

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 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.



About Us



THE PROFESSIONAL COMPANY is comprised of dancers from all over the United States and abroad -- from Virginia to California to Brazil.

CHARLOTTESVILLE BALLET ACADEMY (CBA), the official training school of Charlottesville Ballet, is a nonprofit center for dance education serving over 600 students throughout the region. CBA offers training in all dance genres for ages 1.5-adult and offers performance opportunities for young dancers alongside the professional company.

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

- *Chance To Dance (C2D)*, an outreach program for grades K-6 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 ages 50+ in partnership with The Center at Belvedere
- *Movement For Parkinson's*, a movement class with special focus on creating community for people with movement disorders and their care partners
- *Adaptive Dance*, classes for children with physical and/or intellectual disabilities

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.



Directors and Co-Founders Sara Clayborne & Emily Hartka



KEITH LEE, *RESIDENT CHOREOGRAPHER AND DIRECTOR OF DIVERSITY & INCLUSION*

As the first Black soloist with the esteemed American Ballet Theatre, Mr. Lee had an illustrious career and has taught and choreographed with dance institutions across the U.S. He has played a pivotal role in our organization since its founding in 2007 and he helps continue our commitment to making the Ballet a diverse and inclusive organization.

Our Core Values

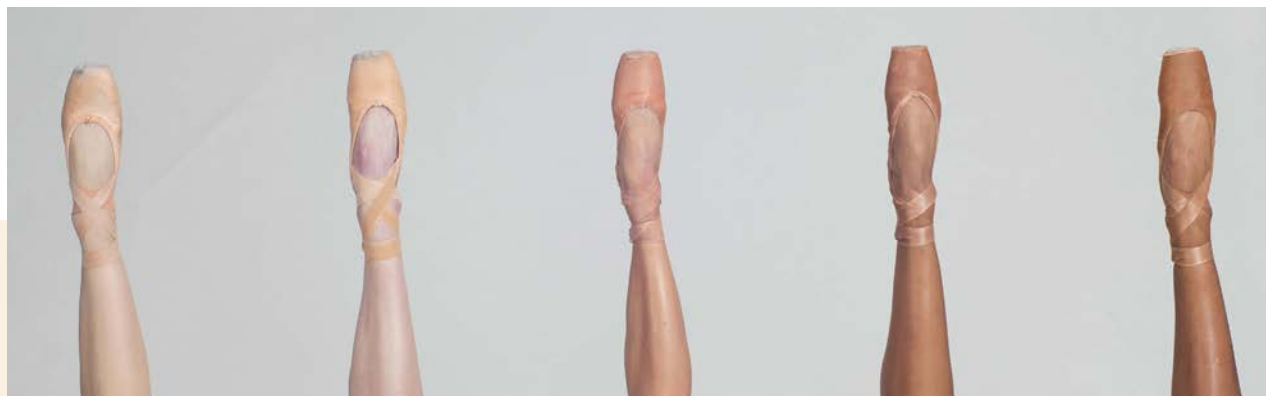
- **WELL-BEING** - with attention to the individual's physical & mental wellness through personalized training & support that is safe and effective, we actively seek to contribute to the community's well-being through acceptance, equity, and connection.
- **INCLUSIVITY** - we embrace the unique complexity & 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.

Building a More Inclusive Future for Ballet:

IDEA = INCLUSION | DIVERSITY | EQUITY | ACCESS

Charlottesville Ballet strives to cultivate an inclusive and equitable environment, celebrating diversity in all its forms. By amplifying the voices of marginalized communities and adopting best practices, we aim to create a culture of belonging that strengthens our institution, our community, and the wider world of dance.

For more information about our
IDEA Committee and its work,
visit: www.CharlottesvilleBallet.org/IDEA



The Keith Lee Scholarship Fund

Honoring Mr. Lee's 50+ year career and our commitment to
inclusion, diversity, equity, and access

A new initiative for the 2023-24 Academic Year to provide scholarships specifically for young men and dancers from diverse demographic backgrounds.
Pilot program for ages 9-18; no prior dance experience required!

