



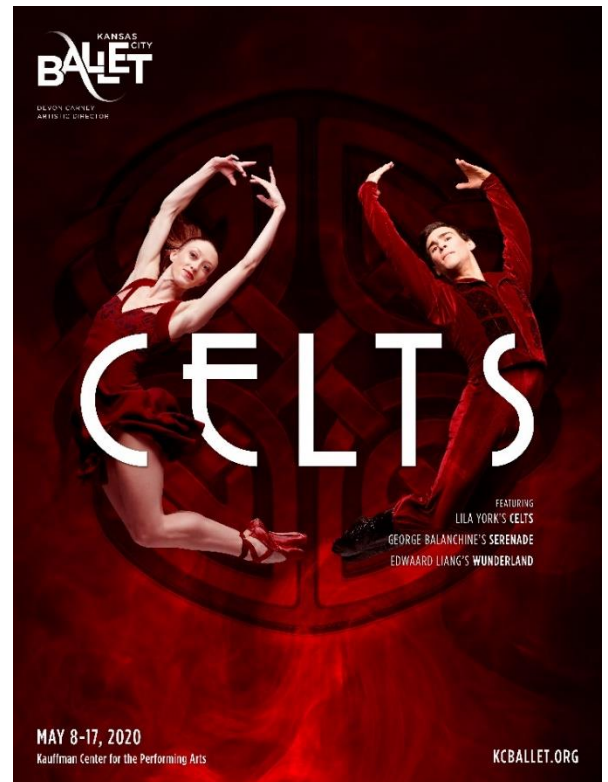
Celts **Presenting Sponsor**

A Stunning Fusion of Irish Folk Dance and Ballet

May 8 - 17, 2020

Kauffman Center for the Performing Arts

Lila York debuted *Celts* at Boston Ballet – a year before Michael Flatley’s *Riverdance* became a sensation – and was hailed by the *Boston Herald* as “a riveting, imaginative marriage of ballet and Irish folk dance with a modern sensibility.” Set to the music of The Chieftains and more, this celebration of Irish culture has brought audiences to their feet with its choreographically intense jig and captivating energy. *Music performed by Kansas City Symphony.*



FEATURING

CELTS

Choreography: Lila York

Music: The Chieftains, William J. Ruyle, Bill Whelen, Mason Daring

SERENADE

Choreography: George Balanchine

Music: Peter I. Tchaikovsky

WUNDERLAND

Choreography: Edwaard Liang

Music: Philip Glass

As the *Celts* Presenting Sponsor, your company will be visible to Kansas City Ballet's constituency of subscribers, individual and corporate donors, school parents, students and the general public during KC Ballet's *Celts* promotional campaign and performances. Anticipated total ticketed audience is 4,000; 6 performances.

Your company's support will provide marketing and entertainment value while making an important contribution to the community. Kansas City Ballet reaches more than 160,000 people annually through outreach, dance education and training, and professional performances.

Presenting Sponsorship Benefits

- Logo included in all flyers, postcards mailings and email marketing campaigns. The total reach is 70,000 patrons.
- Logo placement as *Celts* Sponsor in production promotional materials for performances and Dance Speaks (April 22): online advertising, signage, social media, and press releases.
- Company recognition posted during *Celts* promotional campaign on KC Ballet social media platforms: Facebook (32,333 followers); Instagram (15,600 followers); Twitter, (11,000 followers); LinkedIn (1,491 followers).
- Business profile and logo in the *Celts* program book (4,000 copies)
- 8 Orchestra-level tickets for one performance of *Celts* (valued at approximately \$968).
- 8 invitations to The Bolender Society Intermission Reception in the Muriel Kauffman Theater Reception Suite during chosen performance.
- Option for private pre-performance reception at the Kauffman Center (catering and additional tickets additional)
- 8 invitations to the post-performance Opening Night Party at the Kauffman Center
- 8 invitations to *Celts* dress rehearsal
- 2 invitations to Dinner with Devon prior to dress rehearsal
- Logo and recognition on Kauffman Center monitors during *Celts* performances
- Listing as a Presenting Sponsor on Figaro seatback titling system during performances
- Stage mention of Presenting Sponsorship prior to each *Celts* performance

Season Benefits and Recognition

- The Bolender Society membership for two company representatives (benefits include members-only invitations to performance intermission receptions and special events).
- Recognition in all Kansas City Ballet season program books
- Logo and Business Profile posted for one year on kcballet.org
- Discount rates for KC Ballet performances offered to Mark One employees (discounts vary by performance)
- Kansas City Ballet School Studio Discount for employees (Save \$20 on 20-class packs for dance and fitness classes)
- Business Leadership Committee membership for 1 company representative
- Invitation to Kansas City Ballet special events

COMPANY INVESTMENT: \$10,000 (tax-deductible, less ticket value)

FOR MORE INFORMATION, contact [Karen Massman VanAsdale](mailto:kvanasdale@kcballet.org), Director of Corporate Relations, at kvanasdale@kcballet.org or 816-216-5584.

