Your support is vital to Ballet Arizona’s success.

Since 1986, local and national businesses have made it possible for Ballet Arizona to achieve our mission: to teach, create, and perform outstanding classical and contemporary ballet and to serve our communities through superior educational and community engagement programs. Our corporate partnerships exchange value for value. Ballet Arizona helps corporations achieve their own missions: being profitable so that they can give back to their communities. Through supporting the arts and arts education, businesses build a stronger Arizona in which we can all grow and thrive.

Thank you for 35 years together!
- Ib Andersen, Artistic Director

WHY GIVE?

Whether you are associated with a small business or large corporation, Ballet Arizona values your support!

Ballet Arizona offers opportunities to help meet your philanthropic goals through sponsorships of productions, people and programs. You can achieve many business goals by supporting Ballet Arizona, including marketing to our patrons (who are highly desirable consumers), highlighting your company’s community responsibility and entertaining clients with high-quality performances in prestigious locations.

Thank you!
Samantha Turner, Ballet Arizona Executive Director

Rich cultural traditions help make cities great. Having a national treasure such as Ballet Arizona located right in the heart of Phoenix is one of the outstanding features of our community. Businesses choose to partner with Ballet Arizona because of our nationally acclaimed performances, rigorous training of students of all ages, and broad community engagement enhance our quality of life and make the Valley of the Sun a more stimulating place to live and work. Whether it’s through sponsorships and grants, employee matching gifts, volunteering or in-kind donations, your support is a critical component of our success. I invite you to begin a conversation with Ballet Arizona about ways we can partner with you to achieve our shared goal of building a thriving, multi-faceted community.

- Miranda Lumer, Board Chair

For more information contact Corporate and Foundation Manager, Rachel Stern at sponsorships@balletaz.org, 602.343.6506 or visit balletaz.org
## BOARD OF DIRECTORS 2021-2022

<table>
<thead>
<tr>
<th><strong>Chair</strong></th>
<th><strong>Vice Chair</strong></th>
<th><strong>Secretary</strong></th>
<th><strong>Treasurer</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Miranda Lumer</td>
<td>G. Van Velsor Wolf Jr.</td>
<td>Sarah Kist</td>
<td>Mike Bolar</td>
</tr>
<tr>
<td>MidFirst Bank</td>
<td>Community Volunteer</td>
<td>APS</td>
<td>Stoker Ostler</td>
</tr>
</tbody>
</table>

| **Doug Ball**        | **Jill Hgardt**         | **Mary Ann Luciano**    | **Jim Smith**           |
| Community Volunteer  | DMB Associates, Inc.    | Community Volunteer     | Community Volunteer     |
| **Kristen Boilini**  | **Gwen Hillis**         | **Janet Melamed**       | **Jennifer Holsman Tetreault** |
| Pivotal Policy Consulting | Chairman Emerita | Community Volunteer      | US Foods                |
| **Flavia Campbell**  | **Paul Hommert**        | **Barbara Ottosen**     | **Daryl Weil**          |
| Dickinson Wright     | Community Volunteer    | Board Member Emerita    | Community Volunteer     |
| **Jacquie Dorrance** | **Barbara Katz**        | **Carol Schilling**     | **Carol Whiteman**      |
| *Lifetime members, non-voting* | The Katz Company EMC | Chairman Emerita        | *In Memoriam*           |
| **Steven Douglass**  | **Stephanie Lantz**     | **Mary Semma**          |                         |
| National Bank of Arizona | US Bank                 | Blue Cross Blue Shield  |                         |
| **Jerry Harden**     |                         | **Curtiss Smith**       |                         |
| *In Memoriam*        |                         | Northern Trust          |                         |

*Photo by Rosalie O’Connor*
Your Sponsorship in Action:

REACHING OUR AUDIENCES

Numbers reflect Ballet Arizona’s last full season since COVID-19

2018-19 ticket sales
• Full 2018-19 season: 63,924 total tickets
• Full 2018-19 season: 12,422 households
• The Nutcracker: 27,968 total tickets
• The Nutcracker: 7,192 households

2018-19 balletaz.org visits
• 2.84 million views
• 909,927 unique visitors
• 4.02 pages per session
• 2:12 minutes per session (average)

2018-19 media
• Direct mail campaigns include up to 70,000 Ballet Arizona households and 100,000 non-Ballet Arizona households.
• Email campaigns include up to 51,000 Ballet Arizona households.
• Targeted digital campaigns achieve more than 14.5 million impressions, an average click through rate of .89%, total attributed revenue of $586,160 and a 5.4 return on ad spend.
• Season brochures reach approximately 30,000 via direct mail and lobby distribution.
• Radio and TV placements available for some productions. The Nutcracker radio and TV reaches approximately 100,000 targeted listeners/viewers.

