

Dance Kids of Monterey County and the
Monterey County POPS!

Nutcracker

Sponsorship Information 2017



Dance Kids of Monterey County, (www.dancekids.org), a 501(c)3 non-profit, has recently announced a year-long Silver Anniversary celebration. I am contacting you in regards to sponsorship opportunities that will benefit the children of Dance Kids of Monterey County and positively impact your company's philanthropic impact in the community. Since its founding in 1993, **Dance Kids** is proud to have helped over 50,000 young people in Monterey County achieve dance and theater skills, increase their self-esteem while learning discipline, group problem solving, respect and responsibility. Dance Kids students acquire a love and respect for the arts and create a solid basis for fitness and health throughout their lives. Our unique programs, designed for interactive, hands-on, creatively enriching experiences and multi-cultural communities, introduce the wonder of dance to children from all socio-economic backgrounds and ethnicity.

There are four Dance Kids youth programs that would benefit from your corporate donations:

- The annual celebrated classic **Nutcracker**, performed at the Sunset Center in Carmel for over 23 years, will be held on December 8-10, 2017. For the first time, the 39-member orchestra, Monterey County Pops!, conducted by Dr. Carl Christensen, will perform in the orchestra pit with over a hundred dancers on stage. Annual audiences include over 2500 people attending. Dance Kids, through its fundraising efforts, offers tuition and dancewear funding for students who might not otherwise be able to afford these necessities as well as classes and production fees.
- **Performing Arts Programs for the Monterey Peninsula Unified School District** impacting MPUSD schools with training in Radio Theatre, Drama and Dance Programs. These popular programs include youth and parent audiences around Monterey County's School District of more than 500 people.
- **Daily dance instruction for UPWARD BOUND**: a Summer High School to College personal and academic skill development program at California State University of Monterey Bay. Targeting first generation, college bound, at-risk high school juniors, this program impacts more than 80 low-income families each year.
- The interactive school tour **Cascanueces: A Latino Nutcracker**. In its fifth year, this program reaches more than 700 youth, teachers, and family members. A professional mariachi band and folkloric dancers weave the tale of Maria as she travels through Mexico. This program educates young people in the rich history of Mexican culture through the magic of music and dance. This is a bilingual production with a cast of 20 professional musicians and dancers.

We can't accomplish all of this without the financial support from companies in Monterey County. Attached are several sponsorship levels for your review that will bring your organization great branding visibility and also help provide our dancers, students and audiences with memories to last a lifetime.

Please contact me at brickman@brickmanmarketing.com or call [\(831\) 594-1500](tel:8315941500) to answer any questions and to let us know at what level you can support Dance Kids of Monterey County.

Thank you so much for your time and consideration. We deeply appreciate your generosity!

Best regards,

Wendy Brickman
[831-594-1500](tel:8315941500)

2017 Sponsorship Levels Summary

_____ **\$15,000 Dance Kids Corporate Sponsored *Nutcracker* Set (1 only)**

Company building image and logo in 2017 *Nutcracker* set; company holiday party performance; maximum logo listing; six gala, reception and performance tickets; backstage tour; full-page ad

_____ **\$15,000 Dance Kids Corporate Sponsor for *Cascanueces: A Latino Nutcracker* (1 only)**

Company holiday *Cascanueces* party performance; website banner; *Cascanueces* program recognition; maximum logo listing; six gala, reception and *Nutcracker* (Carmel) performance tickets; backstage tour; full-page ad

_____ **\$10,000 Dance Kids Corporate Visionary**

Maximum logo listing; six gala, reception and performance tickets; backstage tour; full-page ad

_____ **\$5,000 Dance Kids Corporate Champion**

Maximum logo listing; four gala, reception and performance tickets; backstage tour; half-page ad

_____ **\$5,000 Dance Kids Corporate Sponsor for *Cascanueces: A Latino Nutcracker***

Website banner; *Cascanueces* program recognition; maximum logo listing; four gala, reception and performance tickets (*Nutcracker* Carmel); backstage tour; half-page ad

