

50  
GRAND  
RAPIDS  
BALLET



2023 | 24 SEASON  
SPONSORSHIP OPPORTUNITIES



## OUTREACH PROGRAMS

**Dance Immersion Program** - Established in 2010, Grand Rapids Ballet School partners with Grand Rapids Public Schools first graders 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. All classes are taught by GRBS faculty.

**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. Classes are held weekly at Grand Rapids Ballet, Holland Homes, Metro Health, SNAP Fitness, and twice a week at Evergreen Commons in Holland.

**Summer Dance Festival** - Grand Rapids Ballet hosts a free outdoor Summer Dance Festival in August. With two evenings of world-class dance outside our Peter Martin Wege Theatre, GRB intentionally invites various dance groups and organizations from our West Side community, curating a program that showcases the diversity of dance while bringing people together.

**Kroc Center Programming** - FAME Program (Fine Arts Music and Expression) provides satellite classes to Brookside Elementary students in 3rd - 5th grade three times a week during their typical school day. This unique ten-week program allows the students to explore arts and music and put on a showcase at the end of the program at the Kroc Center. Additionally, GRB Company dancers visit the students to put on two free performances throughout the program. The FAME program is free for students and currently has up to 100 active participants.

**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.

**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
- 16 Professional Dancers
- 14 Apprentices and Trainees
- 200+ GRBS students
- 54 students in the GRBS Junior Company
- 50 GRBS classes every week
- 25 zip codes in West Michigan reached

## AUDIENCE REACH

- Five productions annually at Peter Martin Wege Theatre
- Two productions annually at DeVos Performance Hall
- Over 192,000 unique website visitors per year
- Over 585,261 people reached annually on Facebook
- Over 41,049 new patrons visit our Instagram profile annually
- Over 21,000 patrons reached in-person during *The Nutcracker*



## OUR 2023-24 SEASON

Grand Rapids Ballet's dancers are ready to welcome new generations of audiences to the art of dance. Our 2023-24 Season is packed full of dynamic pieces allowing our patrons to engage in the diversity of genres dance fully has to offer. At the same time, we remain true to our roots in beloved classical family-friendly ballets by continuing to present them on a grand scale at DeVos Performance Hall. Join in the excitement of what is to come in our 2023-24 Season.



## SUMMER SERIES

*Summer Dance Festival*  
August 25 & 26, 2023

*Frederik Meijer Gardens*  
August 29, 2023



## The Nutcracker

December 8-10 & 15-17, 2023  
DeVos Performance Hall, accompanied by  
Grand Rapids Symphony



## Sleeping Beauty

February 23-25, 2024  
DeVos Performance Hall, accompanied by  
Grand Rapids Symphony



*Contemporary Visions*  
Peter Martin Wege Theatre  
October 6-8, 2023



*Jumpstart 2024*  
Peter Martin Wege Theatre  
March 22-24, 2024



*In The Upper Room*  
Peter Martin Wege Theatre  
April 26-28 and May 3-5, 2024



*Carnival of the Animals*  
Peter Martin Wege Theatre  
GRBS Junior Company  
October 28-29, 2023



*Snow White*  
Peter Martin Wege Theatre  
GRBS Junior Company  
March 8-10 & 16-17, 2024

## SPONSORSHIP LEVELS

<u>BENEFITS</u>	<u>CONTRIBUTING SPONSOR</u>	<u>ADVOCATE SPONSOR</u>	<u>LEAD SPONSOR</u>	<u>DRESS REHEARSAL SPONSOR</u>	<u>PRESENTING/ SEASON SPONSOR</u>
	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$14,999	\$15,000-\$19,999	\$20,000+
Print Program Listing (21,000+ reached)	✓	✓	✓	✓	✓
Logo on Website (192,000+ reached)	✓	✓	✓	✓	✓
E-mail Newsletter Recognition (22,000+ reached)	✓	✓	✓	✓	✓
Social Media Recognition	tag	tag	tag	tag + post	tag + post
Tickets to Each DeVos Performance Hall Performance	6	8	12	20	25
Tickets to Each Peter Martin Wege Theatre Performance	4	6	8	15	20
Advertisement In Program	✓	✓	✓	✓	✓
Sponsor Recognition Throughout 23 24 Season	✓	✓	✓	✓	✓
Verbal Recognition at Performances Additional	✓	✓	✓	✓	✓
Company Ticket Discount		20%	20%	50%	50%
Access to Dress Rehearsals			✓	✓	✓
Behind the Scenes Tours (Costume Shop)			✓	✓	✓
Representative Audience Address				✓	✓
Press Release Mentions					✓
Additional Benefits as Requested					✓

**\*DeVos Performance Hall Performance Sponsorships begin at \$10,000**



Beusse &  
Porter  
Family



Hank and Liesel  
Meijer



James and  
Mary Nelson

New Works  
Fund



Christine and  
John Willig

Mary Yurko  
& Mark Gurney



THE RUTLEDGE



The Baldwin  
Foundation

Forest Hills  
Foundation



Leah Voigt and  
Jim Shafer



A.K. RIKK'S



FREY FOUNDATION

Jeffrey and  
Xuesi Li Gurney

Helle &  
Marcus Haw

Margaret  
Idema



Richard and  
Mary Panek

progressive|ae

VARNUM



Win and Kyle  
Irwin

Buzz and Lisa  
Miller

Susan Murphy

Robert Oracz  
& David  
Schmidt



Anda and Karlis  
Vizulis

#### MEDIA PARTNERS



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

juliel@grballet.com | 616.454.4771 x122 | 341 Ellsworth Avenue SW, Grand Rapids, MI 49503