

## *West Michigan Youth Ballet* **Sponsorship & Advertising Opportunities** **2022 Nutcracker Thru Cinderella 2023**

On behalf of the 100+ young dancers participating in the West Michigan Youth Ballet (WMYB) annually, we would like to introduce our organization to you. Local ballet professionals and dedicated parents founded our non-profit organization fifteen years ago. Each new season we look forward with excitement to the performance of *The Nutcracker* and the Spring Ballet, which this year will be *Cinderella* at the Forest Hills Fine Arts Center.

In addition to the dancer's rehearsals and the volunteer hours that are put toward props and costuming and more, we have numerous production expenses to cover each year. Together we hope that each dancer can be part of the fundraising for this beloved non-profit organization, the West Michigan Youth Ballet. Since 2007, we have provided unique and life-enriching experiences for over 800 young dancers, carrying out our mission:

- *To provide an opportunity for young people to work under the direction of professional choreographers, as they prepare and present full-length ballets to the public.*
- *To enhance the skills that these young dancers gain through the study of ballet at their respective studios, as they experience the full preparation of a ballet performance, from inception to stage performance.*
- *To encourage young people to consider a career in dance and assist them in moving toward this goal, either in a professional dance capacity or by studying at a university level.*
- *To carryout our commitment to Diversity Equity and Inclusion, and our Outreach Program with our Community.*

### **About our Organization**

- West Michigan Youth Ballet Brings students together from various dance schools across West Michigan for a day of rehearsal each week while dancers continue studying ballet at their home studio. Each season open auditions bring in students from as far as Traverse City, Kalamazoo, Muskegon and Mt. Pleasant. This enables all students the experience of creating a beautiful, full-length performance.
- Tuition is intentionally kept low to ensure our main goal, that all interested youth have the opportunity to participate. With this initiative, WMYB tuition covers only about 30% of our total production costs.

### **About our organization, continued**

- Partnerships with Grand Rapids Public Schools, Boys and Girls Club of Grand Rapids Commonwealth, Grandville Avenue Arts and Humanities and the Hispanic Chamber of Commerce to provide opportunities to attend WMYB performances have been developed.
- The Boys and Girls Club of Grand Rapids Commonwealth have had the opportunity to experience ballet instruction thru on-site workshops under a professional instructor. As this partnership enters its third year, sponsorship can be designated for the ongoing support of these wonderful students. Sponsorship assists with:
  - Weekly dance instruction for 15 students at the Boys & Girls Club
  - Ballet slippers, pants, t-shirt and dance bag for 15 dancers.
  - A mini showcase with WMYB dancers and these students at the B&G Club
  - Tickets for up to 25 B&G Club students to attend the dress rehearsal
  - Live Stream of the performance to B&G Club participants.
- We continue to share our time and talent with Helen DeVos Children’s Hospital through live stream/broadcast of the performances.
- As a Sponsor, you will play a leading role in supporting education and outreach initiatives, new artistic works, collaborations, and performance opportunities.

We are excited bring our holiday tradition of the Nutcracker to the stage on December 3rd and 4th at the Forest Hills Fine Arts Center. In addition, WMYB will be live streaming the Nutcracker to Helen DeVos Children’s Hospital and local retirement communities. The dancers at WMYB have been invited to perform the Nutcracker at the Muskegon Frauenthal Theater on Saturday, December 17th an additional experience and opportunity in the West Michigan greater community.

Please consider committing to a sponsorship or advertisement level today to ensure the continuation and growth of WMYB’s programs.

With Sincere Gratitude,

*West Michigan Youth Ballet*

## Sponsorship Levels

### Platinum Production Partner \$10,000 +

- Corporate Name/Logo/Family Name on front cover of program, posters and digital materials
- Corporate Name/ Family Name on recognition page of all programs and website
- Full page color ad in all performance programs
- 15 Reserved seating tickets to a performance of each production
- Verbal sponsorship acknowledgement at all performances
- Invitation to in-house dress rehearsal with lead character meet-and-greet

### Gold Performance Sponsor \$5,000 - \$9,999

- Corporate Name/ Family Name on recognition page of all programs and website
- Full page color ad in all performance programs
- 10 Reserved seating tickets to a performance of each production
- Invitation to in-house dress rehearsal

### Silver Set Sponsor \$2,500 - \$4,999

- Corporate Name/Family Name on recognition page of all programs and on website
- Full page color ad in all performance programs
- 6 Reserved seating tickets to one production of your choice

### Bronze Cast Sponsor \$1,000 - \$2,499

- Corporate Name/Family Name on recognition page of all programs
- Full page color ad in all performance programs
- 4 Reserved seating tickets to a performance of each production

### Friend of the Ballet \$500 - \$999

- Corporate Name/Family Name on recognition page of all programs
- Full page color ad in all performance programs

### Patron of the Ballet \$50 - \$499

- Corporate Name/Family Name on recognition page of all programs

### Advertiser Full page \$400/Half page \$250/Third page \$125

- Your ad will be featured in a professionally published playbill for both performances as well as electronically featured on the WMYB website
- Ads will be full color regardless of size
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### Boys & Girls Club Outreach sponsor (Limit of 2) - \$4000

- Corporate/Family Name on recognition page and Outreach page of all programs and website
- Full page color ad in all performance programs
- 6 reserved seating tickets to one production of your choice

## Sponsor, Donor and Advertising Form

Company or Individual(s) Name: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of WMYB contact: \_\_\_\_\_

		Comp Tickets *
Sponsorship:	<b>Platinum Production Sponsor:</b> \$10,000 +	\$ _____ Nut__ Spring__
	<b>Gold Performance Sponsor:</b> \$5,000 - \$9,999	\$ _____ Nut__ Spring__
	<b>Silver Set Sponsor:</b> \$2,500 - \$4,999	\$ _____ Nut__ Spring__
	<b>Bronze Cast Sponsor:</b> \$1,000 - \$2,499	\$ _____ Nut__ Spring__
	<b>Friend of the Ballet:</b> \$500 - \$999	\$ _____
	<b>Patron of the Ballet:</b> \$50 - \$499	\$ _____
	<b>Advertiser:</b> \$400__ Full \$250__ Half \$125__ 1/3	\$ _____
	<b>Boys &amp; Girls Club Sponsor:</b> \$4,000	\$ _____ Nut__ Spring__

**\*\*Ticket availability subject to state and theater restrictions placed due to COVID-19.**

### Payment Information:

Enclose check payable to West Michigan Youth Ballet  
 Mail to WMYB, PO Box 725, Ada, MI 49301

For payment via credit card:

\_\_\_\_\_ Please contact by phone for Payment: Name: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Payment online: [www.wmyb.org/support-us](http://www.wmyb.org/support-us)

\_\_\_\_\_ Anonymous (Do not include sponsor information in publications.)

\_\_\_\_\_ No Ad copy will be provided. Please use company or name listed above.

\_\_\_\_\_ Company Ad Copy information will be emailed to [marketing@wmyb.org](mailto:marketing@wmyb.org) no later than October 28, 2022. I understand that information not provided by this date cannot be included in the Nutcracker playbill.

Full page - 7.75 H x 4.75 W  
 Half page - 3.75 H x 4.75 W  
 Third page - 2.5 H x 4.75 W  
 Formatted as color PDF, JPG, or PNG

*West Michigan Youth Ballet is a 501(c)(3) Michigan non-profit corporation.*