_____ **\$2,500 Dance Kids Corporate Leader**

Maximum logo listing; two gala, reception and performance tickets; backstage tour; half-page ad

_____ **\$1750 – Dance Kids – Sugar Plum Fairy Party Sponsor (6 only)**

Maximum logo listing; ten Sugar Plum Fairy Party tickets; half-page ad

_____ **\$1,000 Dance Kids Corporate Creator**

Maximum logo and program listing; two gala, reception and performance tickets

_____ **\$500 Dance Kids Corporate Supporter**

Logo listing on website and program

CONTACT AND PAYMENT INFORMATION

Contact Name: _____ Phone: _____

Organization Name: _____ Email: _____

Mailing Address: _____

My check in the amount of \$ _____ payable to Dance Kids of Monterey is enclosed.

Please charge my (check one) Visa Mastercard Discover

Card Number: _____ Exp. _____ CSV: _____

Name on Card: _____ Signature: _____

Email this form to Wendy Brickman at brickman@brickmanmarketing.com. Forms and checks may be mailed to Dance Kids, P.O. Box 6225, Carmel, CA 93921. For more information, please contact Wendy Brickman at brickman@brickmanmarketing.com or call (831) 594-1500. Federal Tax ID: 77-0334683

2017 Corporate Sponsorship Levels

Detailed Description

\$15,000 Dance Kids Corporate Sponsored *Nutcracker* Set (1 only)

- Company building and logo become a scene painted on the new backdrop featured in the Battle Scene (Act 1, Scene 2) of *Nutcracker* performances for the year of the donation
- Mini-performance for the Company's Holiday Party (Ranging from a 3 to 10 minutes montage of scenes to a 30 minute mini-performance of *Nutcracker*)
- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Six Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for six to reception with *Nutcracker* guest artists and principal dancers
- Backstage *Nutcracker* Tour for six
- Full-page advertisement in *Nutcracker* program

\$15,000 Dance Kids Corporate Sponsor for *Cascanueces: A Latino Nutcracker* (1 only) **South Monterey County Annual Interactive School Tour** **and Company Holiday Performance**

- *Nutcracker* performance at company site or offsite for company employees on November 10, 2017 at a mutually acceptable time during the day of the South Monterey County school tour
- Website Banner at all performance venues in South Monterey County
- Recognition in the South County *Cascanueces; a Latino Nutcracker* program
- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Six Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for six to reception with *Nutcracker* guest artists and principal dancers
- Backstage *Nutcracker* Tour for six
- Full-page advertisement in *Nutcracker* program

\$10,000 Dance Kids Corporate Visionary

- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Six Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for six to reception with *Nutcracker* guest artists and principal dancers
- Backstage *Nutcracker* Tour for six
- Full-page advertisement in *Nutcracker* program

\$5,000 Dance Kids Corporate Champion

- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Four Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for four to reception with *Nutcracker* guest artists and principal dancers
- Backstage *Nutcracker* Tour for four
- Half-page advertisement in *Nutcracker* program

\$5,000 Dance Kids Corporate Sponsor for *Cascanueces: A Latino Nutcracker*

- Website Banner at the performance in South County
- Recognition in the *Cascanueces; A Latino Nutcracker* program
- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Four Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for four to reception with *Nutcracker* guest artists and principal dancers
- Backstage *Nutcracker* Tour for four
- Half-page advertisement in *Nutcracker* program

\$2,500 Dance Kids Corporate Leader

- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Two Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for two to reception with *Nutcracker* guest artists and principal dancers
- Backstage *Nutcracker* Tour for two
- Half-page advertisement in *Nutcracker* program

\$1750 Dance Kids Sugar Plum Fairy Party Sponsor

- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Ten Sugar Plum Fairy Party tickets for the Sponsor or donated to the Sponsor's charity of choice.
- Half-page advertisement in *Nutcracker* program

\$1,000 Dance Kids Corporate Creator

- Logo listing on all advertising through November 2018, including website, social media, newsletters, press releases and large print media ads
- Two Gala and Performance Tickets to the 2017 *Nutcracker* at the Sunset Center
- Invitation for two to reception with *Nutcracker* guest artists and principal dancers
- Logo listing in *Nutcracker* program

\$500 Dance Kids Corporate Supporter

- Logo listing on website through November 2018
- Logo listing in *Nutcracker* program



“Giving children a better understanding of their world through the arts.”

