

# Indianapolis School of Ballet

Corporate Sponsorship Opportunities - 2017



[indyballet.org](http://indyballet.org)

or call 317.955.7525



Indiana's premier destination for  
professional dance instruction.  
ISB is a program of Indianapolis Ballet, Inc.,  
a not-for-profit 501(c)(3) organization.



## YOUR SUPPORT IS ESSENTIAL TO OUR SUCCESS

Since our founding in 2006, local businesses have been vital partners with us in supporting our mission to advance professional ballet and dance education in our community through world-class training and dynamic performances provided in a culturally diverse environment designed for the continual physical, intellectual, emotional, and artistic growth of all dancers. Our loyal patrons recognize the value of corporate sponsorships which builds awareness, positive perception and, ultimately, engagement. By supporting Indianapolis School of Ballet, our corporate partners enhance their organizations and help build a more vibrant local community.

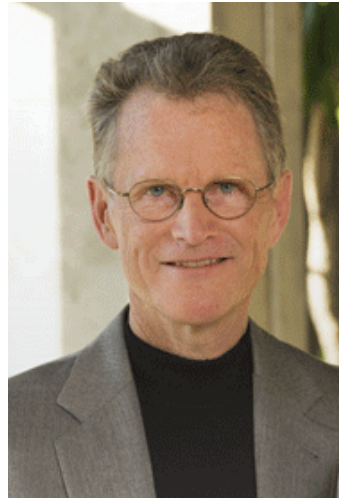
**Thank you for your support!**

Victoria Lyras  
Founder and Artistic Director

## WHY CONSIDER A CORPORATE SPONSORSHIP?

Enhance your brand visibility and be recognized for your generosity.

Having a world-class school and ballet company in Central Indiana contributes to our quality of life. One of the reasons corporations partner with Indianapolis School of Ballet is that they want to attract outstanding employees and their families. Corporate contributions are essential to realizing our mission. I invite you to inquire about opportunities to partner with us and, in turn, make a significant contribution to our local community.



Michael O'Brien  
President, Indianapolis School of Ballet  
Board of Directors



Indianapolis School of Ballet provides opportunities to help meet a corporation's philanthropic goals through sponsorship of our productions, dancers and programs. We offer a wide variety of sponsorship packages and will work with organizations if they wish to customize their sponsorships to meet their budget and desired outcomes. Corporate sponsorships provide a formidable way to build awareness and good will.

Susan Moritz  
Interim Director of Development  
Indianapolis School of Ballet

# CORPORATE SPONSORS 2016

*"Indianapolis School of Ballet is grateful for the generosity of our 2016 Corporate Sponsors that supported our productions, outreach programs and student tuition assistance fund. They played a significant role in helping us advance our mission."*

Dr. Jack Powell  
Indianapolis School of Ballet Board Member and Chair  
Board Development Committee

Community Health Network  
Printing Partners  
Three Sixty Group  
April Willy  
Eskenazi Health  
Crowne Plaza  
Philip D. Zaneteas, PH.D., M.D.  
Ice Miller Legal Counsel  
Ogletree Deakins  
Frost Brown Todd Attorneys  
Roche  
Sun King Brewery  
NextGear Capital  
Stuart's Moving and Storage, Inc.  
Indy Eleven

The National Bank of Indianapolis  
Cushman & Wakefield  
Methodist Sports Medicine  
Goodman Campbell  
INNOVATIVE  
Reis-Nichols Jewelers  
CAIRS Solutions  
Endangered Species Chocolate  
Indy Reads  
Gary & Kathy Anderson

#### **YEAR-ROUND SUPPORT**

Lilly Matching Gifts Program  
Salesforce Marketing Cloud  
Allen Whitehill Clowes  
Charitable Foundation

Christel DeHaan Family  
Foundation  
Summer Youth Program Fund  
The Indianapolis Foundation  
a CICF Affiliate  
Indiana Arts Commission  
Moonbug Photography  
Freed of London  
Marsh  
Indiana Landmarks  
Taft  
Art Works  
Lilly Endowment Inc.  
Arts Council of Indianapolis



For more information contact Interim Director of Development  
Susan Moritz at [smoritz@indyballet.org](mailto:smoritz@indyballet.org) or 317-955-7525.

# INDIANAPOLIS SCHOOL OF BALLET 2017 BOARD OF DIRECTORS

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Community Volunteer

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Physical Medicine and Rehabilitation

**Lorraine Price**

Board Members Emeritus

**Karl Zimmer, Junior**

Board Members in Memoriam



Your Sponsorship in Action

# REACHING OUR AUDIENCES

## 2016 Ticket Sales

Full 2015-16 Season: 8,565 total tickets  
(including 264 comps)  
2015-16 *Balanchine Masterworks & Gala*:  
675 tickets (including 203 comps)  
2015-16 *Nutcracker*: 6,984 tickets  
(including 215 comps)  
2015-16 *May We Dance!*: 906 tickets

## 2015-16 IndyBallet.org Visits

194,853 views  
38,655 sessions  
5.04 pages/session  
2.27 average/session

## 2015-16 Media

- Email campaigns include up to 4,000 ISB Households with over 40,000 views/year
- Targeted digital campaigns achieve more than 260k impressions
- Print advertising typically includes a mixture of high-profile newspapers, magazines, programs, and bank stuffers that are delivered to over 2.5 million people
- Radio placements available for both productions typically reaching over 430,000 listeners

**TOTAL AUDIENCE: 25,000+**  
**PAID AUDIENCE: 15,000+**



For more information contact Interim Director of Development  
Susan Moritz at [smoritz@indyballet.org](mailto:smoritz@indyballet.org) or 317-955-7525.

