

**20  
19**

**MIAMI CITY BALLET GALA  
To Benefit Miami City Ballet School**

FEBRUARY 9, 2019



# MIAMI CITY BALLET GALA

## FACT SHEET

Miami City Ballet is dedicated to presenting world-class artistry on stage, inspiring people of all ages and backgrounds. Expansive education and outreach programs provided by Miami City Ballet School make classical ballet relevant, accessible and inviting to every audience, regardless of financial means and circumstances. MCB School's Scholarship Program serves a vital function in maximizing enrollment for gifted students with a financial need. The school is an important talent stream for the company with nearly half of Miami City Ballet's current roster made up of MCB School graduates.

### **WHO**

*Event Chairs*

**Margot & Allen London**

**Lisa & Jay Massirman**

### **WHAT**

MIAMI CITY BALLET GALA  
To Benefit Miami City Ballet School

### **WHEN**

Saturday, February 9<sup>th</sup> 2019

### **WHERE**

Fontainebleau Hotel, Miami Beach

### **Event Support**

ruth.robinson@miamicityballet.org | 305.929.7000 X1470

### **Event Information**

lisa.pollack@miamicityballet.org | 305 929 7000 X1422

**ONLINE: [WWW.MIAMICITYBALLET.ORG/SUPPORT/GALA](http://WWW.MIAMICITYBALLET.ORG/SUPPORT/GALA)**

2.9.19

# MIAMI CITY BALLET GALA

## ORGANIZATIONAL HIGHLIGHTS

Miami City Ballet believes its responsibility is to reach deep into the community to touch young lives and inspire people of all ages and backgrounds. The Company, School and its respective programs engage well over a hundred thousand throughout the community and around the world.

- MCB's 2016/17 Season is estimated to have generated a total industry impact of \$19.1 million in expenditures and event-related spending and more than \$960,000 in state government revenue.
- More than 471,000 patrons attended Company performances in South Florida during the past five years. Attendance increased from 84,000 in 2013 to 88,000 in 2017. The 30th Anniversary Season in 2016 saw record attendance of 98,000. Outside of South Florida more than 55,000 patrons have enjoyed performances by Miami City Ballet with audience engagement almost doubling since 2015.
- MCB School's training program enrollment has increased by 54% over the past five years, from 573 students in 2013 to 882 students in 2017.
- Summer Intensive: Over the past five years, the five-week Summer Intensive Program has grown to become the pre-professional division's #1 recruitment tool. In 2013, 700 students auditioned for MCB's Summer Intensive; in 2017, this number grew to 1,700.
- MCB's free, educational performance program has grown from just two performances serving 3,800 students in Miami-Dade and West Palm Beach in 2013 to six performances (including a sensory-friendly performance for children with Autism Spectrum Disorders) serving 6,400 students in the South Florida tri-county area.
- Scholarship Program: The number of scholarships offered has grown from 125 scholarships offered in 2013 at a value of \$362,000 to 155 scholarships offered in 2017 at a value of \$510,000.
- Talented students from across the nation and around the globe flock to Miami City Ballet School, which grows in prestige each year. Some of the brightest stars in MCB's professional company are School Alumni, including Principal Dancers Renan Cerdeiro, Jovani Furlan and Kleber Rebello; Principal Soloist Nathalia Arja; and Corps de Ballet Dancers Mayumi Enokibara and Luiz Silva who were able to receive premier dance training because of the Ballet Beyond Borders Scholarship Program.

# MIAMI CITY BALLET GALA

## ENSURING ARTISTIC EXCELLENCE

MCB School serves students ages 3-19 from 31 states and 8 countries. Nearly one-quarter of the Company is made up of dancers from Latin American countries (31% identify as Black/African American, Hispanic/Latino, or Asian). To maintain the growth and diversity of the school population each year, more than \$500,000 dollars goes towards supporting exceptional talent and helping students to pursue their dreams. Below are profiles of a few beneficiaries from 2018 scholarship support raised at the gala.



