

# BALLET SAN JOSE

Dennis Nahat, Artistic/Executive Director

## BALLET DONOR BENEFITS

Each year Ballet San Jose reaches between 60,000 – 70,000 individuals in the greater Bay Area through its artistic performances, community and education outreach and the Ballet School. In addition, more than 15,000,000 visitors view the Ballet’s web site worldwide annually. The visibility that you or your Company will receive through involvement with Ballet San Jose provides a unique access to a very desirable audience of arts patrons. The Ballet’s audience demographics reflect a high concentration of upscale, active, affluent and image-conscious families and community leaders – an ideal market for corporate sponsors. Ballet San Jose corporate sponsorships include both public recognition and corporate entertainment opportunities, along with access to the audience and supporters of a major player in the Silicon Valley cultural and entertainment community.

## DONOR DESIGNATIONS AND RECOGNITION BENEFITS

### I. For gifts under \$5,000

\$0-\$99	“Well-Wisher”	Pre-performance talks by Dennis Nahat ✓ Donor Recognition in final season program
\$100-\$249	“Associate”	Pre-performance talks by Dennis Nahat ✓ Donor Recognition in 13 months of program
\$250-\$499	“Affiliate”	Associate benefits listed above, plus: ✓ Tour of studios/costume shop/production shop
\$500-\$999	“Patron”	Affiliate benefits listed above, plus: ✓ Attend Dress Rehearsal in the CPA
\$1,000-\$2,499	“Friend”	Patron benefits listed above, plus: ✓ Receive a signed pair of pointe shoes ✓ Attend hosted pre-ballet dinner parties
\$2,500-\$4,999	“Partner”	Friend benefits listed above, plus: ✓ Attend final in-studio Rehearsal before opening and post-rehearsal reception ✓ Photo with Artistic Director, Dennis Nahat

## **II. Donors at the \$5,000 level receive:**

- ✓ Prominent recognition in theatre programs for the year, distributed to as many as 70,000 patrons.
- ✓ Invitations to Friday night dinners hosted by Fry's Electronics with other major donors and to closed rehearsals.
- ✓ Invitations to select Behind-the-scenes ballet occasions.
- ✓ A text listing on our web site with link to your site.
- ✓ Membership in the Ballet's Crystal Circle, providing up to four corporate representatives and their guests access to Crystal Circle receptions in nearby venues or at private homes in Silicon Valley
- ✓ Invitations for two to a variety of events, including:
  - ✓ A dress rehearsal held during the season;
  - ✓ The Ballet School's year-end showcase;
  - ✓ A closed Company class or in-studio rehearsal.

### **III. 'Corporate Night' Performance Sponsorship - \$12,000**

In one of our most popular sponsorship programs, corporate donors are honored at a specific performance where they can entertain guests in an exclusive atmosphere, and are publicly recognized for their generosity. The atmosphere is elegant, private and relaxed.

At your chosen performance you will receive the following corporate benefits:

- ✓ Prominent public recognition of your Company as a major sponsor – signage in the theatre where patrons enter, a gobo projecting corporate logo on theatre curtain before performance begins.
- ✓ Special one page insert in performance program featuring your Company as sponsor
- ✓ Recognition in the Ballet's performance program as a member of the Choreographer's Circle for a full year. The program is distributed to more than 60,000 Ballet patrons annually.
- ✓ Logo recognition on our web site with link to your site. The Ballet web site has over 15,000,000 visitors annually
- ✓ 24 prime seats, to be used by your employees, vendors or other guests
- ✓ Special donor discount on tickets, available to all your employees
- ✓ Backstage tour for your guests after the performance, to show the magic behind the curtain, and to meet several of the performing artists
- ✓ An optional private reception partially hosted by the Ballet for your guests, at the Center for Performing Arts
- ✓ Membership in the Ballet's "Crystal Circle", providing up to four corporate representatives and their guests access to "Crystal Circle" receptions in nearby venues or at private homes in Silicon Valley
- ✓ Invitations for two to a variety of events, including:
  - ✓ A dress rehearsal held during the season
  - ✓ The Ballet School's year-end Showcase
  - ✓ A closed Company class or in-studio rehearsal

#### **IV. \$100,000 'Title' Sponsorship**

- ✓ As Title Sponsor of a production, your Company will be listed as sponsor of the production in all marketing, advertising, promotions, and theatrical signage for the event.
- ✓ Your Company is named prominently in all print ads, posters, rack cards, direct mail pieces, and is cited in all radio and television ads (with enough advanced notice).
- ✓ Your Company logo is featured on the cover and interior title page of the theater program AND on all theater signage.
- ✓ Your Company logo will be a gobo projected onto the stage curtain before performance while patrons are being seated.
- ✓ Your Company's sponsorship is promoted to our press list of 350 editors and with all ballet ads for your chosen production.
- ✓ Your Company name and logo with a link to your web site is featured prominently on the Ballet's web site (annual views of more than 15,000,000 worldwide) for the entire season.
- ✓ Your Company is given all the benefits of a Corporate Night Sponsor, i.e. 24 prime tickets, a post-performance reception at a nearby upscale San Jose restaurant and backstage tour, at one performance.
- ✓ Your Company is prominently recognized as a major donor for 12 months in the performing arts program.
- ✓ Your Company will be invited to all donor parties throughout the season as a major supporter of the ballet.
- ✓ Your Company will be invited to final in-studio rehearsals of all our ballet productions.

**For more information on any of these programs, please contact the Development Department at 408-288-2820 ext. 237 or [sziesel@balletsanjose.org](mailto:sziesel@balletsanjose.org)**