



Business Sponsorship Opportunities 2019-2020

Purpose of Sponsorship Request

Juneau Dance Theatre (JDT) has been a part of the Juneau community since 1975. We are proud of the cultural opportunities we provide, such as regular season performance programs, year round training in classical ballet and other styles of dance, a robust summer intensive program, educational seminars, and the annual summer Fine Arts Camp. JDT strives to be 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 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 more than 900 elementary students from the Juneau School District, as part of JDT's community outreach program. For many children, this is their first experience attending a full-length ballet. 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. In 2019, we opened up that opportunity to interested third graders, as well.

This year's *The Nutcracker* will feature guest artists from the Pacific Northwest Ballet (PNB), one of the premiere professional ballet companies on the west coast, and in the nation. Elizabeth Murphy and Jerome Tisserand, principal dancers with PNB, will share the stage with our JDT students to enhance the quality of the production, and inspire our dancers and audiences. As our student base continues to grow, this year's *The Nutcracker* boasts a cast of nearly 90 participants! JDT does a good job sustaining with its tuition fees, admissions revenues and fundraising efforts, however we face escalating costs to produce *The Nutcracker*, such as auditorium rental fees, advertising, printing, and set and costume maintenance. Without the generosity of sponsors, we would not be able to keep our admission prices low enough to ensure that ALL families can afford to attend our productions.

Last season, JDT added a full length story ballet, *Snow White*, to our spring showcase. The performances were successful, the dancing exquisite, and mounting a full-length production, complete with costumes, scenery, and original choreography, was a good way for JDT to stretch its wings and grow. We hope to perform another full-length ballet in the near future. For spring of 2020, audiences can look forward to a mixed repertory, including excerpts from a popular classical ballet, and an original work, choreographed in collaboration with one of Juneau's most respected, and well-loved composers, Todd Hunt.

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 2019-2020 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.

Season Sponsorship Levels

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 2019-2020
- ~ 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 at JDT studio
- ~ 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, travel, and publicity would be greatly appreciated.

Or, you can choose to sponsor a new element of our production of *The Nutcracker*. See next page for specific items we plan to purchase this year.

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

Some of the costumes used in *The Nutcracker*, are more than a decade old. We take great care to maintain and extend the life of our costume inventory; however, frequent alterations and wear and tear eventually take a toll and then it's time to replace. Each year we try to replace selected characters or groups of characters in the ballet, to give our performances a fresh, and updated look for our dancers, and our audience.

Take a look at what we've got planned for this year, and let us know if you'd like to sponsor a specific piece of *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 Props Bundle (Act 1): cheese, cannonballs, and fake food**
- **\$600 Dew Drop Fairy Costume (Act 2): custom platter tutu**
- **\$70-1,600 Mouse Costumes (Act 1): Our mouse costumes and mouse heads are 15 years old; we are eager to replace! Choose to sponsor the purchase and construction of one or more custom mouse heads, or a mouse costume.**
 - \$70/ea – mouse costume (up to 6)**
 - \$450 – all mouse costumes, including the Mouse King (total 7)**
 - \$300/ea – custom mouse head/mask (up to 5)**
 - \$1,600 – all custom mouse heads (total 6)**
- **\$125-1,200 Flowers Costumes (Act 2): sponsor the purchase of one or more “Flowers” dresses to be worn in the popular *Waltz of the Flowers*.**
 - \$125/ea - single Flower (up to 3 dresses)**
 - \$500 - bunch of Flowers (4 dresses)**
 - \$1,200 – bouquet of Flowers (total 12 dresses)**
- **\$250-1,200 Marzipan Costumes (Act 2): sponsor the purchase of one or more “Marzipan” dresses, to be worn by our shepherdesses, as they herd their adorable little lambs in the *Dance of the Reed Flutes*; or a custom platter tutu for our Marzipan Lead**
 - \$250/ea – Marzipan Corps dress (up to 5)**
 - \$1,200 – all Marzipan Corps dresses (total 6)**
 - \$350/ea – Marzipan Lead custom tutu (up to 2)**
- **\$2,000 Guest Artist Fee for Professional Couple (One Performance)**
Sponsor our Sugar Plum Fairy and her Cavalier! This year's guest artists are Elizabeth Murphy and Jerome Tisserand, principals with Pacific Northwest Ballet! **

**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.