FROM MEXICO - ERICK BERNARDO ROJAS ORTEGA is a Pre-Professional I student and began his training when he was just 3 years old. He enrolled with MCB School in 2017 and in a short amount of time was chosen to play the role of the Prince in MCB's new production of George Balanchine's *The Nutcracker*®.

**"I love ballet because I feel alive when I dance, it's almost like I can transmit everything that I feel."**

FROM JAPAN - SATOKI HABUCHI is a 20-year-old Pre-Professional II student and has trained to become a professional dancer ever since a close friend taught him some ballet steps. A soon-to-be member of the corps de ballet of Miami City Ballet, Satoki is an excellent example of how MCB School training can lead to a professional career.

**"They looked like magic steps so I wanted to figure out how to do those."**



FROM COLOMBIA - JUAN GUILLERMO ARANGO VILLA is a 20-year-old Pre-Professional II student who was exposed to the ballet through a surprising way: he made a bet with a friend to attend an audition at the ballet school he was attending and was selected to perform! Since then he has never looked back.

**"Ballet means everything to me. It truly is the best way to spend my time and my life."**

# MIAMI CITY BALLET GALA



FROM BRAZIL - GIULA SOARES DIAS is a 17-year-old Pre-Professional II student who began dancing when she was 9 years old. Although Giulia took a variety of dance classes, ballet soon became her main passion.

**“I love ballet because it makes me who I am. It’s also through ballet that I find the best way to express myself without words.”**

FROM USA - GRACE MULLINS is a 16-year-old Pre-Professional II student who began dancing when she was 4 years old. As she continues to learn at MCB School her family greatly appreciates the scholarship support for Grace to continue growing in her dance career.

**“I love learning and working on different variation and ballets and then being able to bring them to life on stage.”**



FROM URUGUAY - LUIS IGNACIO OLIVERA VILLALBA is a 17-year-old Pre-Professional II student who recently began studying ballet in earnest at 15 years of age. Luis has quickly garnered a lot of attention from MCB School ballet masters. With 3 sisters and 1 brother that remain in Uruguay, Luis is only able to attend MCB School because of scholarship assistance.

**“I adore ballet because I am free when I dance. Ballet is my greatest passion.”**

FROM USA - LING MINUCCI is 15-year-old Pre-Professional I student. Ling began dancing alongside her older sister when she was 7 years old. After studying at another dance studio for 6 years, she joined MCB School.

**“I love how ballet can teach you many different things and how you’re always working to improve with a goal to reach.”**



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# MIAMI CITY BALLET GALA

## SPONSORSHIP OPPORTUNITIES

### **TITLE SPONSOR \$100,000 (Exclusive Opportunity)**

*The Title Sponsor will have their name prominently positioned on all collateral materials with a direct reach of ~ 1,400 in print and ~30,000 digitally to MCB constituents . Name recognition will include: sponsor packages, date announcements, invitations, etc. Press coverage will be done through MCB as well as event media partners reaching an additional 100,000 plus constituents.*

### **Year-Round Benefits**

- Invitation for four (4) to a private class observation at MCB Studios
- Four (4) Artist's Circle Memberships valid for one year
- Four (4) season tickets with priority seating and VIP ticketing concierge services
- Invitation to all Artist's Circle major donor receptions with Executive and Artistic Directors and top tier donors
- Access to the exclusive Terra Group Patron's Club at the Adrienne Arsht Center for pre-show guest entertaining (up to 10 guests)
- Private backstage tour with opportunity to meet artistic staff and dancers (scheduled in advance; up to eight (8) guests)
- Opportunity to have a private pre-show reception for twenty-five (25) guests hosted by MCB
- Full-page ad in MCB's 2018 - 2019 season program book (Tri-County distribution 90,000+)