TOTAL ATTENDANCE 85,415

For more information contact Corporate and Foundation Manager, Rachel Stern at sponsorships@balletaz.org, 602.343.6506 or visit balletaz.org
Corporate sponsorships helped Ballet Arizona touch the lives of over 90,000 people each year.

– Board Chair Miranda Lumer, MidFirst Bank

Education & Community Engagement

- Adaptive Dance Students
- Angel Night Audience
- Ballet Arizona Book Club
- Ballet Under the Stars Audience
- Class Act Audience
- Creative Aging Dance for Seniors
- DanceAZ School Residencies
- Dance for Parkinson’s Students
- Hoop Dance
- Performance Hour Audience
- Pre- and Post-Performance Discussions Attendees
- Student Matinees Audience
- Ticket Donation Program

Ballet Arizona helps businesses honor the diverse range of talents and interests found throughout our communities.

– Board Member Curtiss Smith, Northern Trust

- Ballet Arizona gave 1,400 free tickets to our military veterans this past year.*
- 8o Maricopa County charities & schools received 3,963 free Angel Night tickets.*

*Data shown here is from pre-COVID programming with the intention to serve the same amount of people in the 21-22 season.*
Your Sponsorship in Action:
PARTICIPATING SCHOOLS & CHARITABLE ORGANIZATIONS

Creative expression and access to performing arts expand students' horizons. Last year 133 schools participated in a Ballet Arizona dance education program because of corporate sponsors.
– Board Member Mike Bolar, Stoker Ostler

STUDENTS ATTENDING A STUDENT MATINEE... 7,767*

Through the help of corporate sponsorships, Ballet Arizona gave free tickets to 92 charities and their 5,294 clients.*
– Board Vice Chair G. Van Velsor Wolf Jr.

*Data shown here is from pre-COVID programming with the intention to serve the same amount of people in the 21-22 season.*

For more information contact Corporate and Foundation Manager, Rachel Stern at sponsorships@balletaz.org, 602.343.6506 or visit balletaz.org
Sponsorship Opportunities and Benefits:
CORPORATE PRODUCTION AND PERFORMANCE SPONSORSHIP BENEFITS 2021-2022

Corporate sponsorship of events, programs and people offer different but comparable benefits.

<table>
<thead>
<tr>
<th>Contribution Level</th>
<th>Tax-Deductible Portion</th>
<th>$100,000</th>
<th>$50,000</th>
<th>$25,000</th>
<th>$15,000</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$2,500</th>
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<tbody>
<tr>
<td>Name announced in pre-performance remarks as a Performance Sponsor</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Name in donor listing of program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo/name listed on institutional donor page of program</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
<td></td>
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<tr>
<td>Hyper-linked Logo on website</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Complimentary tickets to Opening Night</td>
<td>60</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>16</td>
<td>10</td>
<td>6</td>
<td></td>
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<tr>
<td>Name listed on lobby signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Private reception <em>(at sponsor’s expense)</em></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo listing on lobby video display</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Season Tickets Package **</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Host your employees holiday luncheon/rehearsal viewing at Ballet Arizona studios <em>(at sponsor’s expense)</em></td>
<td>X</td>
<td>X</td>
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<td>X</td>
<td>X</td>
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<td>Social media sponsor recognition</td>
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<td>Logo/name listed in print ads</td>
<td>LOGO</td>
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<td>NAME</td>
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<td>Logo on title page of program</td>
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<td>Logo on promotional postcards</td>
<td>X</td>
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<td>Editorial feature on Ballet AZ Blog</td>
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<td>X</td>
<td>X</td>
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<td>Logo on promotional e-communications</td>
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<tr>
<td>Message from sponsor CEO in printed program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Employee &amp; company discount - any 2021-2022 performance ***</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
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<tr>
<td>Group tour of Ballet Arizona costume shop</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Group tour of backstage</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Custom lobby video</td>
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<td>Customized guest experience of sponsor’s choice</td>
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<td>X</td>
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<td>60 guests attend dress rehearsal</td>
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</tbody>
</table>

Benefits subject to change. Certain deadlines apply for inclusion in collateral materials. • NA indicates that a benefit of greater value is substituted. ** Sponsors may choose to waive receipt of complimentary tickets in order to deduct the full value of their sponsorship. If the Sponsor chooses to receive subscription packages as a benefit, this will decrease the tax-deductible portion of the sponsorship. *** Complimentary tickets to The Nutcracker, School and Desert Botanical Garden performances excluded. Desert Botanical Garden sponsors will receive discounted tickets to Desert Botanical Garden performances.
Sponsorship Opportunities and Benefits:
EDUCATION AND COMMUNITY ENGAGEMENT PROGRAMS

Education and Community Engagement activities managed by Alexandra Papazian, Education and Community Engagement Manager, reach almost 35,000 Valley residents of all ages each year. Without corporate support, many of them would not be able to participate in school-day presentations, open rehearsals, free community performances and family events.

