A proposal to

[COMPANY NAME]

SWAN LAKE

CHOREOGRAPHY DEVON CARNEY AFTER MARIUS PETIPA

FEBRUARY 14-23, 2020

Kauffman Center for the Performing Arts

KCBALLET.ORG
Perhaps the most recognized ballet of all time, Swan Lake makes its highly-anticipated return to Kansas City Ballet after breaking box office records in 2016. This immortal love story involves a wicked sorcerer who captures the beautiful Princess Odette and turns her into a swan. His evil spell can only be broken when a young prince pledges his love and marries her. Should he betray her, she will remain a swan forever.

Choreography: Devon Carney after Marius Petipa and Lev Ivanov
Music: Peter I. Tchaikovsky
Music performed by Kansas City Symphony

As Swan Lake Presenting Sponsor, [COMPANY NAME] will be visible to Kansas City Ballet’s constituency of subscribers, single ticket buyers, individual and corporate donors, and school parents during all Swan Lake performances, as well as and in promotions and marketing of the production. Your support will also help impact the Greater Kansas City community as we reach more than 160,000 people annually through outreach, dance education, and professional performances.
Presenting Sponsorship Benefits

- Logo placement as Swan Lake Presenting Sponsor in all production promotional materials: print advertising, signage, social media and press releases. (See Marketing Plan below)
- Logo included in all flyers, postcards mailings and email marketing campaigns. Multiple emails to database of 70,000 (See Marketing Plan below)
- Business profile and logo posted during Swan Lake promotional campaign on KC Ballet social media platforms: Facebook (32,700+ KCB followers; 2,000+ KCB School followers; 500+ KCB Guild Members; 680+ BARRE KC followers); Instagram (15,200+ KCB followers; 2,600+ KCB School followers); Twitter, (10,900+ followers); LinkedIn (1,440+ followers)
- Business profile and logo in the Swan Lake program book (7,000 copies) and posted on KC Ballet blog (3,500+ annual views)
- 10 Orchestra-level tickets (valued at approximately $1,210) – additional tickets may be purchased at a discount.
- 10 invitations to The Bolender Society Intermission Reception in the Muriel Kauffman Theatre Reception Suite during chosen performance(s)
- Option for private pre-performance reception at the Kauffman Center (catering and additional tickets additional)
- 10 invitations to post-performance Opening Night Party at the Kauffman Center
- 10 invitations to Swan Lake dress rehearsal at the Kauffman Center
- 2 invitations to Dinner with Devon prior to dress rehearsal at the Kauffman Center
- Logo and recognition on Kauffman Center monitors during Swan Lake
- Listing as a Presenting Sponsor on Figaro seat back titling system during performance
- Stage mention of Presenting Sponsorship prior to each Swan Lake performance

Season Benefits and Recognition

- Recognition in all Kansas City Ballet season program books
- Logo posted on kcballet.org
- Discount rates for all KC Ballet performances offered to all [COMPANY NAME] employees (discounts vary by performance)
- Kansas City Ballet School Studio Discount for all [COMPANY NAME] employee (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
Marketing and Demographics

All marketing is designed to attract nearly 13,000 patrons to Swan Lake.

Market reach: 2.4 million in the Kansas City area and surrounding region specifically targeting cities up to 150 miles away: Columbia, MO.; Fort Leavenworth, KS; Jefferson City, MO; Lawrence, KS: Saint Joseph, MO; Springfield, MO; Manhattan, KS; Topeka, KS, and Wichita, KS.

