

# what.

Dance Kids of Monterey County, ([www.dancekids.org](http://www.dancekids.org)), a 501(c)3 non-profit, is celebrating its Silver Anniversary. I am contacting you in regard 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 socioeconomic backgrounds and ethnicities.

## 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 24 years, will be held on December 7-9, 2018. Again this year, 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, delighting our annual audience of over 2500 guests. 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.
- **Dance Kids Teaches**, a performing arts program 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 of more than 500 people throughout the Monterey Peninsula Unified School District.
- 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 help provide our dancers, students and audiences with memories to last a lifetime.

Please contact us at [scottbjulian@gmail.com](mailto:scottbjulian@gmail.com) or call 831-601-9256 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,

Carol Richmond 831-809-1121  
Scott Julian 831-601-9256



# why?

Dance Kids of Monterey County was created to provide ongoing performance opportunities in dance and 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, Cascanueces: A Latino Nutcracker, and our community-based collaboration with Monterey Peninsula Unified School District, Dance Kids Teaches.

## The 25th Annual Nutcracker Performance

Dance Kids is looking forward to its 25th annual production of the Nutcracker at the Sunset Center in Carmel on December 7-9, 2018. 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.

## Cascanueces: A Latino Nutcracker

For the past three years, Dance Kids of Monterey County has toured an original production, Cascanueces: 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 a performance 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.

*"Giving children a better understanding of their world through the arts."*

**THANK YOU FOR SUPPORTING  
DANCE KIDS OF MONTEREY COUNTY!**

# how!

## 2018 SPONSORSHIP LEVELS SUMMARY

- \$15,000 Dance Kids Corporate Sponsored Nutcracker Set.** (1 only)  
-Company building image and logo in 2018 Nutcracker set; company holiday party performance; maximum logo listing; six gala, 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 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 \$ \_\_\_\_\_ is enclosed.  
(payable to Dance Kids of Monterey)

Please charge my  Mastercard  Visa  Discover (check one)

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_ CSV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Email this form to Scott Julian at [scottbjulian@gmail.com](mailto:scottbjulian@gmail.com). Forms and checks may be mailed to: Dance Kids, P.O. Box 6225, Carmel, CA 93921. For more information, please contact Scott Julian at [scottbjulian@gmail.com](mailto:scottbjulian@gmail.com) or call (831) 601-9256.

Federal Tax ID: 77-0334683





## 2018 Corporate Sponsorship Levels

Questions?

Contact Scott Julian  
scottbjulian@gmail.com  
or call (831) 601-9256

- Featuring the artistry of Nicole Bryant Stephans, the exterior of your business will be created on a new backdrop for the production of Nutcracker performances for the year of the donation

- Mini-performance for the Company's Holiday Party (Ranging from a 5 to 10 minute montage of scenes to a 30 minute mini-performance of Nutcracker

- Logo listing on all advertising through November 2019, including website, social media, newsletters, press releases and large print media ads

- Six Gala and Performance Tickets to the 2018 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**

**Corporate Sponsored  
Nutcracker Set (1 only)**

- Nutcracker performance at company site or offsite for company employees on November 29, 2018 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 2019, including website, social media, newsletters, press releases and large print media ads

- Six Gala and Performance Tickets to the 2018 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**

**Corporate Sponsor for Cascanueces:  
A Latino Nutcracker (1 only)**  
South Monterey County Annual Interactive School Tour & Company Holiday Performance

**\$10,000**

**Corporate Visionary**

- Logo listing on all advertising through November 2019, including website, social media, newsletters, press releases and large print media ads

- Six Gala and Performance Tickets to the 2018 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**

**Corporate Champion**

- Logo listing on all advertising through November 2019, including website, social media, newsletters, press releases and large print media ads

- Four Gala and Performance Tickets to the 2018 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**

**Corporate Sponsor  
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 2019, including website, social media, newsletters, press releases and large print media ads

- Four Gala and Performance Tickets to the 2018 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**

**Corporate Leader**

- Logo listing on all advertising through November 2019, including website, social media, newsletters, press releases and large print media ads

- Two Gala and Performance Tickets to the 2018 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

**\$2,500**

**Sugar Plum Fairy Party Sponsor**

- Logo listing on all advertising through November 2019, 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

**\$1,750**

**Corporate Creator**

- Logo listing on all advertising through November 2019, including website, social media, newsletters, press releases and large print media ads

- Two Gala and Performance Tickets to the 2018 Nutcracker at the Sunset Center

- Invitation for two to reception with Nutcracker guest artists and principal dancers

- Logo listing in Nutcracker program

**\$1,000**

**Corporate Supporter**

- Logo listing on website through November 2019

- Logo listing in Nutcracker program

**\$500**