

□ MIAMI
CITY
BALLET

DON

CRASH THE GALA

Q

2020

MIAMI CITY BALLET AFTER PARTY



**SPONSORSHIP
OPPORTUNITIES**

AFTER PARTY

Join Miami City Ballet for an After-Party event inspired by *Don Quixote*, the titular character in Miguel Cervantes' classic novel, *The Ingenious Nobleman Sir Quixote of La Mancha*. The ballet tells the timeless tale of the valiant adventures of Don Quixote and Sancho Panza, and their quest for virtue. Guests will "crash" the 2020 MCB Gala in the rooftop ballroom, Sunset Vista, of the newly redesigned Miami Beach Convention Center, for a nightlife-inspired party beginning with a cocktail reception featuring tintos and tapas, followed by a DJ, open bar and dancing. Join Miami City Ballet dancers on the dance floor in an immersive experience of rich Hispanic culture – a bravo to the ballet!

WHO

Miami City Ballet

EVENT CHAIRS

William E. Keenen | Evelyn Torres

COMMITTEE

Christopher Adeleke
Donny Bravo
Annabelle Degrazio
Sloane Fistel
Adrienne Fleming

Kara Franker
Marc Giosi
Caitlin Horton
Asra Lee
Josh Levine

Meredith Meister
Rebecca Mendez
Matthew Rapoport
Ali Soule
Maria Teresa Tupini

WHAT

DON Q – Crash the Gala After Party

WHEN

Saturday, March 14, 2020
10:00 PM – 12:30 AM

WHERE

Sunset Vista Ballroom | Miami Beach

Funds raised will support Company and School initiatives for premier training, increase community engagement and promote Miami City Ballet on the national stage as a leader in dance.

SPONSORSHIP OPPORTUNITIES: ruth.robinson@miamicityballet.org

Customized benefit packages are available upon request.

TICKETS: <http://mcbafterparty2020.eventbrite.com>

Or contact: lisa.pollack@miamicityballet.org | Phone: 305.929.7000 X 1402

MIAMI CITY BALLET OVERVIEW

The value of having performing arts organizations is the self-knowledge and understanding that they inspire in members of the community. Nowhere is this more applicable than to South Florida's highly diverse population, where arts communicate across barriers of language, class and culture. Miami City Ballet is world-renowned, and its School is one of the largest premier training academies in the nation. MCB is both a catalyst for transformation within its local communities through exceptional instruction and community engagement programs, and a brand ambassador for South Florida with performances in more than 100 cities within Europe, Great Britain, Central and South America, and Israel. Three pillars propel the organizational mission: Company, Community Engagement and School.

01



FOUNDED IN 1985 by Miami philanthropist Toby Lerner Ansin and Founding Artistic Director and ballet legend Edward Villella.

A REPERTORY OF 100 BALLETS, including 13 world premieres, was built upon the Balanchine repertory and expanded to include classical works and new choreography by contemporary and ground-breaking artists.

SERVING NEARLY 110,000 PATRONS in South Florida during annual seasons in Miami-Dade, Palm Beach, Broward and Collier Counties.

INTERNATIONAL PRESENCE with 2018/19 touring engagements at Spoleto Dance Festival, South Carolina; Les Etés de la Danse, Paris, France; 75th anniversary celebration of George Balanchine at New York City Center; Harris Theater in Chicago; and The Music Center in Los Angeles.

02



FROM THE BEGINNING, MCB has served the community through its dance artistry. Our vision drives a commitment to equity, ensuring access for communities which are systemically disenfranchised.

PROGRAMS HAVE ONE THING IN COMMON - to eliminate barriers to access by creating meaningful performances and educational opportunities for people from all walks of life.

20,000 SERVED ANNUALLY through Community Engagement program initiatives that include: scholarships, training, tickets, master classes and workshops for all.

COLLABORATION with community partners is at the center of our engagement, from Little Havana, Little Haiti and Allapattah, to Belle Glade and beyond.

03



STARTED IN 1993, the School celebrated its 25th Anniversary in 2018.

TOP-LEVEL TRAINING, OFFERING SCHOLARSHIPS worth more than \$525,000 to talented, dedicated students from the U.S. and abroad, regardless of their financial means.

MORE THAN 1,500 STUDENTS from the U.S. and international countries are attracted through audition tours.

14 COUNTRIES have been represented within the student body at MCB School, with classes available for students beginning at age three.

500 + ADULTS enjoy various levels of classes through the community division.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$10,000

- Recognition as *Don Q After Party* Title Sponsor in all collateral materials associated with the event and press releases
- Two (2) tickets to 2020 MCB Gala
- 10 After Party tickets
- Listed as *Don Q After Party* Title Sponsor in printed Gala Program Book and on printed Gala invitation
- Sponsor recognition on After Party save the date and invitation (electronic)
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition displayed (gobo) during the After Party cocktail reception
- Sponsor recognition displayed on screen presentation in main ballroom during Gala and After Party
- Full-page color advertisement in Gala Program Book
- Sponsor recognition on MCB social media platforms related to the Gala and After Party (3 posts)
- Sponsor recognition on After Party event webpage
- Name inclusion on Gala donor signage in main lobby of MCB for one year
- Recognition as a member of MCB Corporate Council through:
 - Logo placement in 2019/20 program books on MCB Corporate Council page (dist. ~90,000)
 - Logo placement on MCB Corporate Council webpage for 2019/20 season
 - Invitation for two (2) to MCB Corporate Council events during the 2019/20 season