Chance To Dance



Chance To Dance (C2D) is a free dance education program that provides access to underserved youth in grades K-6. Students participate in dance classes held once per week led by Charlottesville Ballet's professional teaching artists. Each C2D program culminates with a free performance for the community and an announcement of lifetime scholarship recipients, who will go on to continue their training at Charlottesville Ballet Academy.

IMPACT SINCE INCEPTION IN 2013

- 10 schools
- 900+ Students Served
- 1,000+ free tickets to CB performances
- 100+ Lifetime scholarships offered to CBA (\$280K+)
- \$150K+ given annually in CBA 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

Adaptive Dance

Providing an opportunity for children with Autism, Down Syndrome, Cerebral Palsy, or any other developmental and/or intellectual disabilities to explore the joy of dance with a supportive and knowledgeable team.

Charlottesville Ballet follows the guidance of the Boston Ballet Adaptive Dance Teacher training program as well as pediatric physical and occupational therapists from Vanderbilt Children's Hospital.

THIS PROGRAM IS FREE
FOR ALL PARTICIPANTS
AND THEIR CAREGIVERS.

CLASSES ARE OFFERED BOTH
IN-PERSON AND ON ZOOM
FOR ACCESSIBILITY

For more information, visit:
CharlottesvilleBallet.org/Adaptive



Movement For Parkinson's

Movement For Parkinson's is a FREE weekly dance class for people with a diagnosis of Parkinson's Disease (PD) and their caregivers. Students explore elements of dance to improve their quality of life through movement, social interaction and creative expression, with targeted improvements in balance, strength, mobility, and overall physical well-being.

For more information, visit:
CharlottesvilleBallet.org/Parkinsons



“A DISEASE LIKE PARKINSON'S CAN ISOLATE YOU. YOU DON'T WANT TO GO OUT, YOU DON'T WANT TO SHAKE, YOU DON'T WANT TO BE PITIED... SO IT'S VERY IMPORTANT TO HAVE THIS COMMUNITY WHERE PEOPLE UNDERSTAND WHAT YOU'RE FEELING.”

-INGRID, MOVEMENT FOR PARKINSON'S CLASS PARTICIPANT

Silver Swans

A class for seasoned professionals and novice dancers alike in partnership with The Center at Belvedere. The class incorporates classical ballet principles and focuses on flexibility, strength, and conditioning, but mostly on fun!



By becoming a sponsor of the Ballet, you invest in 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 fifteen 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 67% OF THE BALLET'S
ANNUAL OPERATING BUDGET.

THE REMAINING 33% IS FROM
CONTRIBUTED REVENUE LIKE
GRANTS AND GIFTS FROM
CORPORATIONS, FOUNDATIONS,
AND GENEROUS PATRONS
WHO SUPPORT OUR MISSION.

Corporate Sponsorship Opportunities



Our local businesses are valued partners 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:

- 43% have a household income above \$100,000
- 81% have a household income above \$50,000
- 80% Female | 20% Male

Ticket Buyers:

- 2022-23 Season: 15,000 patrons served

CHARLOTTESVILLE BALLET MARKETING REACH:

Television, Radio, and Print Advertisements:

- Reach over 500,000 seasonally

Email Marketing:

- Over 11,000 email subscribers

Strong Social Media Presence:

- Facebook: 4,200+ Followers
- Instagram: 2,600+ 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

\$5,000 Sapphire Circle

- 6 complimentary tickets to each season performance/event
- Business logo on performance season website page
- 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

\$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
- Business logo on performance season website page
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Half page ad in printed programs

\$2,500 Platinum Circle

- 4 complimentary tickets to each season performance/event
- Business logo on performance season website page
- Advertisement airtime in Charlottesville Ballet's Digital Slideshows
- Full page ad in printed programs

\$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
- Listing on the Ballet's website footer with a link to your business homepage
- 10 complimentary tickets to each season performance/event
- Business logo on performance season website page and 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 with priority placement in printed programs

\$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 ONLINE.

Questions?

Nick Mendoza, Marketing & Communications Coordinator

nmendoza@charlottesvilleballet.org

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!

