



Dance Kids of Monterey County
Sugar Plum Fairy
Sponsorship Packet

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

Dance Kids of Monterey County, a 501(c)3 non-profit, is celebrating its Silver Anniversary in 2018! Our 25th Anniversary season will include 4 performances of the Nutcracker, as well as our festive Nutcracker Gala and Reception and the very popular Sugar Plum Fairy Party.

We are contacting you in regards to Sugar Plum Fairy 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 excellence through dance and theater.

Join our elegant champagne tea and catered luncheon featuring specialty desserts in honor of the Sugar Plum Fairy and her Cavalier. Meet the Nutcracker dancers, in costume, while the children are entertained with crafts, story time and a dance lesson from the graceful Sugar Plum Fairy and her court of soloists.

The afternoon of memories will be captured by a professional photographer for you and your guests to enjoy and reminisce over for years to come.

This delightful event begins at 12:15 on Sunday, December 9, 2018.

Your ticket includes preferred orchestra seating for optimum enjoyment of this must-attend event.



ABOUT US: 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: The Folklorico Nutcracker, and our community-based collaboration with Monterey Peninsula Unified School District.

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 ethnicities.



2018 Sugar Plum Fairy Sponsorship

“PRESENTING SPONSOR”

_____ **\$3,500 Sugar Plum Fairy (Only 1 available)**

- Your company building image and logo featured in the 2018 Sugar Plum Fairy set decoration and design
- Company holiday party performance
- Maximum logo listing on Sugar Plum Fairy Party promotional collateral, flyers and posters
- Ten(10) Sugar Plum Fairy Party tickets (includes performance tickets with preferred orchestra seating)
- Two(2) Nutcracker Gala, reception and performance tickets; and
- One (1) full-page ad in the Nutcracker Program (distribution of 1,000 copies per performance)

“SUPPORTING SPONSOR”

_____ **\$1750 Sugar Plum Fairy Party (Only 6 available)**

- Maximum logo listing on Sugar Plum Fairy Party promotional collateral, flyers and posters
- Ten(10) Sugar Plum Fairy Party tickets (includes performance tickets with preferred orchestra seating); and
- One (1) half-page ad in the Nutcracker Program (distribution of 1,000 copies per performance)

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: _____

*Forms and checks may be mailed to Dance Kids, P.O. Box 6225, Carmel, CA 93921
Federal Tax ID: 77-0334683*

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



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 efforts and growth of our young performers.



Cascanueces: The Folklorico Nutcracker.

For the past three years, Dance Kids of Monterey County has toured an original production, Cascanueces: The Folklorico Nutcracker, in elementary, middle and high schools from San Ardo to Salinas. The performance includes nine mariachi musicians performing Tchaikovsky's masterpiece composed with 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 beautifully costumed Dance Kids' ballerina performs in a 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.



Dance Kids Teaches.

Student access to arts education and the quality of such instruction in public schools continue to be of concern to policymakers, 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 (part of the Monterey Peninsula Unified School District) 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.