

# COLUMBIA CITY BALLET

William Starrett Artistic Director



## What are your company's philanthropic goals?

- Exposure and name recognition in the community
- Supporting education and culture-building in Columbia
- Brand reinforcement through repetitive market exposure
- Building your bank of good will as a supporter of non-profit arts
- Offering something special to clients or a rewards and incentives for employees

**The Columbia City Ballet provides more than any other arts organization in town to our loyal sponsors.**

**The arts are good for business!** A culturally rich community encourages tourism, attracts business and enhances the quality of life for all of us. Columbia City Ballet presents the best in Midlands' entertainment, and our Corporate Sponsors are invited to join in this partnership of excellence. As a non-profit organization, support from our community businesses is vital to our success.

At Columbia City Ballet, our goal is to **customize** a sponsorship package to meet your unique needs. We have several base packages that leading companies around Columbia have enjoyed for over 50 years outlined in this package with a variation of perks. However, we would love to sit down and talk with you to create a tailor-made sponsorship that fits perfectly with your company's goals.

**Thank you for considering the Columbia City Ballet as a non-profit partner this year.**

A handwritten signature in black ink, reading "William Starrett". The signature is fluid and cursive, with a horizontal line underneath it.

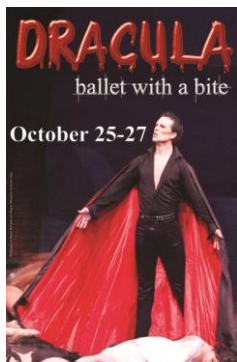
William Starrett, Artistic & Executive Director



## Presenting Sponsor: \$16,000

The following lists all of the benefits a Corporate Sponsor will receive at the **Presenting Sponsor level** for sponsorship of one full production run of your choice for the 2012-2013 Season (Dracula, Snow White, or The Little Prince available).

- 100 season tickets of your choice for the Season (worth \$3,600)
- Company logo as Presenter at top of all performance marketing materials: posters, Dancebills, newspaper ads, television ads, press releases, season brochures social media, and monthly e-newsletters (4 week run)
- Full page advertisement (worth \$1,100) in every Dancebill for the entire Season
- Company mentioned as Presenting Sponsor in all radio ads and in pre-recorded audio welcome to audience at your sponsored production (4 week run)
- Company banner, product display, and program insert at Koger Center for all performances of your chosen production
- Prominent company link on CCB website as Corporate Presenting Sponsor
- Special invitations and complimentary admission to VIP special events including CCB Uncorked Open Studio Rehearsals and Encore post-performance series
- Grand Table for 8 at exclusive Snow White Ball on Jan. 26, 2013 at 701 Whaley
- \$12,400 tax deduction

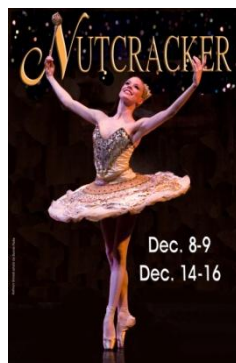
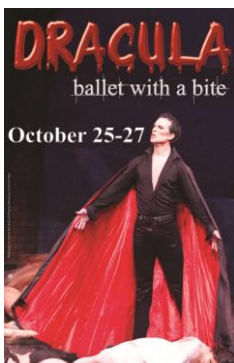




## Supporting Sponsor: \$9,000

The following lists all of the benefits a Corporate Sponsor will receive at the **Supporting Sponsor level** for sponsorship of one full production run of your choice for the 2012-2013 Season.

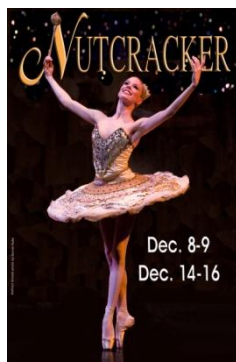
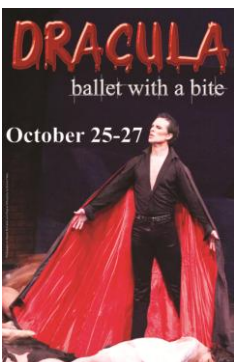
- 50 season tickets of your choice for the Season (worth \$1,800)
- Company logo as Supporting Sponsor on bottom of all performance marketing materials: posters, Dancebills, newspaper ads, television ads, press releases, season brochures, social media and monthly e-newsletters (4 week run)
- Half-page advertisements in all performance Dancebills (worth \$650)
- Company mentioned as Co-Sponsor in all radio ads and in pre-recorded audio welcome to audience at your sponsored production (4 week run)
- Company banner and product display in Koger Center for all performances
- Company link on CCB website as Corporate Supporting Sponsor
- Special invitations and complimentary admission to events including CCB Uncorked Open Studio Rehearsals and Encore post-performance series
- \$7,200 tax deduction



## Performance Sponsor: \$4,000

The following lists all of the benefits a Corporate Sponsor will receive at the **Performance Sponsor level** for sponsorship of one full production run of your choice for the 2012-2013 Season.

