
“UNBELIEVABLE!”

AL KRESTA, NATIONAL RADIO HOST



Cross and Light

**“A MUST-SEE
EVENT!”**

MSGR. MICHAEL BUGARIN,
ST. JOAN OF ARC - ST CLAIR SHORES, MI

“MIGHTY IMPRESSIVE!”

DAVID KILEY, THEATRICAL REVIEWER
EncoreMichigan

EPISCOPAL ENDORSEMENT



OFFICE OF THE ARCHBISHOP

ARCHDIOCESE OF DETROIT
1234 WASHINGTON BOULEVARD
DETROIT, MICHIGAN 48226

March 2014

Dear Brothers and Sisters in Christ,

“This saying is trustworthy: If we have died with him we shall also live with him” (2 Timothy 2:11). For Christians throughout the world, the Season of Lent is a time of preparation for the celebration of the great Paschal Mystery of the Lord Jesus, the mystery of his death and resurrection.

The Paschal Mystery of Jesus is our sure and only hope, as we are called to “pass over” with Jesus through death to new life. That is why it is such a blessing for me to greet you on the occasion of this year’s performance of *The Cross and the Light*. This dramatic presentation of Our Lord’s passion, death, and resurrection is sure to draw a great many people closer to Jesus.

May your prayerful participation in *The Cross and the Light* also inspire you to share the Good News of our salvation with others, so that they too may know the love of God and the promise of eternal life.

Entrusting you to the care of the Blessed Virgin Mary, Mother of our crucified and risen Lord, I remain

Sincerely yours in Christ,

+ 
The Most Reverend Allen H. Vigneron
Archbishop of Detroit



Equip the Church. Engage the People. Extend the Experience!

A THREE PART STRATEGY TO TRANSFORM CHURCHES FROM SCARCITY TO ABUNDANCE!

This three-part strategy has a proven record of success in churches all over the world. Here is how we transform parishes:

1

BEFORE THE SHOW

Cross & Light provides the marketing outreach training system for each parish and volunteer leadership team.

2

THE PINNACLE EVENT

The Cross & Light show, which brings in over 4,000 people to each parish on average, is a life-changing encounter with Christ proven to bring people closer to Jesus and His Church.

3

AFTER THE SHOW

After the show, confession is offered and Cross & Light maintains the momentum through our innovative App technology and communication tools that build a local, Catholic community for the church's continued outreach.

ABOUT C&L

A BROADWAY-CALIBER MUSICAL AND SURROUND VIDEO EXPERIENCE

Cross & Light (C&L) is an international, critically acclaimed musical and multi-sensory experience of Christ's Passion to Pentecost. It's a story of common men and women who find themselves called on an incredible journey from Christ's entrance into Jerusalem to his horrible murder and the surprising events that transform their lives.

A PROCLAMATION OF THE GOOD NEWS FOR THE 21ST CENTURY

From the incredible talent to the lights, sound, and projection technology, parishes will experience the story of Christ's Passion, Resurrection, and the coming of the Holy Spirit in an entirely new way. Powerful evangelism and modern musical theater emotionally engages people in the story of who Jesus is, what He did for us, and how He calls us to live.

LEADING PEOPLE TO CHRIST IN THE SACRAMENTS

More than a just show, C&L is an authentic encounter with Christ. After the standing ovation, the cast leads the audience members in a beautiful prayer of commitment or re-commitment to Christ and encourages people to meet Jesus in the Sacrament of Reconciliation, available after every show.

NO COST EVENT—AN INCREDIBLE FUNDRAISING OPPORTUNITY

C&L is designed so that ticket prices cover the cost of the event or even more. This means that if the parish works hand-in-hand with C&L staff, there is little risk of paying a substantial price out of pocket and parishes may even be able to fundraise for a parish ministry or apostolate.

PARISHES ARE MENTORED EVERY STEP OF THE WAY

Every detail of the preparation—from promoting the event to filling the space—is coordinated by our dedicated staff and state-of-the-art event management system. We will make the process of hosting C& clear, manageable, and low-stress.

