

2023-24 Sponsorship & Advertising Opportunities

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 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 1000 young dancers, carrying out our mission:

- *To provide an opportunity for young people to prepare and present full-length ballets to the public under the direction of professional choreographers.*
- *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 carry out 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 and offers assistance to any student in need. We believe that every dedicated dancer should not be limited by financial means.
- Partnerships with Grand Rapids Public Schools, Grandville Avenue Arts and Humanities and the Hispanic Chamber of Commerce to provide opportunities to attend WMYB performances have been developed.
- We continue to share our time and talent with Helen DeVos Children's Hospital and Trinity Health through live stream/broadcast of the performances inside their organizations.
- 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 to bring our holiday tradition of the Nutcracker to the stage in December at the Forest Hills Fine Arts Center and the Frauenthal Theater in Muskegon. Our spring production will be an original adaptation of the Wizard of Oz created by our own artistic staff and will be presented at the Fine Arts Center at the end of April. In addition, WMYB will be live streaming our productions to Helen DeVos Children's Hospital and many local retirement communities.

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
- Corporate Name/ Family Name on recognition page of all programs and website
- Corporate Name/Family Name verbal recognition during a show introduction
- Invitation to in-house dress rehearsal with lead character meet-and-greet
- VIP Parking at the Forest Hills Fine Arts Center
- VIP reception after the show
- Character photo opportunity

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

- Corporate Name/ Family Name on recognition page of all programs and website
- Corporate Name/Family Name verbal recognition during a show introduction
- Invitation to in-house dress rehearsal
- VIP reception after the show
- Character photo opportunity

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

- Corporate Name/Family Name on recognition page of all programs and on website
- Corporate Name/Family Name verbal recognition during a show introduction
- Corporate Name/Family Name mentioned on sponsorship banner in lobby
- Pre-show back stage tour for up to 4 guests
- Option for discounted tickets

Friend of the Ballet \$500-\$2,499

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

Playbill Advertisement

Color:

- Full year/both performance ads: Full page \$700/half page \$500/ Third page \$300
- One ad either Nutcracker or Spring performance: Full page \$500/ Half page \$300/ Third page \$200

Black&White:

- Full year/both performance ads: Full page \$500/half page \$350/ Third page \$200
- One ad either Nutcracker or Spring performance: Full page \$300/ Half page \$200/ Third page \$100

Your ad will be featured in a professionally published playbill. *For ads that need designed please add \$25 design fee.

- 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

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: _____

Sponsorship:	Platinum Production Sponsor:	\$10,000 +	\$ _____
	Gold Performance Sponsor:	\$5,000 - \$9,999	\$ _____
	Silver Set Sponsor:	\$2,500 - \$4,999	\$ _____
	Friend of the Ballet:	\$500 - \$2499	\$ _____

Advertising:	Full Year Color:	\$700__ Full \$500__ Half \$300__ 1/3	\$ _____
	One Performance Color:	\$500__ Full \$300__ Half \$200__ 1/3	\$ _____
		____ Nutcracker ____ Spring	
	Full Year B&W:	\$500__ Full \$350__ Half \$200__ 1/3	\$ _____
	One Performance B&W:	\$300__ Full \$200__ Half \$100__ 1/3	\$ _____
		____ Nutcracker ____ Spring	
	Design Fee:	\$25	\$ _____

Payment Information:

_____ Please contact by phone for Payment: Name: _____ Phone: _____

_____ Payment online: www.wmyb.org/support-us

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

Other:

_____ Anonymous (Do not include sponsor information in publications.)

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

_____ Company Ad uploaded or send to (Directly to Jane)

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