- 25 season tickets of your choice (worth \$900)
- ¼ page ad in all Season dancebills (worth \$325)
- Company listed in specific production Dancebills as Performance Sponsor
- Company link on CCB website as Performance Sponsor
- Company mention in pre-recorded audio welcome to audience at your sponsored production as Performance Sponsor
- Opportunity to hang company banner and have product display in Koger Center for your sponsored performance
- Special invitations to events including CCB Uncorked and Encore post-performance series
- \$3,100 tax deduction





## **2012-2013 Educational Outreach Program**

**Winter: HOLIDAY CELEBRATIONS AROUND THE WORLD**

**Spring: SNOW WHITE: THE BUILDING OF A BALLET**

**For \$15,000, Presenting Sponsor of both productions receives:**

- 100 regular season performance tickets for your distribution
- 300 Educational Outreach performance tickets for your company's distribution
- Company banner, lobby display, and promotional materials in Koger Center for all sponsored performances
- Company logo on all marketing materials including brochures, social media, and all purchased advertising
- Company recognition and linkage on CCB website as Presenting Sponsor of Educational Outreach Program
- Company recognition in CCB monthly e-newsletter
- Company sponsorship announcement in pre-recorded audio welcome to audience
- Distribution of press releases and media notification of your company as Presenting Sponsor of your Educational Outreach Program reaching more than 30,000 students statewide

**For \$6,000, Individual Production Sponsor (choose Winter or Spring) receives:**

- 40 regular season performance tickets for your distribution
- 150 Educational Outreach performance tickets for your company's distribution
- Company banner, lobby display, and promotional materials in Koger Center for all sponsored performances
- Company logo on all marketing materials including brochures, social media, and all purchased advertising
- Company recognition and linkage on CCB website as Production Sponsor of Educational Outreach Program
- Company recognition in CCB monthly e-newsletter
- Company sponsorship announcement in pre-recorded audio welcome to audience
- Distribution of press releases and media notification of your company as Production Sponsor of your Educational Outreach Program reaching more than 30,000 students statewide

**For \$3,000, Individual Production Co-Sponsor (choose Winter or Spring) receives:**

- 25 regular season performance tickets for your distribution
- 75 Educational Outreach performance tickets for your company's distribution
- Company banner and lobby display in Koger Center for all sponsored performances
- Company logo on all marketing materials including brochures, social media, and all purchased advertising
- Company recognition and linkage on CCB website as Co-Sponsor of Educational Outreach Program
- Company recognition in CCB monthly e-newsletter
- Company sponsorship announcement in pre-recorded audio welcome to audience
- Distribution of press releases and media notification of your company as Co-Sponsor of your Educational Outreach Program reaching more than 30,000 students statewide





## PRIVATE DRESS REHEARSAL

Production of your Choice for the 2012-2013 Season

**\$5,000-\$10,000**

This is a hot commodity for corporate parties and recruiting events! As our official **Dress Rehearsal Sponsor** for the production of your choice, your company can bring your chosen guests to the Koger Center for a private viewing of the full-length performance without interruption. Choose the \$5000 option for the Grand Tier and Donor Room of the Koger Center (up to 150 people), and the \$10,000 option for the Orchestra and Lobby for a reception (up to 300 people).

Your employees and their families will be greeted by Koger Center ushers and given a special Dress Rehearsal program featuring your company's logo on the front cover. Artistic and Executive Director William Starrett will deliver a personalized welcome to your audience and give a brief pre-show lecture. You may choose a spokesperson from your company to follow with a welcome to employees and families.

Following the performance, your company may use either the Lobby or the Donor Room of the Koger Center for a reception if you choose. Koger Center and Columbia City Ballet staff will ensure that your reception is ready for your employees and their families to enjoy directly after the Dress Rehearsal. William Starrett and costumed dancers will make an appearance at your reception to mingle with your guests and sign autographs. This is an amazing and unique experience for your guests!

\*Little Prince available as of September 1, 2012 (March 7, 2013)