

GRAND
RAPIDS
BALLET

A ballerina in a yellow leotard is captured in a dynamic leap, her right leg extended forward and her left leg bent behind her. Her right arm is raised high, and her left arm is bent at the elbow. She is wearing yellow ballet slippers. The background is a gradient from dark grey to light blue. Large, white, stylized text is overlaid on the image.

2025
SEASON

CORPORATE SPONSORSHIP PACKET



Cultivate Community and Amplify Creativity

Whether you are associated with a small business or large corporation, Grand Rapids Ballet values your support!

Corporate sponsorship aids in the economic vitality of our community. By aligning your brand with Grand Rapids Ballet, you are showcasing your company's commitment to corporate social responsibility, sustainability of the performing arts, and making Grand Rapids a vibrant community to live and work.



Because of our sponsors, each year we are able to:

- Partner with 10+ organizations in our community
- Provide 7 outreach programs in the Grand Rapids Public School System and West Michigan area
- Have 20 professional dancers on staff
- Train 15 Apprentices and Trainees
- Provide more than 50 classes each week for 200+ GRB School students
- Reach 25 zip codes in West Michigan

Reaching our audiences:

- Five productions annually at Peter Martin Wege Theatre
- Two productions annually at DeVos Performance Hall
- Over 1.67 million unique website impressions per year
- A minimum of 3,700 website clicks per day
- Over 500,000 individuals reached annually on Facebook
- Over 180,000 individuals reached annually on Instagram
- Over 21,000+ enjoy a performance of The Nutcracker
- Served over 38,000+ individuals at performances annually

2024-25 Season

Sponsorship Benefits 2024-2025

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

Contribution Level	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500
Tax-deductible portion	\$18,020	\$13,560	\$9,100	\$4,370	\$2,140

Recognition and Access to Audience

Name announced in pre-performance remarks as a sponsor	X	X	X	X	X
Logo/name listed on sponsor page of season programs	X	X	X	X	X
Hyper-linked logo on website	X	X	X	X	X
Advertisement in digital program	X	X	X	X	X
Social media sponsor recognition	X	X	X	X	
Logo/name listed in print materials associated with sponsored performance/event	X	X	X	X	
Logo on promotional e-communications	X	X	X	X	
Logo on title page of sponsored program	X	X	X		
Message from sponsor CEO in program of sponsored performance/event	X	X			
Advertisement in printed programs	X	X			
Sponsor audience address	X				

Entertainment and Hospitality

Complimentary tickets to Opening Night of sponsored performance	20	16	8	6	4
Complimentary tickets to performances at DeVos Hall (number denotes tickets available for entire season)	24	16	12	8	4
Company discount to 24 25 season	50%	50%	20%	20%	20%
Invitations to VIP Hospitality Suites	X	X	X	X	X
Invitations to Inside Looks	X	X	X	X	X
Opportunity to host private event at GRB (at sponsor's expense)	X	X	X		
Backstage tour during intermission at DeVos Hall performances	X	X	X		
Invitations to sponsored performance dress rehearsal	X	X			
Employee volunteer opportunities	X				

**Benefits subject to change. Certain deadlines apply for inclusion of collateral materials. Sponsors may choose to waive receipt of complimentary tickets in order to deduct the full value of their sponsorship.

Company



SYMPHONY OF MOVEMENT

October 11-13, 2024
Peter Martin Wege Theatre

We are proud to kick off our 2024-25 season in October with Symphony of Movement, a dynamic first-ever collaboration between GRB and the Grand Rapids Symphony at the Peter Martin Wege Theatre. Conducted by GRSO's music director Marcelo Lehninger, the symphony shares the stage with the dancers, featuring three acclaimed works and one world-premiere.



THE NUTCRACKER

December 13-14 & 20-22, 2024
DeVos Performance Hall

Celebrate a decade of Grand Rapids Ballet's beloved Nutcracker at DeVos Performance Hall with live accompaniment from the Grand Rapids Symphony to Tchaikovsky's renowned score. Enjoy your favorite holiday performance with immersive sets imagined by Chris Van Allsburg and designed by Eugene Lee, gorgeous choreography by Val Caniparoli, and memorable dancing by Grand Rapids Ballet's company dancers.



PETER PAN

February 21-23, 2025
DeVos Performance Hall

This captivating full-length ballet choreographed by Septime Webre, inspired by J.M. Barrie's renowned tale about the boy who won't grow up. With live accompaniment from the Grand Rapids Symphony playing a score by Carmon DeLeone, Peter Pan is a humorous, family-friendly ballet that seamlessly blends classical ballet technique with a timeless story.



JUMPSTART

March 21-23, 2025
Peter Martin Wege Theatre

Grand Rapids Ballet dancers seize the choreographic spotlight, crafting short world-premiere works for their fellow performers. Indulge in a program brimming with entirely new creations, as the thrill of Jumpstart lies in the excitement of innovation. Show your support for your beloved dancers as they step into the role of choreographer, resulting in a truly distinctive and diverse program that promises a fresh perspective on the art of dance.



BE HERE NOW

April 25-27 & May 2-4, 2025
Peter Martin Wege Theatre

A compilation of four stand-alone works, showcasing the true diversity and versatility our company offers. The program features Darrell Grand Moultrie's Le Grand Jazz!, a world premiere by resident choreographer Penny Saunders, George Balanchine's Italian Inspired Tarantella, and Be Here Now by Try McIntyre, a vivid homage to 1960's San Francisco.



2024-25 SEASON

Symphony Sponsorship

Each year, the Grand Rapids Ballet hires the Grand Rapids Symphony to perform live for two full-length performances at DeVos Performance Hall.

Hospitality Suite Sponsorship

An opportunity to get your brand in front of GRB's major donors and VIP subscribers. Hospitality Suites occur on the opening night of each performance and consist of complimentary food and beverage and access to backstage.

Junior Company & Family Focused



THE TOYMAKER

October 25-27, 2024
Peter Martin Wege Theatre

Join us this October for the world premiere of The Toymaker, an original story written and choreographed by Junior Company and School Director Attila Mosolygo. Follow the captivating journey of a young man as he evolves into one of the most iconic characters in ballet, his heart touched by the magic of gift-giving and the beauty that surrounds it.



Beauty & The Beast

March 7-9 & 15-16, 2025
Peter Martin Wege Theatre

With choreography by School and Junior Company Director, Attila Mosolygo, this timeless classic follows the journey of Belle, a bright and beautiful young woman as she is trapped in the castle by a mysterious beast.

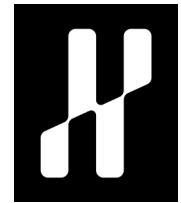


Tea Event Sponsorship
Clara's Tea | December 14, 2024
Belle's Tea | March 9, 2025

We invite you to partner with us in creating magical memories for families across West Michigan. Align your brand with family-friendly entertainment and community engagement. Each Tea includes a meet and greet with performance characters, themed crafts, and a full brunch.

2024-25 Season

Grand Rapids Ballet thanks the businesses that support our Company, School, and Education and Outreach Programs.



For more information, please contact Corporate Relations and Events Manager, Kris Van Dalen, at krisv@grballet.com or visit grballet.com.