

Our mission is to elevate the art of dance through wellness, performance, education, and community outreach.

Charlottesville Ballet is a professional ballet company, dance academy, and 501(c)3 nonprofit organization based in Charlottesville, Virginia. Founded in 2007 by Co-Directors Sara Clayborne and Emily Hartka, Charlottesville Ballet has a unique mission for dancer wellness and provides access to dance education and professional performances across Central Virginia.

As we navigate these extraordinary times, plans for the Ballet's 2021-22 Season are ever-evolving. Our first priority is the safety and wellness of our dancers and patrons.



About Us



THE PROFESSIONAL COMPANY

is comprised of dancers from all over the United States and abroad -- from Virginia to California to Japan.

CHARLOTTESVILLE BALLET ACADEMY (CBA),

the official training school of Charlottesville Ballet, opened in July 2011 and is a nonprofit center for dance education serving over 600 students throughout the region. CBA offers training in all dance genres for ages two through adult and offers performance opportunities for young dancers alongside the professional company.

CB MOVES community engagement programs are free and bring dance to all:

- Chance To Dance (C2D), an after-school outreach program for grades K-5 gives underserved children a hands-on experience with the arts; select students receive lifetime scholarships to train at CBA
- Silver Swans, a weekly dance class for senior citizens in partnership with The Center
- Movement For Parkinson's, a movement class with special focus on creating community for people with movement disorders and their care partners
- Adaptive Dance Program, dance classes for children with physical and/or intellectual disabilities and their caretakers



Co-Founders/Co-Directors Sara Clayborne & Emily Hartka

Our Core Values

- **WELL-BEING** - with attention to the individual's physical & mental wellness through personalized training & support that is safe and effective, we actively seek to contribute to the community well-being through acceptance, equity, and connection.
- **INCLUSIVITY** - we embrace the unique complexity & beauty of all individuals, each with different experiences, cultural and racial backgrounds, citizenship, creed, gender identity and expression, age, and abilities. Together, we enhance the Charlottesville Ballet family, the Central Virginia community, and the far-reaching world of dance.
- **ACCESSIBILITY** - for participants, we commit to high quality dance education for all those willing to learn regardless of age, gender, physical ability, or economic privilege, **AND** for patrons, affordable access to performances will enrich our community as well as foster a love of the art of dance to ensure its sustainability for future generations.
- **INNOVATION** - with performances showcasing the versatility of our artists & choreographers, and in various settings & venues, we creatively explore and encourage the expression of life, emotion, and experience.

We are deeply committed to inclusion, diversity, equity, and access at all levels of the organization in order to realize our vision of a company, academy, and community that is truly welcoming to all.

Chance To Dance



Chance To Dance (C2D) is an after-school dance education program that provides access to underserved youth in grades K-5. Students participate in free dance classes held once per week and are taught by professional artists from the Charlottesville Ballet. C2D culminates with a free performance for the community at Martin Luther King, Jr. Performing Arts Center.

IMPACT SINCE INCEPTION IN 2013

- 10 schools
- 900+ Students
- 1,000+ free tickets to CB performances
- 85+ Lifetime scholarships to CBA (\$125K+)
- \$180K+ given annually in tuition scholarships and financial aid

Many of the children at Woodbrook Elementary School would never have the opportunity or be able to take part in something as wonderful as a ballet lesson or a jazz or hip hop lesson [without Charlottesville Ballet]. I don't believe we have achievement gaps in our schools; I believe we have opportunity gaps, and the only way for us to close opportunity gaps is to create strong community partnerships like Chance To Dance.

-Lisa Molinaro,
Former Woodbrook Elementary Principal

For more information, visit:
CharlottesvilleBallet.org/C2D

By becoming a sponsor of the Ballet, you ensure the continued growth of a vital part of the arts and economic community throughout Central Virginia.

Charlottesville Ballet has become a leading cultural institution in Central Virginia over the past fourteen years. We are the Resident Dance Company at the historic Academy Center of the Arts in Lynchburg, and the professional company presents performances and events in Charlottesville, Lynchburg, and throughout the state of Virginia. Our professional productions and community engagement programming would not be possible without your support!



EARNED REVENUE (TICKET SALES AND TUITION) MAKES UP OVER 60% OF THE BALLET'S ANNUAL OPERATING BUDGET.

