

BALLET ARIZONA

CORPORATE SPONSORSHIP OPPORTUNITIES
2023-2024



Photo by Rosalie O'Connor



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 37 years together!

— Ib Andersen, Artistic Director

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

BALLET
ARIZONA
IB ANDERSEN ARTISTIC DIRECTOR

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*Lifetime members, non-voting | **In Memoriam



Photo by Rosalie O'Connor

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.

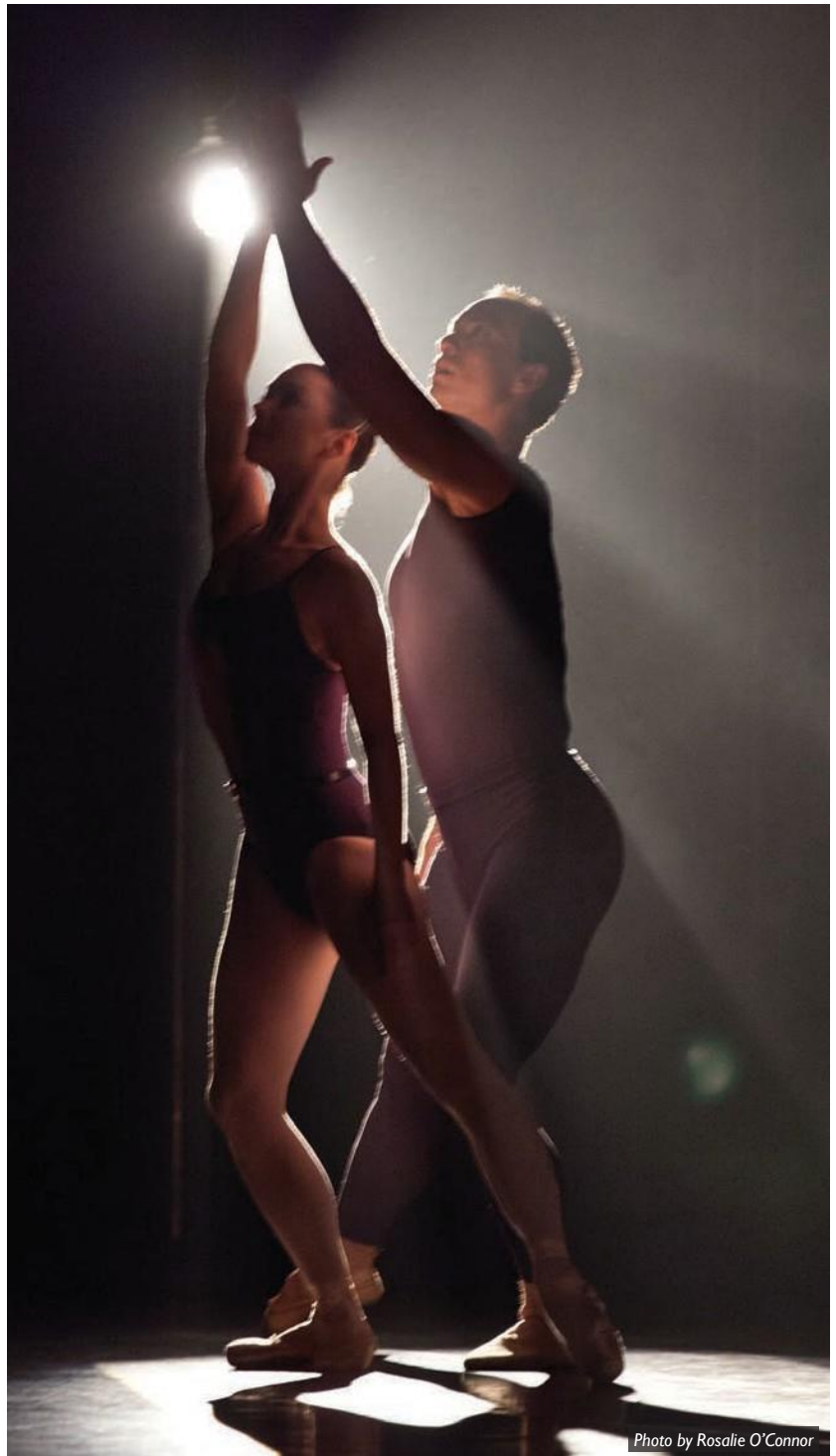


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Your Sponsorship in Action: PEOPLE BENEFITTING FROM YOUR CONTRIBUTION

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.



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Sponsorship Opportunities and Benefits:

CORPORATE PRODUCTION AND PERFORMANCE SPONSORSHIP BENEFITS 2023-2024

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

Contribution Level <small>Tax-Deductible Portion</small>	\$100,000 <small>\$94,660</small>	\$50,000 <small>\$46,440</small>	\$25,000 <small>\$22,330</small>	\$15,000 <small>\$13,220</small>	\$10,000 <small>\$8,576</small>	\$5,000 <small>\$4,110</small>	\$2,500 <small>\$1,966</small>
Recognition and Access to Audience							
Name announced in pre-performance remarks as a Performance Sponsor	X	X	X	X	X	X	X
Logo/name listed on institutional donor page of program	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Hyper-linked Logo on website	X	X	X	X	X	X	X
Name listed on lobby signage & video display	X	X	X	X	X	X	
Social media sponsor recognition	X	X	X	X	X	X	
Logo/name listed in print ads & promotional postcards	LOGO	LOGO	LOGO	LOGO	NAME		
Logo on title page of program	X	X	X	X	X		
Editorial feature on Ballet AZ Blog	X	X	X	X	X		
Logo on promotional e-communications	X	X	X	X			
Message from sponsor CEO in printed program	X	X	X	X			
Custom lobby video	X	X					
Customized guest experience of sponsor's choice	X	X					
Client / Employee Entertainment and Hospitality							
Complimentary tickets to Opening Night	60	40	30	20	16	10	6
Season Tickets Package ***	X	X	X	X	X	X	
Private reception (at sponsor's expense)	X	X	X	X	X	X	
Host your employees holiday luncheon/rehearsal viewing at Ballet Arizona studios (at sponsor's expense)	X	X	X	X	X		
Employee & company discount - any 2023-2024 performance ***	15%	15%	15%	15%			
Group tours of Ballet Arizona costume shop & backstage	X	X	X				
60 guests attend dress rehearsal	X						

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:

COMMUNITY ENGAGEMENT PROGRAMS

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 I 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.

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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, APS



Ballet Arizona proudly acknowledges the following sponsors for their generous support of \$10,000 and greater in the 2022-2023 season



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 dancer Jillian Barrell in *Theme and Variations*. Choreography by George Balanchine © The George Balanchine Trust. Photo by Rosalie O'Connor.

CORPORATE SPONSORS

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
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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

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IAC

Intel Corporation

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Optum

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Stanley Black & Decker

State Farm

SVB Financial Group

Toyota

UnitedHealth Group, Inc.

USAA

Wells Fargo Employee Giving

GIFTS-IN-KIND

APS

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Itamar Stern

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On Media

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MEDIA PARTNERS

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KBAQ/KJZZ

Manley Films & Media

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