INTEGRATED APP TECHNOLOGY TO FURTHER ENGAGEMENT

By sending our digital video imagery and scripture verses right to people's phones during the show, they are not only seeing the show on stage and experiencing the imagery around them, but also holding it in the palm of their hand!

EXPERIENCE C&L

7 SINGERS | 24 ORIGINAL SONGS

Powerful Evangelism & Modern Musical Theater combined into an Immersive Faith Encounter.



INSPIRATION FOR C&L



Former Miss America Runner-Up and National Talent Winner, Kelly Nieto, spent 35 years wanting absolutely nothing to do with God. She didn't believe in Jesus and hated His church. She was fascinated with the occult, believed in reincarnation, and was heavily involved in the New Age. Kelly and her husband Dominic had two beautiful children and held séances in her home on a regular basis. Life seemed very assured.

Then tragedy struck. Kelly received news that her mother was going to die. It was then that she found herself on her hands and knees in a University of Michigan hospital crying out to a God she had rejected her entire life. "I don't know who you are or what you are," she cried, "but I will give you my life if you keep her alive and show me the truth!"

People from all walks of life started sharing their testimony. Six months later, Kelly gave her life to Christ and became a born again Baptist. After researching the first 300 years of the church, she finally found the fullness of truth she had been seeking and desired to join the Catholic Church.

On Good Friday 2000, Kelly and her husband were preparing to enter the Catholic Church. They had never been in a church on Good Friday or had ever prayed the Stations of the Cross. During the Second Station, when Jesus is flogged, Kelly became overwhelmed with grief and spiritual pain. When she looked over the altar, she saw Cross & Light with the eyes of her soul and heard God say, "This is why you are here!"

For the first time in her life, Kelly understood the depth of Jesus' love and sacrifice and was inspired to write Cross & Light to give millions of other people that same understanding—to know his love and mercy in a way that transforms their lives. In addition to raising their five children, Kelly and her husband Dominic have committed their lives to this mission.

FOUNDING OF C&L

Cross & Light, formerly known as Living Stations, was first produced in 2002 at Our Lady of Sorrows Parish in Farmington, Michigan. To bring this theatrical production to the masses, Living Faith—Fine Arts Apostolate, a 501(c)3 non-profit organization, was created in 2010 and was approved by the USCCB and entered into the Official Catholic Directory shortly after. The professionally-cast production moved to the iconic Cathedral of the Most Blessed Sacrament in Detroit, Michigan, where it attracted over 22,000 people in 2011 and 2012.

On Good Friday, 2012, Nieto felt prompted by God to “tell the rest of the story.” She added Act 2, the Resurrection to Pentecost, and renamed the production Cross & Light.



The new show made its theatrical debut at Music Hall–Center for the Performing Arts in Detroit in 2013. Since its inception, over 110,000 people have experienced this powerful performance from Detroit to Australia.

In 2015, Cross & Light created a portable show that could be produced in churches to evangelize from the “pews out.” Understanding the financial and administrative constraints of parishes, Cross & Light developed a revolutionary new business model to train parish volunteers to manage, promote, and host an epic encounter event. Offered to churches as a “No Cost Fundraising Event,” Cross & Light averaged more than 4,000 people per show weekend in 2017 and profited an average of \$14,000 per parish.

Mission

The mission of Cross & Light is to be a catalyst for new, vibrant, and on-going personal experiences of Christ through music, theater and the arts with the integration of accessible technology to foster an on-going relationship with God.

REVIEWS

A PASSION PLAY FOR OUR TIMES

EncoreMichigan.com • April 11, 2014

Review by John Quinn

"*Cross & Light* is strongly grounded in the very American traditions of musical theater.

While remaining reverential to the source material, the creators were not afraid to retell "the greatest story ever told" in contemporary terms."