Dance Kids of Monterey County was created to provide ongoing performance opportunities in dance the theater arts to youth, ages 3 to 18, living in Monterey County. Our mission is to strengthen character and positively influence children’s lives through the performing arts. We seek to fulfill this mission through our various programming, including our annual Nutcracker performance, *Cascanuaces: A Latino Nutcracker*, Upward Bound, and our community-based collaboration with Monterey Peninsula Unified School District.

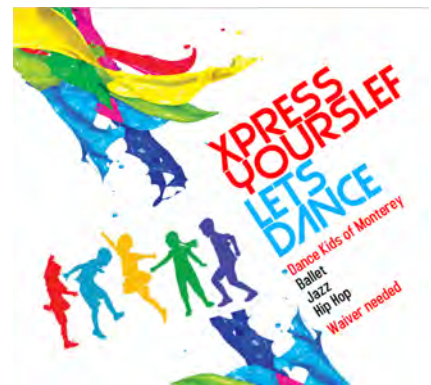
The 24th Annual Nutcracker Performance

Dance Kids is looking forward to its 24th annual production of the Nutcracker at the Sunset Center in Carmel on December 8-10, 2017. In addition to our three public performances, each year we put on a full show for 700 young people from throughout Monterey County. Our dancers also entertain retirees at Canterbury Woods and Park Lane in Monterey, and we offer a mini-Nutcracker at Carmel Valley Ranch. Our mission is to entertain and inspire members of the community of all ages and to support the effort and growth of our young performers.



Xpress Yourself: Let’s Dance

Student access to arts education and the quality of such instruction in public schools continue to be of concern to policymaker, educators and families. Dance Kids strives to present arts education outside of regular school hours with school-community partnerships. Our newest program in conjunction with Crumpton School in Marina offers after school dance classes to 75 students. During this 8-week course, three teachers provide instruction in ballet, hip hop and jazz twice a week.



Cascanuaces: A Latino Nutcracker

For the past three years, Dance Kids of Monterey County has toured an original production, *Cascanuaces: A Latino Nutcracker*, in elementary, middle and high schools from San Ardo to Salinas. The performance includes nine mariachi musicians performing Tchaikovsky's masterpiece composed in Hispanic sounds by Salinas-born, Jalisco harpist William Faulkner. Folkloric dancers perform four traditional, and very different, dance styles from four different Mexican states. Joining with a mariachi version of the Sugar Plum Fairy solo, a traditionally costumed Dance Kids' ballerina performs in traditional tutu. Dance Kids also provides collateral teaching materials to schools in order to explain the performance, the musical instruments and the traditional ballet story. Over the past three years, Dance Kids has performed this program for more than 2500 children.



Partnering with Upward Bound

Upward Bound provides fundamental support and motivation to participants in their preparation for college. Upward Bound serves high school students from low-income families and high school students from families in which neither parent holds a bachelor's degree. Dance Kids has collaborated with Upward Bound, held each summer at CSUMB, for the past five years. Dance Kids provides music and dance teachers for the afternoon sessions with over 150 young people, many from the Salinas Valley. They live at the University four days out of each six-week session and have an academic morning and arts enriched afternoon. Last year Dance Kids taught hula, folkloric dance, and guitar as part of the program.

This past year Joaquin Escamilla provided DK's instruction at Upward Bound. After working for weeks with these young people, many of whom, had never had any dance training, Joaquin said: *"This day has been stored in the happy place in my heart. Teaching this group reminded me of my past teachers. And now me. Showing human beings that you just need to believe. Amazing. At the end one student said, 'this is the most fun I have ever had.'"*



THANK YOU FOR SUPPORTING DANCE KIDS OF MONTEREY COUNTY!