



**GRAND
RAPIDS
BALLET**

James Sofranko, Artistic Director

MOVING **FORWARD**

2021 | 2022 SEASON

CORPORATE SPONSORSHIP OPPORTUNITIES

GRAND RAPIDS BALLET

James Sofranko, Artistic Director

Grand Rapids Ballet, Michigan's only professional ballet company, values all the support we receive from our community partnerships, as we continue our mission: to lift the human spirit through the art of dance.

We welcome you to explore our 2021-22 Moving Forward sponsorship opportunities. Following a long-awaited return to live, in-person performances, our season provides an opportunity for your organization to make a meaningful cultural impact on West Michigan.

We also invite you to explore the variety of benefits being a sponsor offers during a revitalizing time in our history as Grand Rapids Ballet celebrates 50 years of lifting the human spirit through the art of dance in 2022.

Our Moving Forward season, under the direction of Artistic Director James Sofranko and Executive Director Glenn Del Vecchio, includes an array of repertory favorites ranging from contemporary creations to timeless classics. From program-specific opportunities to creative and custom packages, we strongly encourage you to consider supporting our Moving Forward season.

The support of organizations like yours helps us to continue to fund our mission while providing a unique opportunity for your brand to gain visibility with our loyal and engaged audience members.

Thank you for your consideration in supporting Grand Rapids Ballet!



Glenn Del Vecchio
Executive Director



James Sofranko
Artistic Director

MOVING FORWARD

AUDIENCE REACH

As a sponsor, your brand has the opportunity to engage with a local audience of professional, diverse, passionate, and loyal consumers through a variety of touchpoints, including:

- Over 65,000 unique website visitors per year
- Over 245,000 people reached annually on Facebook
- Over 110,000 post engagements annually on Facebook
- Over 20,000 patrons reached in-person during The Nutcracker

SPONSORSHIP BENEFITS

Grand Rapids Ballet offers unique sponsorship benefits with an opportunity for customization upon request. Our corporate benefit options include:

- Access to dress rehearsals
- Behind the scenes tours
- E-mail Newsletter Recognition (16,000+ reached)
- Event Signage
- GRB/Sponsor merch box
- Media and Press Release Mentions
- Parking at PMW Company Productions
- Print + Digital Program Listing (20,000+ reached)
- Promotional Materials and Communications
- Representative Audience Address
- Tickets to Nutcracker at DeVos Performance Hall
- Tickets to VIP Opening Night of program sponsored
- Verbal Recognition at Performances

CURRENT SPONSORS

THE ROSEMARY
& DAVID GOOD
FAMILY FOUNDATION

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POSTER SWIFT COLLINS & SMITH PC ATTORNEYS

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PERNÉ &
FRENCH
INVESTMENT COUNSEL
ESTABLISHED 1928

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ATTORNEYS AT LAW

JAMES & MARY
NELSON

meijer

PNC BANK

Warner

MARK GURNEY &
MARY YURKO



Spectrum
Health



CORPORATE SPONSORSHIP LEVELS

| <u>BENEFITS</u> | <u>DANCER</u> | <u>CHOREOGRAPHER</u> | <u>PRODUCTION</u> | <u>DRESS REHEARSAL</u> | <u>PROGRAM/SEASON</u> |
|--|-----------------|----------------------|-------------------|------------------------|-----------------------|
| | \$2,500-\$4,999 | \$5,000-\$9,999 | \$10,000-\$14,999 | \$15,000-\$19,999 | \$20,000+ |
| Print + Digital Program Listing (20,000+ reached) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Website (64,000+ reached) | ✓ | ✓ | ✓ | ✓ | ✓ |
| E-mail Newsletter Recognition (16,000 +) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Mentions | tag | tag | tag | tag + post | tag + post |
| Access to Dress Rehearsals | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tickets to VIP Opening Night of Sponsored Program | 6 | 8 | 10 | 20 | 25 |
| Tickets to Nutcracker at DeVos Performance Hall | 4 | 6 | 8 | 15 | 20 |
| Parking at Peter Martin Wege Theatre | | | ✓ | ✓ | ✓ |
| Behind the Scenes Tours (Costume Shop & Warehouse) | | | ✓ | ✓ | ✓ |
| Promotional Materials and Communications | | | ✓ | ✓ | ✓ |
| Event Signage | | | | ✓ | ✓ |
| Verbal Recognition at Performances | | | | ✓ | ✓ |
| GRB/Sponsor Merch Box | | | | ✓ | ✓ |
| Media and Press Release Mentions | | | | | ✓ |
| Season Sponsor Recognition (All Season) | | | | | ✓ |
| Representative Audience Address | | | | | ✓ |

OFF THE CANVAS



Alexandra Meister-Upleger, photo: Scott Rasmussen

OFF THE CANVAS, taking place October 15-17, 2021, features three contemporary ballets exploring art in motion, taking inspiration from the world of visual arts. Dancers rebound in Off the Canvas, choreographed by Katarzyna Skarpetowska, music by Adrian Klumpes, bringing to life Cy Twombly's "Bacchus" paintings, encompassing their ecstatic looping movement. In-Frame, choreographed by Resident Choreographer Penny Saunders, music by Max Richter, explores the creative process cycle and coincides with Vivaldi's Four Seasons, beginning in spring and coming full circle back to spring. The final ballet features the return of Adam Hougland's hit, Cold Virtues, scored by Philip Glass, which follows a story, loosely based on "Dangerous Liaisons," of a power couple, moved to manipulate society for their own entertainment.