"...the emphasis driving the narrative is not the same as in other musicals drawn from the same source – Jesus as teacher ("*Godspell*") or Judas as Grecian-style tragic hero ("*Jesus Christ Superstar*"). This Jesus is a leader, and how that leadership influences his followers is the main theme."

"But there's no story without the strong central character, and Kenny Watson succeeds on all fronts. His Jesus is approachable, warm, and gentle..."

"Watson, like all the principals in this production, possesses a killer voice."



THE PASSION IS EVERYWHERE IN "CROSS & LIGHT"

EncoreMichigan.com • April 25, 2015

Review by David Kiley

"*Cross & Light* feels very rooted...in evangelizing the Good News of the gospels in a big, theatrical way...(the production is) powerful evangelism and theater combined into a unique faith experience."

"*Cross & Light* makes innovative use of light, using high-powered projectors to create images 150-feet wide and 30-feet high."

"The performances and multi-media aspects of the show are mighty impressive, especially the ability to make all the production values so portable."

MARKET RESEARCH

HIGHEST NET PROMOTER SCORE IN THE UNITED STATES!

CUSTOMER EXPERIENCE RESEARCH STUDY

Michael Garver, Ph.D. | April, 2015

Professor Michael Garver saw the show in 2014. This experience affected him so deeply that he conducted a Customer Experience Research Study to see if others felt the same way and the results were astounding! *(He also became a Catholic in 2016.)*

C&L scored the HIGHEST Net Promoter Score [NPS] in the country in 2015!
[Source: 2015 Satmetrix Systems, Inc., Average Net Promoter Scores for US consumer sectors.]

77% said "Yes! I would recommend this event to others!"

That is the essence of evangelization,
and it's exactly what our church needs now more than ever!

C&L's Customer Satisfaction Score was also the same or higher than the best companies in the US: Amazon, Apple Computers, and Federal Express.

- 86% were extremely satisfied with the event
- 89% felt emotionally moved during the event.
- 82% felt God's presence during the event.
- 60% were "inspired" to learn more about Jesus Christ.



TESTIMONIALS

"This is Pope Francis' 'Joy of the Gospel!' So young, so fresh, so full of life!"

--Bishop Felipe Estevez, Diocese of Jacksonville, FL

A true revelation from Almighty God! Your hard work and sacrifice to spread the Good News is evidenced by the incredible fruits of your labors in our parish!

--Patty Zampano, Event Co-Host Coordinator, St. Stephen, Tampa FL

The glow and power of the Holy Spirit is all around us. We are full of amazement on what happened to our parish last weekend.

--Tom Doyle, Parish Manager, St. Stephen, Tampa FL

"So professional, so well-done, and so true to the Scriptures! It touches you to the core of your very being. The connection between Jesus and his mother...wow...it just blew me away!"

--Gus Lloyd, Sirius XM Radio Host of "Seize the Day!"

"It transformed our community. We will never be the same...it was 100% engaging."

--Vincent Reilly, Director of Religious Education, St. Catherine of Siena

Nieto Productions provides so much support...it really was almost turnkey."

--Rita DeKlyen, Stewardship Director, OLMC, Carmel IN, Host 2017

"It was a true spiritual experience. I'm on fire! In my mind it's right up there with perfect!"

--Father Denis O'Shaughnessey, Mary Queen of Heaven, Jacksonville, FL

"It opens the floodgates of God's mercy and love. You can't deliver the Good News of Jesus in a more dynamic and sensational way in our present time!"

--Monsignor Gary Smetanka, Our Lady Star of the Sea, Grosse Pointe Woods, MI - 2015 & 2016 Host

"The sheer magnitude of this production is unbelievable! It should be in every diocese in the country!"

