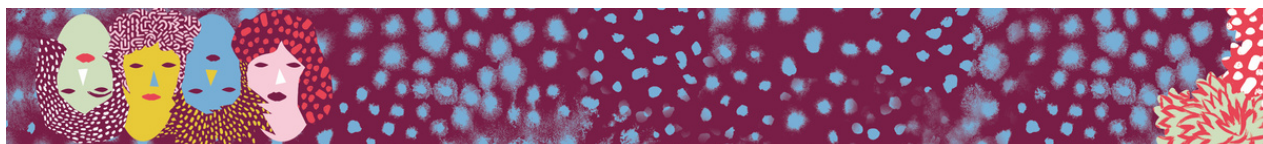
Contact us to design bespoke actions and benefits together.

## CHRISTELLE MORANDIN

Communications & PR Manager

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## LES INSTITUTIONS PARTENAIRES

Soutenu par



## LES COMPLICES



## LES PARTENAIRES PROFESSIONNELS



## LES MÉCÈNES & PARTENAIRES



## EN PARTENAIRE MÉDIA AVEC



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