WHY GIVE?

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

Corporate philanthropy and sponsorship is a critical revenue stream for the arts in Arizona. It aids in the economic vitality of our community. By aligning your brand with Ballet Arizona through sponsorship, you are showcasing your company’s commitment to corporate social responsibility. Benefits of sponsorship include marketing and advertising opportunities to our patron base, volunteer opportunities, employee engagement and business development opportunities for client entertainment or prospective partners.

– Jami Kozemczak, 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.

– Mike Bolar, Board Chair

For more information contact Corporate and Foundation Manager, Pam Craven at sponsorships@balletaz.org, 602.343.6515 or visit balletaz.org
## BOARD OF DIRECTORS 2023-2024

### Chair
- Mike Bolar
  - Stoker Ostler

### Vice Chair
- Curtiss Smith
  - Northern Trust

### Secretary
- Flavia Campbell
  - Dickinson Wright

### Treasurer
- Paul Hommert
  - Community Volunteer

- **Doug Ball**
  - Community Volunteer

- **Joan Berry**
  - Board Member Emerita

- **Kristen Boilini**
  - Pivotal Policy Consulting

- **Ashley L. Case**
  - Tiffany & Bosco, P.A.

- **Frederick C. Corey**
  - Community Volunteer

- **Jacqui Dorrance**
  - Board Member Emerita

- **Steven Douglass**
  - National Bank of Arizona

- **Heba Fayed Nusairat**
  - Peninsula Dance Academy

- **Jerry Harden**
  - Board Member Emeritus

- **Gwen Hillis**
  - Chairman Emerita

- **Jennifer Holsman Tetreault**
  - TPI Composites

- **Camila Ibarra**
  - Burns & McDonnell

- **Barbara Katz**
  - The Katz Company, EMC

- **Sarah Kist**
  - APS

- **Karen Jurichko Lowell**
  - Lewis Roca

- **Mary Ann Luciano**
  - Community Volunteer

- **Kara Montalto**
  - Salt River Project

- **Veronica Moore**
  - Blue Cross Blue Shield of Arizona

- **Christel Mosby**
  - Grand Canyon Education

- **Barbara Ottosen**
  - Board Member Emerita

- **Kim Paltzik**
  - Community Volunteer

- **Mahes Prasad**
  - U.S. Bank

- **Merle Rosskam**
  - Community Volunteer

- **Carol Schilling**
  - Board Chairman Emerita

- **David Thompson**
  - Board Member Emeritus

- **Daryl Weil**
  - Community Volunteer

- **Carol Whiteman**
  - Board Member Emerita

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*Lifetime members, non-voting | *In Memoriam*
Your Sponsorship in Action:
REACHING OUR AUDIENCES

Projected ticket sales
- 58,600+ total tickets
- 12,000+ households
- The Nutcracker: 33,600+ total tickets
- The Nutcracker: 8,600+ households

balletaz.org visits
- 2.84 million views
- 910,000 unique visitors
- 4.02 pages per session
- 2:12 minutes per session (average)

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.

For more information contact Corporate and Foundation Manager, Pam Craven at sponsorships@balletaz.org, 602.343.6515 or visit balletaz.org

Photo by Rosalie O’Connor
Corporate sponsorships helped Ballet Arizona touch the lives of over 90,000 people each year.
– Board Chair Mike Bolar, Stoker Ostler

Community Engagement
• Adaptive Dance Students
• Angel Night Audience
• Ballet Arizona Book Club
• Ballet Under the Stars Audience
• Class Act Audience
• Creative Aging through Dance
• DanceAZ School Residencies
• Dance for Parkinson’s Students
• Hoop Dance
• Osher Lifelong Learning Institute @ASU
• 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 Vice Chair Curtiss Smith, Northern Trust

• Ballet Arizona gave 1,467 free tickets to our military veterans this past year.
• 105 Maricopa County charities & schools received 3,686 free Angel Night tickets.
Your Sponsorship in Action:
PARTICIPATING SCHOOLS & CHARITABLE ORGANIZATIONS

Creative expression and access to performing arts expand students' horizons. Last year, 163 schools participated in a Ballet Arizona's education programs because of corporate sponsors.