--Al Kresta, Nationally syndicated Catholic Talk Show Host and author

OUR PARTNERS

St. Michael Catholic Church, Poway (San Diego), CA
 St. John Bosco, Hatboro (Philadelphia) PA
 St. Malachy, Brownsburg (Indianapolis) IN
 St. Andrew the Apostle, Gibbsboro, NJ
 St. Stephens, Riverview (Tampa) FL
 St. Catherine of Siena, OP (Jacksonville), FL
 Our Lady of Mount Carmel, IN
 Australian Catholic Theater
 Music Hall Center for the Performing Arts, Detroit MI

St. Hugo of the Hills, Bloomfield MI
 St. Frances of Cabrini, Allen Park, MI
 St. Isidore, Mount Clemens, MI
 National Shrine of the Little Flower, MI
 Our Lady Star of the Sea, Grosse Pointe, MI
 MYEFaith Youth Event, Saginaw Diocese, MI
 Lansing Diocese Women's Conference
 Blessed Sacrament Cathedral, Detroit MI
 St. Pat's of Whitelake, MI

INNOVATIVE APP TECHNOLOGY

DURING THE SHOW—A HIGH TECH INNOVATIVE LIGHT SHOW!

Cross & Light has a built in LIGHT SHOW feature into the app so that all of our phones will synchronize to display an amazing light show during the experience!

AFTER THE SHOW—BUILDING COMMUNITY

The Cross & Light app is building a national Catholic digital community. And we are building this community for our audience members across the country. In our app audience members can relive their C&L experience with exclusive App content, learn more about their faith, connect with local Catholics and churches, as well as engage in a national conversation about our faith.



A CATHOLIC FREE SPEECH ZONE!

In the app you can...

- Submit prayer requests to our community, and join others in prayer;
- Ask a priest a question—real pastors answering your questions;
- Get exclusive content, lyric videos, and behind the scenes videos of the show;
- Chat with fellow Catholics, post news, and make comments;
- Share your Cross & Light experience with others;
- Connect with local churches if you're looking for a church home;
- And...you get rewarded for taking action — the more you engage the more cool stuff Cross & Light gives you . . . for FREE!

EVENT PRICING

POWERFUL EVANGELISM & FUNDRAISING OPPORTUNITY!

Each event scenario below has a production fee plus mileage at \$3.50/mile from Livonia, Michigan to your location. We also require a minimum of 3500 tickets sales, which is our average ticket sales over the last two years of shows. Most organizations find sponsors to cover the fee and mileage, while the revenue from ticket sales covers the rest of the production cost. Any revenue from ticket sales over the 3500 minimum are yours to keep, making this production an excellent event for evangelism and fundraising!

<div style="text-align: center;">  <p>3500* Tickets</p> </div>	<div style="text-align: center;">  <p>3500* Tickets</p> </div>	<div style="text-align: center;">  <p>4000* Tickets</p> </div>
<p style="text-align: center;">1 Show Price</p> <p style="text-align: center;">\$20,000 plus mileage Sell 3500 Tickets at \$20</p>	<p style="text-align: center;">6 Show Price</p> <p style="text-align: center;">\$30,000 plus mileage Sell 3500 Tickets at \$20</p>	<p style="text-align: center;">8 Show Price</p> <p style="text-align: center;">\$40,000 plus mileage Sell 3500 Tickets at \$20</p>
<ul style="list-style-type: none"> • Any day of the week • Same day load in/set up • 1 Show at 7pm • Load out same night • Fully self-contained • Event Management Training • Professional Ticketing Service x Light Blocking 	<ul style="list-style-type: none"> • Tuesday night Loadin • Wednesday setup 1. Thurs. 10 am show 2. Thurs. 7 pm s how 3. Friday 10 am show 4. Friday 7 pm show 5. Saturday 2 pm 6. Saturday 7 pm • Saturday night load out • Fully self-contained • Free Event Management Training • Professional Ticketing Service x Light Blocking 	<ul style="list-style-type: none"> • Tuesday night Loadin • Wednesday setup 1. Thurs. 10 am show 2. Thurs. 7 pm show 3. Friday 10 am show 4. Friday 7 pm show 5. Saturday 2 pm 6. Saturday 7 pm 7. Sunday 2 pm 8. Sunday 7 pm • Sunday night load out • Fully self-contained • Free Event Management Training • Professional Ticketing Service x Light Blocking

*Arenas are priced differently. Once we understand the size of venue and equipment needs, we can provide you with an exact quote.