Adaptive Dance Classes give children with Down syndrome the opportunity to explore music, movement, and self-expression.

Angel Night makes it possible for over 5,000 local at-risk and underserved children and families served by 90 social service agencies to attend performances.

Ballet Under the Stars presents four fully-staged performances in local-area parks for families each year, reaching an audience of over 17,000.

Class Act gives local elementary school children a chance to dance, create, and perform under the guidance of our professional dancers.

DanceAZ School Residencies provide students at 6 partner schools an opportunity to develop social and emotional learning skills through free after-school programming.

Dance for Parkinson’s Disease develops flexibility, instills confidence, and breaks isolation for people living with this physically debilitating disease and their caregivers.

Performance Hour gives K-12 students from Title 1 Schools an immersive arts experience that allows them to examine all of the working parts of our organization.

Student Matinees light the first spark of a lifelong love of dance among over 7,000 K-12 children who enjoy 60-minute programs at Symphony Hall.

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**Sponsorship Opportunities and Benefits:**

**EVENTS & GROUP TICKETS**

**Sponsorship of a Ballet Arizona event puts your company’s name in front of some of the most valued consumers in the state.**

– Board Member Sarah Kist, Board Secretary

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**Reward your employees and entertain your clients at a majestic Ballet Arizona performance. Groups of 10 or more receive amazing group benefits.**

---

**GROUP BENEFIT DISCOUNTS**

Groups can receive up to 50% off the regular full-priced ticket.

Restrictions may apply. Group benefits do not apply to the Savers seating section.

---

*We look forward to sharing our enchanted season with you!*
CAREER OPPORTUNITIES

Ballet Arizona seeks a variety of full-time employee positions throughout the year. Opportunities include teaching, administrative and office positions, as well as marketing and community engagement positions. For more information, contact Corporate and Foundation Manager, Rachel Stern at sponsorships@balletaz.org, 602.343.6506 or visit balletaz.org.

(Corporate Sponsors)

Amazon Smile Foundation
APS
Arizona Republic’s Season for Sharing
AT&T Foundation
Blue Cross Blue Shield of Arizona
Cardinals Charities
Cox
Dickinson Wright
Estrella by Newland
Freed of London
Goodmans Interior Structures
Grand Canyon University
Lisa Stine Coldwell Banker Realty
Mayo Clinic
MVP Sports Images
National Bank of Arizona
Northern Trust
Pivotal Policy Consulting
Plexus
Shamrock Foods
Southwest Gas
SRP
Stoker Ostler Wealth Advisors
Town of Fountain Hills
Venjuris, PC
Wells Fargo Bank of Arizona

MATCHING GIFTS

American Express
Black and Decker
Bristol-Meyers Squibb
Carvana
Caterpillar
Chubb Federal Insurance
Discover
Eaton
Franklin Templeton
Gannett Foundation
GE Foundation
The Globe Foundation
GoDaddy
Google
IBM
Intel
Intuitive Foundation
JP Morgan Chase
Liberty Mutual
Medtronic
MUFG Union Bank
Nordstrom
Northern Trust
On Semiconductor
Premier Healthcare Solutions
Price Waterhouse Coopers
SAP Software Solutions
SRP
State Farm
State Street Foundation
SVB Financial
T-Mobile
Tokyo Electron
Toyota
UMB Bank
UnitedHealthcare Group
USAA
US Bank
Vanguard

GIFTS-IN-KIND

APS
Array Design
City of Phoenix
Genuwine
Gotham Arts HD
Itamar Stern
Manley Films & Media
Noms
On Media
Phoenix Ale Brewery
Phoenix Convention Center
PS: Studios
The Stockyards Restaurant

MEDIA PARTNERS

The Arizona Republic
Evolve PR and Marketing
KBAQ/KJZZ
Manley Films & Media
PS: Studios

Ballet Arizona thanks the businesses that support our Company, School, and Education and Community Engagement Programs.

– Board Member Mary Semma, Blue Cross Blue Shield of Arizona

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