



# WHAT *LIFTS* YOUR SPIRIT 2022-23 SEASON

50TH ANNIVERSARY GALA  
SPONSORSHIP OPPORTUNITIES

**SATURDAY, OCTOBER 1, 2022**  
FREDERIK MEIJER GARDENS & SCULPTURE PARK



## OUTREACH PROGRAMS

**Dance Immersion Program** - Established in 2010, Grand Rapids Ballet School partners with Grand Rapids Public Schools to offer dance and movement classes to over 2,000 students, including an opportunity to attend live performances at DeVos Performance Hall. Five scholarships are awarded to students from each school to attend GRBS Summer Programs.

**Brookside Elementary** - Fit Kids Program is a ballet-based exercise program to raise awareness for healthy living and the physical benefits of dance. FAME Program (Fine Arts Music and Expression) provides satellite classes with performances at the Kroc Center.

**Explorer Dance**, established in 2009, offers weekly dance and movement classes for children with disabilities. Grand Rapids Ballet School partners with the Down Syndrome Association of West Michigan and offers full-tuition scholarships for students.

**Moving with Parkinson's** is a dance therapy class for people with Parkinson's Disease geared towards mobility. Grand Rapids Ballet School partners with the Parkinson's Association of West Michigan to offer free weekly classes throughout the year for adults in West Michigan.

**Boys 1 Program** is a class that is free of charge, made possible through scholarship funding, that encourages and fosters a love of ballet for boys ages 5-8 years old. This introductory level class is tailored to learn the basics of dance movement and musicality. All classes are taught with accompaniment by a live pianist.

## GRAND RAPIDS BALLET IMPACT

- \$80,000 in scholarships awarded to GRBS students annually
- 10+ partnerships with local organizations
- 5 public performances within the Grand Rapids community
- Over 7 outreach programs in GRPS and West Michigan area
- 200+ GRBS students
- 51 students in the GRBS Junior Company
- 49 GRBS classes every week
- 25 zip codes in West Michigan from where our students reside

## AUDIENCE REACH

- Five productions annually at Peter Martin Wege Theatre
- Two productions annually at DeVos Performance Hall
- Over 73,500 unique website visitors per year
- Over 138,000 post engagements annually on Facebook
- Over 218,000 people reached annually on Instagram
- Over 20,000 patrons reached in-person during *The Nutcracker*

## CURRENT SPONSORS

### SEASON SPONSORS | JAMES & MARY NELSON

**CONTRIBUTING SPONSORS | BALDWIN FOUNDATION, ROBERT ORACZ AND DAVID SCHMIDT, MARK GURNEY AND MARY YURKO, DAVID ARMBRECHT AND SALLY KOTANI, JOHN AND CHRISTINE WILLIG, MARCUS AND HELLE HAW**



Beusse & Porter  
Family  
Foundation



FREY FOUNDATION



THE RUTLEDGE



MEDIA PARTNERS





WHAT *LIFTS* YOUR SPIRIT

## 50TH ANNIVERSARY GALA SPONSORSHIP LEVELS

| <u>BENEFITS</u>                                   | <u>CONTRIBUTING SPONSOR</u> | <u>TABLE SPONSOR</u> | <u>PRESENTING SPONSOR</u> | <u>SEASON SPONSOR</u> | <u>ANNIVERSARY SPONSOR</u> |
|---|-----------------------------|----------------------|---------------------------|-----------------------|----------------------------|
|   | \$2,500-\$4,999             | \$5,000-\$7,499      | \$7,500-\$9,999           | \$10,000-\$19,999     | \$20,000+                  |
| Print + Digital Program Listing (20,000+ reached) | ✓                           | ✓                    | ✓                         | ✓                     | ✓                          |
| Branding on Website (73,500+ reached)             | ✓                           | ✓                    | ✓                         | ✓                     | ✓                          |
| Brand Recognition on Marketing Materials          | ✓                           | ✓                    | ✓                         | ✓                     | ✓                          |
| Social Media Mentions                             | tag                         | tag                  | tag + post                | tag + post            | tag + post                 |
| Tickets to 50th Anniversary Gala                  | 4                           | 10                   | 10                        | 10                    | 16                         |
| Access to 2022-23 Season Performances             |                             |                      | ✓                         | ✓                     | ✓                          |
| Pre-reception champagne toast with 50th Committee |                             |                      | ✓                         | ✓                     | ✓                          |
| Event Signage                                     |                             |                      | ✓                         | ✓                     | ✓                          |
| Verbal Recognition at 50th Anniversary Gala       |                             |                      |                           | ✓                     | ✓                          |
| Press Release Mentions                            |                             |                      |                           | ✓                     | ✓                          |
| Season Sponsor Recognition (All Season)           |                             |                      |                           | ✓                     | ✓                          |

### CHOOSE A SPONSORSHIP LEVEL

- ☐ Contributing Sponsor.....\$2,500-\$4,999  
☐ Table Sponsor.....\$5,000-\$7,499  
☐ Presenting Sponsor.....\$7,500-\$9,999  
☐ Season Sponsor.....\$10,000-\$19,999  
☐ Anniversary Sponsor.....\$20,000+

### PURCHASE ADDITIONAL TICKETS

# of tickets \_\_\_\_\_ x \$250 = \_\_\_\_\_

### SPONSORSHIP & TICKET PAYMENTS MUST BE RECEIVED BY 8/22/22 TO:

Julie Lesniak, Development Director  
 Grand Rapids Ballet  
 341 Ellsworth Avenue SW  
 Grand Rapids, MI 49503  
 juliel@grballet.com | 616.454.4771 x22

### PROVIDE PAYMENT INFORMATION

- ☐ Invoice me, please  
☐ Check enclosed payable to  
 Grand Rapids Ballet  
☐ Credit card ☐ visa ☐ mc ☐ disc ☐ amex  
 CC# \_\_\_\_\_  
 Exp \_\_\_\_\_ CW \_\_\_\_\_  
 Sign \_\_\_\_\_



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

[juliel@grballet.com](mailto:juliel@grballet.com) | 616.454.4771 x22 | 341 Ellsworth Avenue SW, Grand Rapids, MI 49503