THE REMAINING 40% IS FROM CONTRIBUTED REVENUE LIKE GRANTS AND GIFTS FROM CORPORATIONS, FOUNDATIONS, AND GENEROUS PATRONS WHO SUPPORT OUR MISSION FOR INCLUSIVITY AND ACCESS.

Corporate Sponsorship Opportunities



Our local business community is a valued partner in Charlottesville Ballet's artistic, educational, and outreach activities. A corporate contribution to the Ballet is an investment in the cultural life of Central Virginia residents and visitors, as well as a commitment to our vibrant arts community.

By supporting Charlottesville Ballet, your business will connect to a desirable, local audience in a meaningful way. You will also receive valuable benefits, prominent recognition, and opportunities to partner with us on cross-promotional campaigns that highlight your company's products or services.

OUR AUDIENCE INCLUDES PATRONS FROM THE FOLLOWING DEMOGRAPHICS:

Average Patron Household Income:

- 50% have a household income above \$100,000.00
- 37% have a household income above \$125,000.00

Ticket Buyers:

- 2019-20 Season: 11,400 patrons served
- 80% Female | 20% Male

CHARLOTTESVILLE BALLET MARKETING REACH:

Television, Radio, and Print Advertisements:

- Reach over 500,000 seasonally

Email Marketing:

- Over 8,700 Charlottesville Ballet email subscribers

Strong Social Media Presence:

- Facebook: 4,000 Followers
- Instagram: 2,000+ Followers

Corporate Sponsor Levels

\$250 Bronze Circle

- 2 complimentary tickets to one performance of your choice
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows (like movie previews) while patrons enter the theater
- Quarter page ad in printed programs

\$500 Silver Circle

- 4 complimentary tickets to one performance of your choice
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Half page ad in printed programs

\$1,000 Gold Circle

- 4 complimentary tickets to two season performances/events of your choice
- Season sponsorship acknowledged in digital media including website event pages, e-newsletters to CB database, and social media
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Half page ad in printed programs + business logo and listing as season sponsor

\$2,500 Platinum Circle

- 4 complimentary tickets to each season performance/event
- Season sponsorship acknowledged in digital media
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Full page ad in printed programs + business logo and listing as season sponsor

\$5,000 Sapphire Circle

- 6 complimentary tickets to each season performance/event
- Season sponsorship acknowledged in digital media
- Customized social media marketing promoting specific business events or offerings on CB Facebook and Instagram
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Full page ad in printed programs + business logo and listing as season sponsor

\$10,000 Diamond Circle

- Invitation to post-concert reception for you and up to 30 guests
- Recognition and thank-you from the stage
- Your name on media and collateral communications including press releases to local media outlets; name and/or logo prominently displayed in media placement used to promote performances/events
- 10 complimentary tickets to each season performance/event
- Season sponsorship acknowledged in digital media
- Customized social media marketing promoting specific business events or offerings on CB Facebook and Instagram
- Listing on the Ballet's website with a link to your business homepage
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Full page ad with priority placement in printed programs + business logo and listing as season sponsor

\$15,000 Presenting Sponsor

- Includes all benefit levels above plus customized exposure to elevate your brand!

Corporate Sponsorship Materials



Sample Sponsor Slide in Charlottesville Ballet's "Digital Slideshow"

PLEASE SUBMIT ALL MARKETING MATERIALS TO:

Cassidy Burk, Communications Coordinator

cburk@charlottesvilleballet.org | 434.973.2555

WHAT WE NEED FROM YOU:

1. LOGO

A high quality image of your business logo and any requested tagline information. The preferred format for logos is Adobe Illustrator EPS, but high resolution JPG or PDF files will work as well. For best results, supplied logos should be vector art or the highest resolution possible.

2. SUPPLIED AD ARTWORK

All program ads must be submitted in press-ready format (300 ppi with fonts embedded) in the following acceptable formats: .pdf, .eps, or .tiff at 100%. All advertising content is subject to final approval by Charlottesville Ballet.

- Full Page Ad - 5.0 x 8.0 inches
- Half Page Ad - 5.0 x 3.94 inches
- Quarter Page Ad - 2.44 x 3.94 inches

Digital Slideshow:

9 x 6.75 inches - Sponsor slides run like previews in the theater before select CB productions.

*Please make sure ads have legible fonts for long-distance viewing on a projector (we recommend 20pt font or higher).

3. SPONSORSHIP CONTACT FORM

Our digital form is available ONLINE at www.CharlottesvilleBallet.org/Giving

Thank you for your support!