### **Gala Benefits:**

- A Royal Table with premium seating for twenty (20) guests and VIP service with extended bottle service during the After Party
- Two (2) Miami City Ballet Dancers seated at your table
- VIP check in and valet service for table guests
- Welcome bottles of champagne at the table
- Sponsor recognition on two (2) consecutive slides in the digital program which runs during the gala
- Sponsor recognition displayed digitally (as a gobo) inside the main banquet hall
- Verbal acknowledgement from the stage during presentation program
- Recognition in the Gala program book as Title Sponsor
- Double-page center spread advertisement in the printed program
- Recognition on gala website event page, hyperlinked to sponsor website
- Recognition in post-gala event recap through all media partners
- Social photographer assigned to capture key brand images
- After Party - twenty (20) tickets

*Customized benefits are also available upon request.*

# MIAMI CITY BALLET GALA

## **PRODUCING SPONSOR \$50,000 (Exclusive Opportunity)**

*An exclusive opportunity to connect your brand with the highlight of the evening. A one-time-only performance of a piece choreographed by a student alum and presented by Miami City Ballet students.*

### **Year-Round Benefits**

- Invitation for two (2) for a private class observation at MCB Studios
- Two (2) Artist's Circle Memberships valid for one year
- Two (2) season tickets with priority seating and VIP ticketing concierge services
- Invitation to all Artist's Circle major donor receptions with Executive and Artistic Directors and top tier donors
- Access to the exclusive Terra Group Patron's Club at the Adrienne Arsht Center for pre-show guest entertaining (up to 4 guests)
- Private backstage tour with opportunity to meet artistic staff and dancers (scheduled in advance; up to eight (8) guests)
- Full-page ad in MCB's 2018 - 2019 season program book (Tri-County distribution 90,000+)

### **Gala Benefits:**

- Recognition as the Producing Sponsor in all pre and post publicity efforts
- Logo placement and/or donor acknowledgement on all gala collateral (~ 1,400 in print and ~ 30,000 digitally)
- A Platinum Table with seating for up to ten (10) guests and two (2) Miami City Ballet Dancers; VIP service with extended bottle service during the After Party
- VIP check in and valet service for table guests
- Welcome bottles of champagne at the table
- Sponsor recognition displayed on slide presentation in main banquet hall during dinner
- Sponsor recognition displayed digitally (as a gobo) inside main banquet hall
- Sponsor acknowledgement from the stage before the one-time-only performance
- Recognition in the Gala program book as Producing Sponsor
- Full-page advertisement in printed program
- Recognition on gala website event page, hyperlinked to sponsor website
- Recognition in post-gala event recap through all media partners
- After Party - ten (10) tickets

*Customized benefits are also available upon request.*

# MIAMI CITY BALLET GALA

## DIRECT SCHOLARSHIP SUPPORT

*The largest barrier to entry for advanced students are the associated costs for premier training. Tuition and housing per student amount to \$16,210 during the current academic year; \$5,800 for the Summer Program; and \$2,200 for the Intensive Program. Event support at the following levels earmarks funding for students demonstrating financial need to cover these costs directly. On average at least 20 students from Pre-Professional I & II divisions require financial assistance annually to cover costs (entirely or partially) to complete their training.*

### **HOST CHAIR \$35,000 (LIMITED TABLES)**

*Includes \$15,000 in Scholarship Support for a Student for 1 Year.*

#### **Year-Round Benefits**

- Invitation for two (2) for a private class observation at MCB Studios
- Invitation to all Artist's Circle major donor receptions with Executive and Artistic Directors and top tier donors

#### **Gala Benefits:**

- A Royal Table with premium seating for twelve (12) guests with VIP service and extended bottle service during the After Party
- Up to two (2) Miami City Ballet Dancers seated at your table
- VIP check in and valet service for table guests
- Welcome bottles of champagne at the table
- Recognition in the Gala Program Book as a scholarship supporter
- Recognition as a scholarship supporter displayed on slide presentation in main banquet hall during dinner