— Board Secretary, Flavia Campbell

STUDENTS ATTENDING A STUDENT MATINEE . . . 4,717

Through the help of corporate sponsorships, Ballet Arizona gave free tickets to 92 charities and their 5,294 clients.

For more information contact Corporate and Foundation Manager, Pam Craven at sponsorships@balletaz.org, 602.343.6515 or visit balletaz.org
**Sponsorship Opportunities and Benefits:**

**CORPORATE PRODUCTION AND PERFORMANCE SPONSORSHIP BENEFITS 2023-2024**

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

<table>
<thead>
<tr>
<th>Contribution Level</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>
</tr>
</thead>
<tbody>
<tr>
<td>Tax-Deductible Portion</td>
<td>$94,660</td>
<td>$46,440</td>
<td>$22,330</td>
<td>$13,220</td>
<td>$8,576</td>
<td>$4,110</td>
<td>$1,966</td>
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### Recognition and Access to Audience

<table>
<thead>
<tr>
<th>Benefit Description</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>
</tr>
</thead>
<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>
</tr>
<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>
</tr>
<tr>
<td>Hyper-linked Logo on website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Name listed on lobby signage &amp; video display</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>Social media sponsor recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo/name listed in print ads &amp; promotional postcards</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>Logo on title page 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>Editorial feature on Ballet AZ Blog</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 on promotional e-communications</td>
<td>X</td>
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<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Message from sponsor CEO in printed program</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Custom lobby video</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Customized guest experience of sponsor’s choice</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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</table>

### Client / Employee Entertainment and Hospitality

<table>
<thead>
<tr>
<th>Benefit Description</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>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>Season Tickets Package **</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Private reception (at sponsor’s expense)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Host your employees holiday luncheon/rehearsal viewing at Ballet Arizona studios (at sponsor’s expense)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Employee &amp; company discount - any 2023-2024 performance ***</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Group tours of Ballet Arizona costume shop &amp; backstage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>60 guests attend dress rehearsal</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</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.
Community Engagement activities 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 up to 6,000 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 8,500-10,000.

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 8 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 4,700 K-12 children who enjoy 60-minute programs at Symphony Hall.

For more information contact Corporate and Foundation Manager, Pam Craven at sponsorships@balletaz.org, 602.343.6515 or visit balletaz.org
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, APS

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

APS
APS West Valley
Arizona Diamondbacks Foundation
The Arizona Republic | Season for Sharing

Blue Cross® Blue Shield® of Arizona
Cardinals Charities
Desert Diamond Casino West Valley
Estrella

Freed of London
Goodmans Interior Structures
Grand Canyon University
Mayo Clinic

National Bank of Arizona
Northern Trust
SRP
Stoker Ostler Wealth Advisors
A part of BMO Financial Group

MATCHING GIFTS
American Express PAC Match
Raytheon Technologies
Vanguard Group Matching Gift Program
American Express Gift Matching Program
Arizona Public Service
Bank of America Foundation
Boeing
Bright Funds Foundation
JPMorgan Chase Employee Giving Campaign
Discover Financial Services
Franklin Templeton Investments
GoDaddy
IAC
Intel Corporation
Medtronic Foundation
ON Semiconductor Corp.
Optum
Sony Pictures Entertainment Inc.
Splunk Inc.
Stanley Black & Decker
State Farm
SVB Financial Group
Toyota
UnitedHealth Group, Inc.
USAA
Wells Fargo Employee Giving

GIFTS-IN-KIND
APS
Gotham Arts HD
Itamar Stern
Manley Films & Media
On Media
Phoenix Ale Brewery
Phoenix Convention Center
The Stockyards Restaurant

MEDIA PARTNERS
Evolve PR and Marketing
KBAQ/KJZZ
Manley Films & Media

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