BRAVO SPONSOR \$7,500

- Recognition as After Party Bravo Sponsor in all collateral materials associated with the event and press releases
- Ten (10) After Party tickets
- Listed as After Party Bravo Sponsor in printed Gala Program Book and on printed Gala invitation
- Sponsor recognition on After Party save the date and invitation (electronic)
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition displayed on screen presentation in main ballroom during Gala and After Party
- Full-page color advertisement in Gala Program Book
- Sponsor recognition on MCB social media platforms related to the Gala and After Party (3 posts)
- Sponsor recognition on After Party event webpage
- Recognition as a member of MCB Corporate Council through:
 - Logo placement in 2019/20 program books on MCB Corporate Council page (dist. ~90,000)
 - Logo placement on MCB Corporate Council webpage for 2019/20 season
 - Invitation to MCB Corporate Council events during the 2019/20 season

PRIMA BALLERINA SPONSOR \$5,000

- Six (6) After Party tickets
- Sponsor recognition on After Party save the date and invitation (electronic)
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition displayed on screen presentation in main ballroom during Gala and After Party
- Full-page color advertisement in Gala Program Book
- Sponsor recognition on After Party event webpage
- Recognition as a member of MCB Corporate Council through:
 - Logo placement in 2019/20 program books on MCB Corporate Council page (dist. ~90,000)
 - Logo placement on MCB Corporate Council webpage for 2019/20 season

EN POINTE SPONSOR \$2,500

- Four (4) After Party tickets
 - Sponsor recognition on After Party save the date and invitation (electronic)
 - Sponsor recognition on digital screens during After Party cocktail reception
 - Sponsor recognition on After Party event webpage
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- **INDIVIDUAL TICKET - \$100**
 - **DUO TICKETS - \$150 (2 Guests)**

Committee members who sell \$1,500 worth of After Party tickets or After Party sponsorships will receive one (1) complimentary Gala admission. The benefit also includes the option of buying one guest admission to the Gala for a discounted price of \$500. Each committee member is allowed only one guest admission purchase at this discounted rate. A maximum of \$6,000 value (i.e. four complimentary Gala tickets) for appropriated benefits applies per committee member.

UNDERWRITING OPPORTUNITIES

UBER SPONSOR \$7,500

- Two (2) tickets to 2020 MCB Gala
- Eight (8) After Party tickets
- Sponsor recognition on After Party save the date and invitation (electronic)
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition displayed on screen presentation in main ballroom during Gala and After Party
- Full-page color advertisement in Gala Program Book
- Sponsor recognition on After Party event webpage

AFTER PARTY RECEPTION SPONSOR \$5,000

- Six (6) After Party tickets
- Sponsor recognition on After Party save the date and invitation (electronic)
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition displayed (gobo) during the After Party cocktail reception
- Sponsor recognition displayed on screen presentation in main ballroom during Gala and After Party
- Sponsor recognition on After Party event webpage

ENTERTAINMENT SPONSOR \$2,500

- Four (4) After Party tickets
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition displayed on screen presentation in main ballroom during Gala and After Party
- Sponsor recognition on After Party event webpage

PHOTOGRAPHY SPONSOR \$2,000

- 3 After Party tickets
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition on After Party post-event photos on After Party webpage
- Sponsor recognition on After Party event webpage

FOOD STATION SPONSOR \$1,500

- 2 After Party tickets
- Sponsor recognition on food station signage
- Sponsor recognition on digital screens during After Party cocktail reception
- Sponsor recognition on After Party event webpage

Customized benefits are available upon request.

GENERAL EVENT SUPPORT

PRINTED PROGRAM - ADVERTISING

The Gala Program Book is distributed to all attending guests. All acknowledgement copy/submissions must be high resolution for a full color program. High resolution JPEG or PDF files required.

Dimensions double page: 8" H x 16" W; Bleed: 0.125"

Dimensions single page: 8" H x 8" W; Bleed: 0.125"

Email Submission: lisa.pollack@miamicityballet.org

Submission Deadline: February 21st

- Full-page Inside - \$500
- Two Pages - \$750
- Inside Back Cover - \$1,000 (Limited)
- Inside Front Cover - \$1,500 (Limited)
- Outside Back Cover - \$2,000 (Limited)

AUCTION SUPPORT

The silent auction provides an opportunity for businesses to lend support by donating an item to the auction. **Items will be featured during the Gala cocktail reception from 7:00 – 8:00 PM** providing a prominent opportunity to garner exposure to this exclusive audience. In exchange for your generous donation, your company will be listed in the Gala Program Book and recognized on the screen presentation in main ballroom.

Minimum Item Retail Value: \$500

Contact for Details: lisa.pollack@miamicityballet.org

Submission Deadline: February 28th

SUPPORT FORM

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

Committee Member Referral: _____

SPONSORSHIPS

- \$10,000 Title Sponsor
- \$7,500 Bravo Sponsor
- \$5,000 Prima Ballerina Sponsor
- \$2,500 En Pointe Sponsor

UNDERWRITING

- \$7,500 Uber
- \$5,000 After Party Reception
- \$2,500 Entertainment
- \$2,000 Photography
- \$1,500 Food Station

PROGRAM ADVERTISEMENTS

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

TICKETS

- \$100 Individual Ticket _____
- \$150 Duo Tickets (2) _____

Check Enclosed – Make checks payable to **Miami City Ballet**

Credit Card - Type: _____

CC#: _____

Expiration Date: _____ CSV#: _____

Signature: _____

Billing Address (if different from mailing): _____

City, State, Zip: _____

TO CONFIRM YOUR COMMITMENT, PLEASE SEND FORMS TO:

Email: ruth.robinson@miamicityballet.org

Mail: Attn: Ruth Robinson • 2200 Liberty Avenue • Miami Beach, FL 33139

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To dream the impossible dream, that is my quest.

Miguel de Cervantes Saavedra, Don Quixote

GRACIAS

See you there!