Budget: $180,000

Billboard - in place Dec. 26 to March 1

Print Ad Schedule – January, February
The Kansas City Star - 14 ads in Jan/Feb 2015 (plus affiliate publications)
  4 times in A&E - 2 full page ads and 2 half page ads
  2 times in PREVIEW - 4col x 8"
  2 times in FYI - 4col x 8"

Radio Ad Schedule – January, February
300-350 60-second spots on KCMO-FM, KC102, The Point 99.7 radio stations
KCUR and KANU (KPR) - 40 :15 sec. sponsor announcements

TV Ad Schedule – January, February
75-80 30-second spots on TBD TV stations (in the past, KCB has promoted on FOX4 news and KSHB-TV news)

Online Ads & Email Schedule – January, February
KCLiveArts.org - 3 email blasts to 5,000 persons each
Facebook - 300,000 impressions - online ads
SEM and OTT - 1,200,000 impressions

Emails to Ballet Patrons, Students and Parents of Students – most include videos
1 - Nutcracker Post-performance follow-up promoting Swan Lake - 10,000
4 - Swan Lake only sales messages - 20,000 each (number of email recipients subject to change)
2 - Ballet at a Bargain offers - 250 each to corporate contacts
1 - Pre-performance to ticket holders - 2,500
1 - Post-performance to ticket holders - 2,500

Social Media Schedule –December through February 28
Ballet Blog - 1-2 postings per week
Facebook - daily postings
Twitter - daily postings
Instagram - daily postings
LinkedIn

Public Relations Schedule
Swan Lake Press Release - blasts January
Media Photo and Interview Op – January through February
Media Alert – blasts February

Misc. and Special Offers
Postcards 2 & 3 – 60,000 mailed in January and February

Audience Demographics

- More than 72,000 patrons annually attend a Kansas City Ballet performance
- 40 percent are 35 to 45 years old 34 percent have children under the age of 18
- 77 percent enjoy annual household incomes of more than $50,000
- 66 percent are married with a partner
- 81 percent hold college degrees
- 80 percent are female; 20 percent are male
- 80 percent of Swan Lake audiences are identified as those who enjoy Midlife Success, Accumulated Wealth, Affluent Empty Nesters and Conservative Classics
Top five zip codes where patrons live: 66208, 64113, 66062, 66206, 66209, 66213

INVESTMENT

$25,000 (tax deductible, less ticket value)
About Swan Lake

Kansas City Ballet presents the return of the record-breaking Swan Lake for a Valentine’s Day opening night February 14, 2020, and runs for 9 performances through February 23, 2020 at the Kauffman Center for the Performing Arts.

We premiered Devon Carney's Swan Lake in 2016, and broke all records for attendance with more than 13,000 ticket buyers. Swan Lake is Pyotr Ilyich Tchaikovsky’s most popular ballet, and is the most recognizable to audiences. All performances will be accompanied by the Kansas City Symphony, and conducted by Kansas City Ballet Music Director Ramona Pansegraup.

The performance will feature choreography by Devon Carney, Artistic Director of Kansas City Ballet (after Marius Petipa and Lev Ivanov); and music by Peter I. Tchaikovsky, performed by Kansas City Symphony.

Artistic advances in our professional company and the availability of the Kauffman Center for the Performing Arts allow us to bring back Swan Lake. This innovative performance includes our full professional and second companies, trainees, and select Kansas City Ballet School students.

In addition to the 9 performances, Dance Speaks: Swan Lake, January 29 at the Todd Bolender Center, will provide an opportunity for the community-at-large to get a sneak peek of a Swan Lake rehearsal and gain behind the scenes information regarding Kansas City Ballet’s production. Choreographer and Artistic Director Devon Carney will lead an engaging conversation inspired by this timeless work!

Tracing its origins back to 1895 and famed choreographer Marius Petipa and Lev Ivanov, Swan Lake centers on Odette, the queen of a flock of female swans. In KC Ballet’s production, the flock is comprised of up to 24 swans as part of lavish corps de ballet scenes. Typically, regional, single-company productions consist of only 12.