# THE BENEFITS OF YOUR CONTRIBUTION

The support of our corporate sponsors greatly impacts how we educate, engage, and interact with the entire Central Indiana community. Our downtown location allows us to reach a diverse performing audience of 25,000+ over the course of 25 annual performances.

Now entering its 11th year, ISB is known throughout the ballet community for exceptional dance training.

In addition to our traditional classes, your corporate sponsorship assists in the support of other ISB programs including:

**Summer Intensives** – This program features 5 weeks of intense, all-day training for students accepted by audition from across the nation. A capstone performance takes place at the Artsgarden. Sixty-four students participated in 2016.



**Summer Camps** – Our summer camp program is geared towards students ages 5-9 offering an introduction to ballet and other dance. Thirty-eight students benefited from this program in 2016.



**Indy Ballet Classrooms** – Debuting in 2014, this 8-10 week outreach program brings free hour-long, weekly ballet lessons to elementary students in select IPS and charter schools. Upon completion, students demonstrate their new skills in a performance at their school. Students who excel are selected to attend ISB at no charge. During the 2016 – 2017 academic year, 174 students participated in this program.



**Young Men's Scholarship Program** - Launched in 2015, this program provides scholarships to all boys in the Pre-Professional track. It exposes boys to the magnificence, athleticism, and expression of ballet. During the 2016 - 2017 academic year, seven young men received full tuition scholarships through this program.



# CORPORATE SPONSORSHIP OPPORTUNITIES

## EVENTS:

Coppélia May 20 & 21, 2017 The Toby Indianapolis Museum of Art	2017 Annual Gala May 21, 2017 Deer Zink Pavilion Indianapolis Museum of Art	The Nutcracker December 21-23, 2017 Murat Theatre Old National Centre	The Nutcracker VIP Reception December 21, 2017 Deco Room Old National Centre
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\*Dates subject to change

### PERFORMANCE & EVENT SPONSORSHIP: SPRING PRODUCTION & ANNUAL GALA

MARKETING & ADVERTISING BENEFITS	TITLE SPONSOR \$5,000	LEAD SPONSOR \$3,000	ASSOCIATE SPONSOR \$2,000	CORPORATE SPONSOR \$1,000	COCKTAIL HOUR SPONSOR \$500
Category Exclusivity	X				X
Color Ad in Program	Full Pg., Preferred	Full Page	1/2 Page	1/2 Page	1/4 Page
Logo on ISB Website w/Link	X	X	X		
Logo, All Web & Print	X	X	X	X	X
<b>EVENT RECOGNITION</b>					
Signage in Lobby	X				
Pre-performance Recognition from Stage	X	X			
<b>TICKET BENEFITS</b>					
Tickets for Spring Show	8, VIP	6, Preferred	4, Preferred	2	2
Tickets for Gala	8, Full Table	6	4	2	2
20% Discount on Spring Tickets for employees of sponsoring organization	X	X	X		

### PERFORMANCE AND EVENT SPONSORSHIP: THE NUTCRACKER AND VIP RECEPTION

MARKETING & ADVERTISING BENEFITS	TITLE SPONSOR \$10,000	LEAD SPONSOR \$5,000	ASSOCIATE SPONSOR \$3,000	CORPORATE SPONSOR \$2,000	VIP RECEPTION SPONSOR \$2,500
Category Exclusivity	X				X
Color Ad in Program	Full Pg., Preferred	Full Page	1/2 Page	1/2 Page	1/2 Page
Corporate Logo on ISB Website with Direct Link	X	X	X		
Logo, all Web & Print	X	X	X	X	X
<b>EVENT RECOGNITION</b>					
Signage in Lobby	X				X
Pre-performance Recognition from Stage	X	X			
<b>TICKET BENEFITS</b>					
Tickets for The Nutcracker	10, VIP	6, Preferred	4, Preferred	2	2
Tickets for VIP Reception	10	6	4	2	4
20% Discount on Nutcracker Tickets for employees of sponsoring organization	X	X	X	X	

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# SUPPORT OUR TALENT

## Dancer Sponsorships

The Indianapolis School of Ballet Dancer Sponsorship program was initiated in recognition of its greatest asset, its splendid dancers. Whether choosing to recognize a principal or guest dancer, your participation as a sponsor will ensure the professional and artistic growth of all of our dancers and tomorrow's rising stars. Your gift helps maintain the excellence Indianapolis School of Ballet is known for, as well as, bringing international and national talent to Central Indiana.

Principal Dancer Sponsor: \$25,000 annually

Guest Dancer Sponsor: \$5,000 annually

## Dancer sponsorship benefits

- Invitations to exclusive events, meet and mingle with dancers
- Two free tickets to all Indianapolis School of Ballet productions
- Advanced notice of casting to cheer your Sponsored Dancer on stage
- Program recognition alongside your Sponsored Dancer's headshot in all event promotional materials and program.

