



**New Moves**  
**PRESENTING SPONSORSHIP**  
Bolender Center for Dance & Creativity  
March 26-29, 2020

**Dance Speaks: New Moves – March 11, 2020**  
ArtsKC Gallery | 106 Southwest Blvd.

New Moves, one of Kansas City Ballet's most popular performances, showcases contemporary ballet in an intimate setting. This limited-run production gives audiences a chance to see tomorrow's sought after choreographers. It is a very up close and visceral experience for audience and dancer alike. Come feel the athleticism, beauty, power and passion of never before seen dance creations!



Emerging choreographers are chosen by Kansas City Ballet Artistic Director, Devon Carney, from across the country and from our own company of dancers. This Season, four new works will be created by female choreographers.

As *New Moves* Presenting Sponsor, your company will be visible to Kansas City Ballet's constituency of subscribers, single ticket buyers, individual and corporate donors, and school parents during all 6 *New Moves* 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.

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## Presenting Sponsorship Benefits

- Logo placement as **New Moves Presenting Sponsor** in all production promotional materials: online advertising, signage, social media and press releases.
- Logo included in season brochure and season promotional materials with multi-year commitment.
- Logo included in all email marketing campaigns. Multiple emails to database of 70,000.
- Logo included on signage at venue
- Business profile and logo posted during *New Moves* 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 *New Moves* program
- Business profile and logo posted on KC Ballet blog (3,500+ annual views)
- 10 tickets to the performance of choice - additional tickets may be purchased at a discount.
- 10 invitations to The Bolender Society Pre-Performance Reception at the Bolender Center
- 10 tickets to *Dance Speaks: New Moves*
- Stage mention of Presenting Sponsorship prior to each *New Moves* performance and *Dance Speaks: New Moves* event.
- Stage mention of Presenting Sponsorship at *Dance Speaks: New Moves* event.
- 6 tickets to another repertory season performance at the Kauffman Center for the Performing Arts.

## Season Benefits and Recognition

- Bolender Society Membership for 2 company representatives throughout the season. Benefits include: invitations to all Open Rehearsal and Receptions; Backstage Tours; Pre-sale Ticket Access; Invitation to Bolender Society Events; Bolender Society Suite Access/Intermission Reception; Concierge Ticketing Support; and Priority Access to upgrade Subscription Tickets

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- Recognition in all Kansas City Ballet season program books
- Logo posted on kcballet.org
- Discount rates for all KC Ballet performances offered to all employees (excluding *The Nutcracker*)
- Kansas City Ballet School Studio Discount for all employees (Save \$20 on 20-class packs for dance and fitness classes)
- Volunteer opportunities for employees throughout the Season.
- Business Leadership Committee membership for 1 company representative

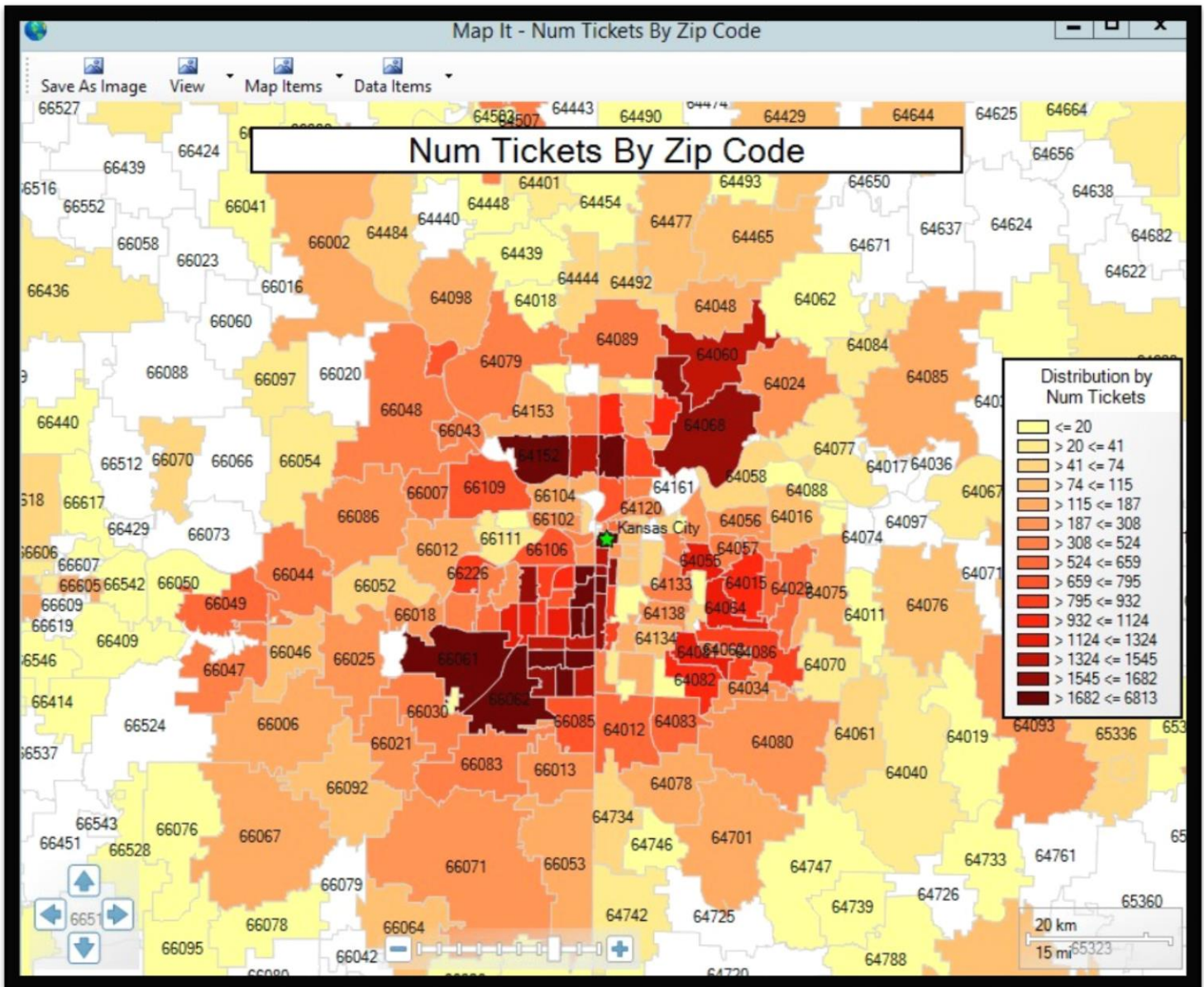
### Kansas City Ballet Audience Demographics

- 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 audiences are identified as those who enjoy Midlife Success, Accumulated Wealth, Affluent Empty Nesters and Conservative Classics



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Top five zip codes where patrons live: 66208, 64113, 66062, 66206, 66209, 66213



## INVESTMENT

\$10,000 (tax deductible, less ticket value)

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