PROJECT MANAGEMENT

WE HAVE A PROVEN PLAN FOR SUCCESS!

Parishes are mentored every step of the way in our state-of-the-art event management system. Every detail of preparation—from promoting the event to filling the space—is coordinated by our dedicated staff and state-of-the-art event management system. We will make the process of hosting TCTL clear, manageable, and low-stress.

Nieto Productions, LLC uses Teamwork Project Manager to guide you through our proven Grassroots Marketing Campaign. It is the most powerful and simple way to collaborate with YOU and your team because every task involving your event is in one place.

CUSTOMIZABLE TALK TRACKS & CUSTOM ARTWORK

Our Team will provide your team with the following graphic files: poster, rackcard, post card, and two bulletin ads. The files can be downloaded and printed to promote your event.



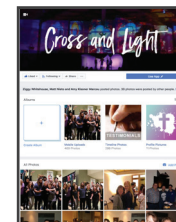
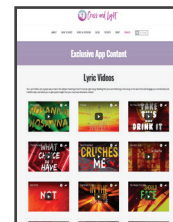
PRESS KIT & PROGRAM TEMPLATES

Our customizable press release and program templates are also available for download. Selling ads in a program is a great way to offset production costs.



VIDEOS & MUSIC FOR RADIO/TV

Our professional videos and music can be used to create customized radio and television ads that get souls in seats. We also promote your event through our creative digital media strategy.



MANAGEMENT

Over the past 16 years, we have amassed a high-quality, efficient team of experts to address all event aspects. Key players include:



KELLY GARVER NIETO

Executive Producer/Chief Executive Officer

Kelly is the CEO of Nieto Productions, LLC and Living Faith—Fine Arts Apostolate. She is the creator, songwriter, lyricist, and producer of *Cross & Light*. Nieto is also a professional speaker who combines her experience as a comedic entertainer with stories of her powerful conversion, prayer, and faith in action. As a mother of five, former Miss Michigan/Miss America Runner-Up, and convert to Christianity, Kelly's appeal crosses all age groups and denominations.



JOSHUA TIJERINA

Digital Marketing Director

Joshua Tijerina is a leader in the nonprofit space; having served at Alliance Defending Freedom for 12 years, and then as CEO of The Halcyon Movement. The Halcyon Movement has been transformative in their use of cutting-edge technology to change culture. Joshua also holds a CEO position with H+H Digital Co., a for-profit digital marketing company that helps nonprofits engage online in meaningful ways. Joshua is married with three kids.



RYAN RICHERT

Technical Director

Ryan Richert is the President of Outside the Box Ministries, a non-profit organization that provides programming and production solutions exclusively for faith-based live events. Ryan's event management team serves local and nationwide ministries to bring their events to life with creativity and technical excellence. For the last 16 years, Ryan has specialized in organizing complex needs into powerful communication environments with kingdom purpose. Learn more at www.OtBministries.org.



JUSTIN SMITH

Project Manager

Justin Smith serves as a Project Manager for Outside the Box Ministries and has served C&L in various capacities over the past 4 years including Stage Manager during the show, Project Manager and Ticketing Director for C&L Host Churches throughout the year, and serving as Video Editor on the C&L App to build community and expand the Kingdom of God. Justin lives in Richmond, Virginia with his wife Sarah, and Nemo his big baby of a dog.



BE A PART OF THIS LIFE-CHANGING EVENT!

EXECUTIVE PRODUCER: KELLY NIETO

Kelly@crossandlight.com

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CrossAndLight.com | [Facebook.com/CrossAndLight](https://www.facebook.com/CrossAndLight)