



ATLANTA BALLET

**EVENT
SPONSORSHIP
PROPOSAL**

18th ANNUAL
**CORPS
DE BALLET**
KICK-OFF LUNCHEON



EVENT DETAILS

18th ANNUAL

CORPS DE BALLET

KICK-OFF LUNCHEON

Neiman Marcus presents

Art of Fashion®

Fall 2016 Runway Presentation

MONDAY, SEPTEMBER 26, 2016

11:30am | Ritz Carlton, Buckhead

Co-Chairs

Patti Dickey & Dottie Smith

Sponsorship Contacts

Celeste Pendarvis

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atlantaballet.com



18th ANNUAL CORPS DE BALLET KICK-OFF LUNCHEON

A celebration of dance, fashion, and style, our annual luncheon kicks off the Corps de Ballet's social season in support of Atlanta Ballet and the Centre for Dance Education.

ABOUT THE EVENT

Each year, 500 of the most fashionable Atlantans mix and mingle at this luxurious luncheon, which features the highly anticipated Neiman Marcus: The Art of Fashion® Fall Runway Presentation. Guests are also treated to a performance by Atlanta Ballet Fellowship dancers and an exclusive swag bag featuring must haves from luxury brands.

ABOUT THE CORPS DE BALLET

The objective of the Corps de Ballet is to support to Atlanta Ballet and to give Corps members an insider's perspective on what it takes to produce a variety of programs. This includes sponsoring dancer Peng-Yu-Chen as well as Wabi Sabi, a dance initiative that brings dance to amazing outdoor venues throughout Atlanta.

ABOUT ATLANTA BALLET

Atlanta Ballet is one of the premier dance companies in the country, with a repertoire that includes beloved classics such as *Atlanta Ballet's Nutcracker*, as well as inventive original work. Founded in 1929, Atlanta Ballet has grown to attract more than 75,000 patrons to its productions and educate over 20,000 children and adults through its dance education and community outreach programs each year. The Centre for Dance Education, opened in 1996, took Atlanta Ballet to the next echelon of artistic excellence and secured Atlanta Ballet's position as the sixth largest dance school in the country. The Centre represents approximately \$2.5 million of the Ballet's annual \$10 million budget and provides top-tier rehearsal space. In addition, revenue from ticket sales is growing. Last year, box office sales were \$3.1 million, the highest the Ballet has earned in more than 20 years.





OUR ATTENDEES

Male/Female: 7% / 93%

Age: 35 – 60

Household Income: \$250,000

Education: 89% College Graduate+

OUR REACH

ATLANTA BALLET ENGAGES OUR SUPPORTERS THROUGH THE FOLLOWING CHANNELS:

SOCIAL MEDIA:

 35,238 page likes

 11.1K followers

 20.9K followers

eNEWS: 20,000 PEOPLE

Atlanta Ballet eNews is an electronic newsletter that is sent twice a month to single ticket buyers, donors, and individuals who have requested more information from Atlanta Ballet.

WEBSITES: 590,369 HITS IN 2015

The Atlanta Ballet and Centre for Dance Education websites are the most up-to-date source of information about Atlanta Ballet performances, classes, partnerships, and special events.

See sponsor benefits section for information on social media, eNews and website inclusion.



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SPONSOR BENEFITS

LEVELS	LUNCHEON & EVENTS	COLLATERALS, MEDIA & PROMOTIONS	ATLANTA BALLET 2016 2017 SEASON	SPONSORSHIP FEE
<p>PRESENTING SPONSOR</p> <p><i>Neiman Marcus</i></p>	<p>Two Premier runway tables for 10 at the luncheon</p> <p>Opportunity for an Atlanta Ballet dancer to sit at your table</p> <p>Verbal recognition by Corps de Ballet chairs, at the event</p>	<p>Presenting Sponsor logo recognition on all event-related collateral</p> <ul style="list-style-type: none"> ▪ Save-the-date ▪ Event invitation (approximately 750 sent) ▪ Event program ▪ Event gobo <p>Opportunity for product inclusion in swag bags at the luncheon</p>	<p>Eight tickets to the Atlanta Ballet 2016 2017 Season</p> <p>Invitations to Atlanta Ballet events including Preview & Post-Show Parties</p> <p>One-year Corps de Ballet membership for two table hosts</p>	<p>SOLD OUT</p>
<p>PLATINUM SPONSOR</p>	<p>Premier runway table for 10 at the luncheon</p> <p>Opportunity for an Atlanta Ballet dancer to sit at your table</p> <p>Invitation to the Neiman Marcus hosted In-Store Event celebrating the Hosts of the Corps de Ballet Kick-off Luncheon</p>	<p>Sponsor logo recognition on all event-related collateral</p> <ul style="list-style-type: none"> ▪ Event invitation (approximately 750 sent) ▪ Event program ▪ <i>Atlantan</i> magazine ad ▪ Atlanta Ballet website ▪ Atlanta Ballet e-News (2) ▪ Atlanta Ballet social media posts (2 mentions) <p>Opportunity for product inclusion in swag bags at the luncheon</p>	<p>Pair of tickets to the Atlanta Ballet 2016 2017 Season</p> <p>Invitations to Atlanta Ballet events including Preview & Post-Show Parties</p> <p>One-year Corps de Ballet membership for table host</p>	<p>\$10,000</p>
<p>GOLD SPONSOR</p>	<p>Premier runway table for 10 at the luncheon</p>	<p>Sponsor logo recognition on all event-related collateral</p> <ul style="list-style-type: none"> ▪ Event invitation (approximately 750 sent) ▪ Event program ▪ <i>Atlantan</i> magazine ad ▪ Atlanta Ballet website ▪ Atlanta Ballet e-News (2) ▪ Atlanta Ballet social media posts (1 mention) <p>Opportunity for product inclusion in swag bags at the luncheon</p>	<p>One-year Corps de Ballet membership for table host</p>	<p>\$5,000</p>

18th ANNUAL

CORPS DE BALLET

KICK-OFF LUNCHEON

Please complete the following form to confirm your chosen sponsorship level.
Completed forms can be returned to **Celeste Pendarvis**, Special Events Manager at
cpendarvis@atlantaballet.com or mailed to 1695 Marietta Blvd., Atlanta, GA 30318.
Please contact us with any questions.

SPONSORSHIP FORM

CONTACT INFORMATION

Company Name

Contact Person

Contact Email Address

Contact Phone Number

Address

City/State/ Zip Code

SPONSORSHIP LEVELS

_____ \$10,000 Platinum Sponsor _____ \$5,000 Gold Sponsor

Method of Payment

- My check payable to **ATLANTA BALLET** is enclosed.
 Please charge my credit card Visa MC Discover AmEx

Name on Card

Card Number

Exp. Date

CVV

Total Sponsorship Cost

Signature (Required)

Date

THANKS FOR YOUR SUPPORT OF ATLANTA BALLET!

Once we receive your completed form, Atlanta Ballet staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-res color and black/white logo (eps and jpeg) to cpendarvis@atlantaballet.com