SPONSORSHIP LEVELS

| | |
|----------------------|-------------------|
| PROGRAM/SEASON..... | \$20,000+ |
| DRESS REHEARSAL..... | \$15,000-\$19,999 |
| PRODUCTION..... | \$10,000-\$14,999 |
| CHOREOGRAPHER..... | \$5,000-\$9,999 |
| DANCER..... | \$2,500-\$4,999 |



Yuko Horisawa and James Cunningham, photo: Scott Rasmussen

THE NUTCRACKER, taking place December 10-12 and 17-19, 2021, adorns the stage at DeVos Performance Hall with beautiful sets and beloved characters for our annual holiday seasonal tradition! Join Clara as she journeys through the Land of the Sweets, guided by the Sugar Plum Fairy where she is dazzled by swirling snowflakes and waltzing flowers. Grand Rapids Ballet dancers perform enchanting choreography by Val Caniparoli in front of wonderfully imagined sets by Chris Van Allsburg, designed by Eugene Lee, with live accompaniment from the Grand Rapids Symphony to Tchaikovsky's magical score. Share the joy of the season as we rejoice in our return to the stage for the city's favorite holiday tradition.

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| DANCER..... | \$2,500-\$4,999 |

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Photo by Amitava Sarkar courtesy of Texas Ballet Theater

CINDERELLA, taking place February 25-27, 2022, kicks off our 50th Anniversary, reviving youthful memories from the classic fairytale. Cinderella, choreographed by renowned choreographer Ben Stevenson, O.B.E. This timeless story journeys alongside Cinderella as her dreams are turned to reality by her Fairy Godmother before she dances the night away with her Prince at a dazzling ball. The Grand Rapids Symphony performs Sergei Prokofiev's melodic score, as the audience watches Cinderella's story unfold, leading to her happily ever after.

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| | |
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| PRODUCTION..... | \$10,000-\$14,999 |
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| DANCER..... | \$2,500-\$4,999 |



Photo: Scott Rasmussen

JUMPSTART 2022, takes place March 25-27, 2022, as company dancers push the boundaries of choreographic exploration for our annual Jumpstart performance. Our multi-talented dancers refocus their creative energies, moving into the role of choreographer, building works for other company dancers. This year, in celebration of our 50th Anniversary, each Jumpstart world premiere highlights and incorporates a partnership with various community organizations, which will be announced leading up to the production. Two works will be revived from our 2020-21 virtual season, including a reworking of the film, *Amiss*, choreographed by Resident Choreographer Penny Saunders, and *Brothers* by Jennifer Archibald.

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| PRODUCTION..... | \$10,000-\$14,999 |
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| DANCER..... | \$2,500-\$4,999 |



Yuuka Oba-Muschiana and Josue Justiz, photo: Damion Van Slyke

A MIDSUMMER NIGHT'S DREAM, taking place April 22-24 and April 29-May 1, 2022, shares Shakespeare's comedic tale of whimsy and love with renewed excitement, as Grand Rapids Ballet performs a story full of magical spells cast by Oberon and Titania, king and queen of the fairies, and the infamous mischief-making Puck. Choreographed by Christopher Stowell, associate director of the National Ballet of Canada, with music by Felix Mendelssohn, company dancers are accompanied by Grand Rapids Ballet School students, transforming into fairies, butterflies, and mystical characters, enchanting the audience with spells of our own.

We also pay homage to George Balanchine, performing the timeless, classical work, Serenade, with music by Tchaikovsky, known as his first ballet made in America.

SPONSORSHIP LEVELS

| | |
|----------------------|-------------------|
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| PRODUCTION..... | \$10,000-\$14,999 |
| CHOREOGRAPHER..... | \$5,000-\$9,999 |
| DANCER..... | \$2,500-\$4,999 |

@laddin

Kiana Clay, photo: Kevin Huver

ALADDIN, takes place March 11-13 and 19-20, 2022, under the direction of and choreographed by Attila Mosolygo. Grand Rapids Ballet's Junior Company is rekindling the familiar tale of Aladdin, as our talented young dancers share the story of an impoverished boy, living in Agrabah, who falls in love with the beautiful Princess Jasmine. This exciting adventure features a thrilling quest, with mysterious characters along the way including a fierce dragon, a magic genie, and a powerful Sorcerer.



SPONSORSHIP LEVELS

| | |
|----------------------|-------------------|
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| PRODUCTION..... | \$10,000-\$14,999 |
| CHOREOGRAPHER..... | \$5,000-\$9,999 |
| DANCER..... | \$2,500-\$4,999 |

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James Sofranko, Artistic Director



To learn more about aligning your brand with Michigan's only professional ballet company,
contact Audience Engagement Coordinator Julie Lesniak today.

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