



Business Sponsorship Opportunities 2018-2019

Purpose of Sponsorship Request

Juneau Dance Theatre (JDT) has been a part of the arts community in Juneau since 1975. We are proud of the cultural opportunities we provide, such as regular season performance programs, a robust summer intensive program, dance workshops, educational seminars, and the annual summer Fine Arts Camp. JDT is among the principal nonprofit arts organizations in Juneau.

Since 2004, JDT has presented *The Nutcracker* at the Juneau Douglas High School Auditorium. This annual holiday tradition and commitment to the community provides over 80 Juneau dancers the opportunity to perform while enriching their passion for the art. The program attracts nearly 2,000 audience members and has become a magical event for Juneau families. Each year, JDT also provides a special performance – free of charge – to 900 elementary students from the Juneau School District, as part of JDT's outreach program. For many children, this experience is their first time attending a full-length ballet. We're working hard to expand our outreach program to impact even more children each year. Beginning in 2018, JDT became a proud partner of the Kennedy Center's *Any Given Child* national initiative, through which we conducted classroom visits, interactive learning about ballet, and a free performance our Spring Showcase, to every sixth grader in Juneau.

The Nutcracker will feature guest artists from a world-class professional ballet company. Lauren Fadeley and Jovani Furlan, principal dancers with Miami City Ballet, will share the stage with our JDT students to both enhance the quality of production, and inspire both dancers and audiences. As our student base continues to grow, we anticipate a cast of more than 80 participants! But JDT faces escalating costs to produce *The Nutcracker*, such as auditorium rental fees, advertising, printing, and set and costume maintenance. Without the generosity of sponsors, we cannot continue to keep our admission prices low to ensure that ALL families can afford to attend our productions.

This season, we are excited to add a full length story ballet to our spring showcase. Since 2015, our students have performed excerpts from well-known ballets, including *The Sleeping Beauty*, *Swan Lake*, and *Giselle*. The performances were successful, the dancing exquisite, and the natural next step for us is to mount a full-length production, complete with costumes, sets, and original choreography. We are thrilled to announce we will present *Snow White*, in April, 2019, which will feature the choreography of Laszlo Berdo, and include almost the entire student body of JDT.

Your contribution will support all JDT performances, in addition to our outreach program and tuition scholarships for students in need. Additional opportunities for our students, such as access to professional pointe shoe fitters, guest teachers, and educational seminars will also be funded in part through your generous donation.

We ask that you partner with JDT as a sponsor for our entire 2018-2019 season. Your help will support artistic excellence and enable us to foster an appreciation of dance in the Juneau community. Thank you for your consideration.

Business Sponsorship Levels

Étoile - \$7,500

- ~ Business logo will appear on all season banners for our productions, and in community appearances, including the 4th of July parade, and the Juneau Public Market
- ~ Business name or logo will be creatively incorporated into props or scenery for *Snow White*
- ~ Business name will be listed as a major sponsor in all print materials and on our website
- ~ Business name or logo will appear on all JDT apparel purchased for 2018-2019
- ~ Opportunity for business' representative to speak at the beginning of each performance
- ~ Onstage appearance in *The Nutcracker* by one representative
- ~ Onstage appearance in *Snow White*, by one representative
- ~ Backstage tour and invitation to observe rehearsal or class at JDT studio
- ~ 20 complimentary season tickets
- ~ Full page ad in all performance programs

Principal - \$5,000

- ~ Business name will be listed as a major sponsor in all print and online materials
- ~ Business name or logo will appear on all JDT apparel purchased for 2018-2019
- ~ Opportunity for a representative to speak at the beginning of each performance
- ~ Onstage appearance in *The Nutcracker* by one representative
- ~ Backstage tour and invitation to observe rehearsal or class
- ~ 20 complimentary season tickets
- ~ Full page ad in all performance programs

Soloist - \$2,500

- ~ Special recognition prior to the start of each performance
- ~ Business name will be listed in all print and online materials
- ~ Backstage tour and invitation to observe rehearsal or class
- ~ 10 complimentary season tickets
- ~ Full page ad in all performance programs

Corps de Ballet - \$1,000

- ~ Business name will be listed in all print and online materials
- ~ Backstage tour and invitation to observe rehearsal or class
- ~ Six complimentary season tickets
- ~ Full page ad in all performance programs

Advertising Support - \$50 to \$500

- ~ Please see attached information regarding advertising in our season performance programs

In Kind Donations

Contributions may take various forms. The services that members of the business community provide are invaluable to Juneau Dance Theatre's future growth. Assistance in the areas of fundraising, marketing, guest artist accommodations, and publicity would be greatly appreciated.

Sponsor a piece of JDT's *The Nutcracker!*

Your individual and/or business name will be credited *in all future programs** for the prop, costume, and/or scenery you choose to sponsor
*for at least three years, or as long as the piece is still in use

\$75 Act I Props Bundle: cheese, cannonballs, and fake food (Act I)

\$100 Toy trumpets for Party Scene (Act 1)

\$150 Drosselmeyer's magic hat and scarves (Act I)

\$200 20 Hula hoops Russian Konfeta corps (Act II)

SOLD \$250 15 Parasols for Chinese Tea corps (Act II)

\$300 New custom Mouse King head and mask (Act I)

SOLD \$500 Dancing Doll tutu (Act I)

\$500 Hot Chocolate corps costumes (Act II)

**\$1,500 Guest Artist Fee for Professional Couple (One Performance)
Sponsor our Sugar Plum Fairy and her Cavalier! ***

SOLD \$2,000 New Act I Backdrop (to be revealed in 2019)

*In exchange for sponsoring the guest artist fee, we invite your group of ten to meet with our guest artists after the performance(s). We will provide you 10 complimentary tickets, and also note your contribution in our program, on our website, and in all radio/print interviews.