



Dance Day Presenting Sponsorship

August 2020

Todd Bolender Center for Dance and Creativity
500 W. Pershing Road, KCMO

KC Dance Day is a free community event promoting health, fitness and artistry, and is Kansas City Ballet's gift to the entire community. The day includes more than 30 various dance classes for children and adults throughout the day ranging from beginning ballet to flamenco to hip-hop.

Performances in Kansas City Ballet's Frost Studio Theater showcase local and regional dance talent including youth performance groups, world dance ensembles and KCB's very own KCBII.

Last year's approximately 1,650 attendees came downtown from all over the Kansas City region to experience the great variety of dance our area has to offer.

Free community classes during KC Dance Day include:

- Ballet
- Hip-Hop
- Contemporary
- Modern
- Flamenco
- And more!

As a Sponsor of Kansas City Ballet's 10th Annual KC Dance Day, your company will reach KC Ballet's diverse constituency at the event and throughout the year.



We estimate 60,000 adults and children visit the Bolender Center annually, a creative center for our community located on the west edge of the Union Station campus. KC Ballet students attend weekly classes at the Bolender Center year-round. We also welcome KC Dance Day attendees, tour groups, KC Ballet subscribers, and donors to attend rehearsals and events at the Bolender Center all season.



Kansas City Ballet Bolender Center

“It’s always a thrill to visit the Todd Bolender Center for Dance and Creativity, a rehabbed architectural wonder that never fails to make the jaw drop.” *The Kansas City Star*

KC DANCE DAY SPONSORSHIP BENEFITS

- Recognition as a Dance Day Presenting Sponsor in promotional flyers and signage.
- Recognition on all KC Ballet social media platforms prior to event: Facebook); Instagram; Twitter; LinkedIn.
- Recognition as a Dance Day Sponsor in promotional emails (database of 70,000+).
- Recognition as a Dance Day Sponsor in press release.
- Recognition as a Dance Day Sponsor on event website.
- Recognition as a Dance Day Sponsor in event program.
- Recognition in all Kansas City Ballet season program books
- Company-provided signage displayed at Dance Day in the main Bolender Center lobby
- Option to provide information or give-away to Dance Day attendees
- Volunteer opportunities for employees at Dance Day
- Company listing and link for one year at kcballet.org
- Employee discounts to Kansas City Ballet repertory performances
- Employee discounts to Kansas City Ballet Studio classes
- Bolender Society Membership Benefits for two company representatives: Benefits include invitations to intermission receptions during season repertory performances, Season Launch party and other special events.

Investment: \$10,000

To reserve this Dance Day Sponsorship, please contact **Karen Massman VanAsdale**, kvanasdale@kcballet.org or 816-216-5584.