### **PLATINUM TABLE \$25,000**

*Includes \$10,000 in Scholarship Support for a Student for 1 Year.*

#### **Year-Round Benefits**

- Invitation for two (2) for a private class observation at the MCB Studios
- Invitation to all Artist's Circle major donor receptions with Executive and Artistic Directors and top tier donors

#### **Gala Benefits:**

- Prime seating (up to 10 guests) with VIP service and extended bottle service during the After Party
- One (1) Miami City Ballet Dancer seated at your table
- Recognition in the Gala Program Book as a scholarship supporter
- Recognition as a scholarship supporter displayed on slide presentation in main banquet hall during dinner



# MIAMI CITY BALLET GALA

## TICKETS & TABLES

### SUPPORTING MCB SCHOOL STUDENTS & OUTREACH PROGRAMS

#### **GOLD TABLE \$15,000**

##### **Year-Round Benefits**

- Invitation for two (2) for a private class observation at MCB Studios
- Two (2) season tickets with priority seating and VIP ticketing concierge services

##### **Gala Benefits:**

- Prime seating for up to 10 guests
- One (1) Miami City Ballet Dancer seated at your table

#### **STUDENT SPONSOR TICKET \$3,500**

\$2,000 to Cover Living Expenses for a Financial Aid Student for 1 Academic Year.

*Although financial aid students receive assistance with housing and tuition costs, personal expenses for food and transport are not covered.*

##### **Gala Benefits:**

- Individual Gala ticket
- VIP Check in
- Recognition in Gala program book as a Student Sponsor
- Access to After Party

#### **INDIVIDUAL TICKET \$1,500 (LIMITED AVAILABILITY)**

- Individual Gala ticket
- Access to After Party

#### **PROGRAM ADVERTISING OPPORTUNITIES**

The printed program is distributed to all attending guests and will be presented digitally during the cocktail hour. All acknowledgement copy/submissions must be high resolution for a full color program. High resolution JPEG or PDF files required.

- Full-page Inside - \$500
- Two pages - \$750
- Inside Back Cover - \$1,000
- Inside Front Cover - \$1,500
- Outside Back Cover - \$2,000

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# MIAMI CITY BALLET GALA

## 2018-19 BOARD OF TRUSTEES

### DIRECTORS

Kristi Jernigan <i>Chair</i>	(Dade)	Merrill Ashley	(Naples)
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# MIAMI CITY BALLET GALA

## ABOUT MIAMI CITY BALLET

Miami City Ballet, now in its 33rd season, has been led by Artistic Director Lourdes Lopez since 2012. Lopez was recently named one of “The Most Influential People in Dance Today” by *Dance Magazine*. MCB was founded in 1985 by Miami philanthropist Toby Lerner Ansin and Founding Artistic Director Edward Villella. The Company has 51 dancers and a repertoire of more than 100 ballets. MCB performs for nearly 100,000 patrons annually during its South Florida home season in Miami, Fort Lauderdale, West Palm Beach and Naples, and tours to top theaters domestically and internationally.

Miami City Ballet School, the official school of Miami City Ballet, is one of the most respected ballet training academies in America. The School’s renowned faculty, challenging syllabus and affiliation with Miami City Ballet make it a place where all students – from children to adults – can receive comprehensive dance training. The School trains approximately 400 students, ages 3-19, in its year-round program, and 400 during its summer programs, granting more than \$500,000 in scholarships annually. Over 500 adults participate in a vibrant community division.

MCB’s commitment to artistic excellence extends from our stage and school into the community through its transformative education and outreach programs. These programs open new avenues of opportunity for traditionally underserved young people, seniors and clients of social service agencies, allowing them to experience the power of dance and the performing arts. Last fiscal year, more than 10,000 complimentary tickets were issued for attendance at performances and more than 19,000 community members were served through outreach programs.

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