



children's ballet theatre
of Michigan



2021-2022 Sponsorship Opportunities



Dear friend of Children's Ballet Theatre:

On the evening of Sunday, November 15, 2020 dancers with Children's Ballet Theatre (CBT) finished their final studio rehearsal for the 40th anniversary show of "The Nutcracker." They were excited to move to production week after 10 weeks of rehearsal where they followed strict masking and distance protocols, carefully regulated their interactions with others, and chose dance over other activities in order to bring the holiday tradition to the community. That same evening, with cases spiking across the region, an order was issued to close theatres and indoor venues by that Wednesday. Faced with yet another cancellation, parents and dancers decided to stage the show on Tuesday night in an empty theatre, record it, and offer it virtually. Costumes, scenery, props, and lighting were set up with only a few hours to spare. Dancers, without any prior rehearsal on the stage, brought The Nutcracker to life. A few nights later, the virtual show debuted, bringing in a viewing audience from across the country. For a time, party children, snowflakes, flowers, and the Sugar Plum graced the stage (albeit masked) reminding us that even in these times, art has the power to transcend and even transform.

As CBT moves into the 2021-22 season (our 41st!) the realities of the pandemic and how this affects our world, looks different, but significant challenges still remain. Most specifically, we seek to keep our company thriving, growing and performing. As the only non-profit, pre-professional ballet company in the Lansing area, we are in need of your help and support to keep our mission and vision of providing the arts to all children in our community going.

It is our hope that you will consider joining us this season as we transform the lives of performers, audience members and others in our community with your commitment of support in order to be able to sustain and grow CBT, now and into the future.

We look forward to your partnership and have sincere gratitude for your ongoing support!

Yours in support of ballet in our community,

The CBT Board, Staff and Company
www.cbtdance.org



2021-2022 Season Sponsorship Opportunities

\$10,000 Presenting Sponsorship (2 available)-*Sponsorship Benefits Include:*

- Full Page ad in Nutcracker 2021 program and Spring 2022 program
- Social Media exposure (4 impressions per show, per platform-Facebook and Instagram) leading up to the performance of both shows
- "Presented by" as part of welcoming remarks prior to each performance
- Logo and link to corporate website on www.cbtdance.org
- Logo impressions as part of video production and live streaming presentations
- Signage, with logo, at both performance venues for all shows

\$5,000 Sponsorship-*Sponsorship Benefits:*

- Half Page ad in Nutcracker 2021 program and Spring 2022 program
- Social Media exposure (2 impressions per show, per platform-Facebook and Instagram) leading up to the performance of both shows
- Logo and Link to corporate website on www.cbtdance.org
- Logo on signage at both performance venues for all shows

\$5,000 Apparel Sponsorship (1 available per show)-*Sponsorship Benefits:*

- Half Page ad in Nutcracker 2021 program and Spring 2022 program
- Social Media exposure (2 impressions per show, per platform-Facebook and Instagram) leading up to the performance of both shows
- Logo and Link to corporate website on www.cbtdance.org
- Logo on signage at both performance venues for all shows
- EXCLUSIVE:** Corporate logo on show apparel sleeve

\$5,000 Mother Ginger Sponsorship (EXCLUSIVE!)-*Sponsorship Benefits:*

- Half Page ad in Nutcracker 2021 program and Spring 2022 program
- Social Media exposure (2 impressions per show, per platform-Facebook and Instagram) leading up to the performance of both shows
- Logo and Link to corporate website on www.cbtdance.org
- Logo on signage at both performance venues for all shows
- EXCLUSIVE:** Opportunity for company employee to perform as "Mother Ginger" in the 2021 Nutcracker performance

\$5,000 Summer Company Sponsorship (EXCLUSIVE!)-*Sponsorship Benefits:*

- Half Page ad in Nutcracker 2021 program and Spring 2022 program
- Social Media exposure (2 impressions per show, per platform-Facebook and Instagram) leading up to the performance of both shows
- Logo and Link to corporate website on www.cbtdance.org
- Logo on signage at both performance venues for all shows
- EXCLUSIVE:** Signage with logo at all Summer Company performances (approximately 4-6 per season.)

\$2,500 Sponsorship-*Sponsorship Benefits:*

- Quarter Page ad in Nutcracker 2021 program and Spring 2022 program
- Social Media exposure (1 impression per show, per platform-Facebook and Instagram) leading up to the performance of both shows
- Link to corporate website on www.cbtdance.org
- Corporate name on signage at both performance venues for all shows



2021-2022 Season Sponsorship Opportunities

YES! I want to support CBT and the arts in Lansing!

I/ my company will sponsor at the following level:

\$10,000 Presenting Sponsorship (2 available)

\$5,000 Sponsorship

\$5,000 EXCLUSIVE Apparel Sponsorship

\$5,000 EXCLUSIVE Mother Ginger Sponsorship

\$5,000 EXCLUSIVE Summer Company Sponsorship

\$2,500 Sponsorship

Please list my name as follows:

Company name _____

Contact name: _____

Address: _____

City, State ZIP: _____

Phone: _____

Email: _____

Please remit Payment and Form to:

Children's Ballet Theatre

ATTN: Amy Zaagman

2458 N. Cedar Street

Holt, MI 48842



Thank you!