“I am thrilled to see our dancers get the opportunity to perform this defining work for our audiences. To this day, the dual role of Odette/Odile is world famous and a major milestone in a dancer’s career. Additionally, the group of swans that compromise the corps de ballet must breathe and move almost as one—the quintessential example of precision and timing. It isn’t any wonder this spectacular ballet has withstood the great test of time. It’s an honor and a privilege to present it to our Kansas City community on the Kauffman Center's stage!” - Devon Carney, Artistic Director – Kansas City Ballet
## Production Budget

The budget for *Swan Lake* is estimated at **$912,811.35**

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<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Cost</th>
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<tr>
<td><strong>Artistic fees</strong></td>
<td>Dancer Salaries &amp; Benefits</td>
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<td>Ballet Master Salaries &amp; Benefits</td>
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<td>Guest Artist expenses</td>
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<td>Guest Artist fees</td>
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<td>Dancer Overtime/hazard projected</td>
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<td>Extra performers</td>
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<td><strong>Costuming</strong></td>
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<td>Costume Assistant</td>
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<td>Costume royalty</td>
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<td>Costume maintenance / rental / build</td>
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<td>Dressers</td>
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<td>Shoes</td>
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<td>Extra Musicians</td>
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<td>Teachers and pianist</td>
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<td>Guest lighting designer</td>
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<td>Overhead (15%)</td>
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ABOUT Kansas City Ballet

Kansas City Ballet (KCB) is the flagship professional ballet company in an eight-state region. Our programs include:

Professional Company Performances (October - May)

Kansas City Ballet, a professional company of 30 dancers, plus a Second Company of sixteen (six are KCB II and ten are Trainees) celebrated its 60th Anniversary Diamond Jubilee season in 2017-2018. Tatiana Dokoudovska founded the Ballet in 1957.

Under the direction of Artistic Director Devon Carney and Executive Director Jeffrey J. Bentley, the Ballet is one of the most artistically dynamic and financially sound performing-arts institutions of its size in the country. More than 70,000 people attend our Ballet performances annually. As in previous years, Kansas City Ballet will present a season to include full-length and mixed repertory programs in 2019-2020. A full-length story ballet usually follows a narrative storyline, telling a tale from beginning to end. A mixed repertory program consists of three or four shorter ballets in one performance. They may or may not have commonality in storyline, style, and choreography.

All Kansas City Ballet performances take place at the Kauffman Center for the Performing Arts or the Todd Bolender Center for Dance & Creativity - both in Kansas City, Missouri - and most include live accompaniment by Kansas City Symphony, conducted by Kansas City Ballet Music Director Ramona Pansegrau.

Kansas City Ballet School Academy (year-round)

The KCBS Academy mission is to provide excellence in dance training to a diverse body of students. Our comprehensive approach is based on the traditions of classical ballet and prepares students for the widest spectrum of opportunities within the artistic community and professional dance world. Students develop skills associated with academic success including self-discipline, self-confidence and the ability to concentrate and collaborate. Our students recognize the importance of process and quality of work, setting high standards in all areas.

The Academy has more than 600 students in the following divisions. All classes are taught by KCBS’ acclaimed faculty in the Bolender Center’s state-of-the-art studios.

• Children's Division (Ages 2-7) and Primary Division (Ages 7-11)
• Preparatory Division (Levels 3 and 4)
• Pre-Professional Division (Levels 5+ and Daytime program)
• Professional Division (Second Company)

Community Engagement and Education (year-round)

Through expanded Community Engagement and Education programs and events, Kansas City Ballet reached more than 19,000 in 2018-2019 through such programs as Reach Out And Dance (R.O.A.D.) - weekly dance classes delivered in Kansas City area elementary schools by professional instructors and accompanists - educational matinees, pre-performance workshops, KC Dance Day, DANCE SPEAKS (an educational series for adults of themed panel presentations), and Dance-A-Story workshops for children.
2019-2020 BOARD OF DIRECTORS

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Thank for the opportunity to present this proposal to [COMPANY NAME]. FOR MORE INFORMATION, please contact Karen Massman VanAsdale, Director of Corporate Relations, at kvanasdale@kcballet.org or 816-216-5584.