

SPONSORSHIP  
OPPORTUNITIES



MINNESOTA  
BALLET

2023-2024

# ABOUT MINNESOTA BALLET

Founded in 1965, Minnesota Ballet is a Duluth nonprofit with a mission, through its professional company and academy, to inspire an appreciation for dance through performance and education. Minnesota Ballet's company comprises 20 talented athletes from diverse backgrounds and locales who are drawn to Duluth in the pursuit of artistic excellence. Our productions are of a caliber typically only found in major cities.



## THE 2023-2024 SEASON

During the upcoming season, the company will produce five major performances, kicking off in September with the ***Celebrity Dance Challenge*** which pairs the ballet's dancers with local community leaders to put on a crowd-pleasing show. In October we'll present ***Poe***, an original work by Minnesota Ballet's artistic director (and Duluth native) Karl von Rabenau based upon spine-tingling tales by Edgar Allan Poe. In December, we will reprise ***The Nutcracker: A Duluth Tale***, which reimagines the holiday favorite, placing the story in Duluth's historic Depot at the turn of the 20th century. ***Rise***, presented in February, is a mixed repertory performance featuring a blend of contemporary and classical works by Minnesota Ballet faculty, dancers and guest choreographers. Our season concludes with the fairy tale ***Snow White***, a perfect introduction to ballet for children and the young at heart. Minnesota Ballet also hosts two well-attended family events during the season: the ***Sugar Plum Fair*** indoor winter carnival and the ***Student Showcase***.



# CORPORATE SUPPORT



A partnership with Minnesota Ballet shares your brand with our discerning audience which includes dance devotees, college students, young professionals, retirees, and families — many of whom travel great distances to attend our performances. Sponsorship benefits include recognition, hospitality, and most importantly, the knowledge that your support demonstrates a commitment to the arts and the vitality of our community.

Minnesota Ballet offers multiple sponsorship levels to meet the promotional and entertainment needs of corporations of all sizes. Opportunities range from sponsoring a single event to an entire season. Corporate partners receive a host of benefits including recognition at performances plus visibility in print and digital programs, on Minnesota Ballet's website and social media, and your choice of prime, reserved seats. VIP ticket holders have the opportunity to craft unique hospitality experiences tailored to your business needs such as behind the scenes tours, private events, meet and greet after-parties, valet parking, private lounge access, and more.

For more information, contact Minnesota Ballet executive director Maude Dornfeld at 319-400-0800 or [mdornfeld@minnesotaballet.org](mailto:mdornfeld@minnesotaballet.org).

# 2023-2024 SEASON SPONSOR



Season Sponsors receive these benefits for all five major performances during the upcoming season:

	<b>Presenting (exclusive) \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Bronze \$1,000</b>
<b>Printed Program</b>	Full Page, Color Ad on Back Cover	1/2 Page Color Ad	Logo	Business Name
<b>Digital Program</b>	Full Page Color Ad and Hyperlink to Company Website	1/2 Page Color Ad and Hyperlink to Company Website	Logo and Hyperlink to Company Website	Business Name and Hyperlink to Company Website
<b>Minnesota Ballet Website Event Page</b>	Premier Logo Placement	Priority Logo Placement	Logo	Business Name
<b>Event Tickets</b>	8 VIP Season Tickets	4 VIP Season Tickets	4 Premium Season Tickets	2 Premium Season Tickets
<b>Recognition at Event</b>	Lobby Display Curtain Speech Mention	Lobby Banner	<b>2023-2024 major performances include the Celebrity Dance Challenge, Poe, The Nutcracker: A Duluth Tale, Rise, and Snow White</b>	
<b>Print, Broadcast, Internet and Out of Home Media</b>	Logo			



# CELEBRITY DANCE CHALLENGE SPONSOR

Friday, October 6, 2023 @ Fregeau Auditorium

	<b>Presenting* (exclusive) \$2,500</b>	<b>Gold \$1,000</b>	<b>Silver \$500</b>	<b>Bronze \$250</b>
<b>Printed Program</b>	Full Page, Color Ad on Back Cover	1/2 Page Color Ad	Logo	Business Name
<b>Digital Program</b>	Full Page Color Ad and Hyperlink to Company Website	1/2 Page Color Ad and Hyperlink to Company Website	Logo and Hyperlink to Company Website	Business Name and Hyperlink to Company Website
<b>Minnesota Ballet Website Event Page</b>	Premier Logo Placement	Priority Logo Placement	Logo	Business Name
<b>Event Tickets</b>	8 VIP Tickets	4 VIP Tickets	4 Premium Tickets	2 Premium Tickets
<b>Recognition at Event</b>	Lobby Display Curtain Speech Mention	Lobby Banner	*Presenting sponsors have the opportunity to nominate an employee to participate in the Celebrity Dance Challenge	
<b>Print, Broadcast, and Internet Media</b>	Logo			



# POE SPONSOR

October 20-29, 2023 @ Studio Four Theater

	<b>Presenting (exclusive) \$2,500</b>	<b>Gold \$1,000</b>	<b>Silver \$500</b>	<b>Bronze \$250</b>
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<b>Minnesota Ballet Website Event Page</b>	Premier Logo Placement	Priority Logo Placement	Logo	Business Name
<b>Event Tickets</b>	8 VIP Tickets	4 VIP Tickets	4 Premium Tickets	2 Premium Tickets
<b>Recognition at Event</b>	Lobby Display Curtain Speech Mention	Lobby Banner		
<b>Print, Broadcast, and Internet Media</b>	Logo			



# THE NUTCRACKER: A DULUTH TALE SPONSOR



December 8-10, 2023 @ DECC Symphony Hall

	<b>Presenting (exclusive) \$5,000</b>	<b>Gold \$2,500</b>	<b>Silver \$1,000</b>	<b>Bronze \$500</b>
<b>Printed Program</b>	Full Page, Color Ad	1/2 Page Color Ad	Logo	Business Name
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<b>Event Tickets</b>	8 VIP Tickets	4 VIP Tickets	4 Premium Tickets	2 Premium Tickets
<b>Recognition at Event</b>	Lobby Display Curtain Speech Mention	Lobby Banner		
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# RISE SPONSOR



February 15-18, 2024 @ Studio Four Theater

	<b>Presenting (exclusive) \$2,500</b>	<b>Gold \$1,000</b>	<b>Silver \$500</b>	<b>Bronze \$250</b>
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<b>Minnesota Ballet Website Event Page</b>	Premier Logo Placement	Priority Logo Placement	Logo	Business Name
<b>Event Tickets</b>	8 VIP Tickets	4 VIP Tickets	4 Premium Tickets	2 Premium Tickets
<b>Recognition at Event</b>	Lobby Display Curtain Speech Mention	Lobby Banner		
<b>Print, Broadcast, and Internet Media</b>	Logo			





# SNOW WHITE SPONSOR

March 29-31, 2024 @ DECC Symphony Hall

	<b>Presenting (exclusive) \$5,000</b>	<b>Gold \$2,500</b>	<b>Silver \$1,000</b>	<b>Bronze \$500</b>
<b>Printed Program</b>	Full Page, Color Ad	1/2 Page Color Ad	Logo	Business Name
<b>Digital Program</b>	Full Page Color Ad and Hyperlink to Company Website	1/2 Page Color Ad and Hyperlink to Company Website	Logo and Hyperlink to Company Website	Business Name and Hyperlink to Company Website
<b>Minnesota Ballet Website Event Page</b>	Premier Logo Placement	Priority Logo Placement	Logo	Business Name
<b>Event Tickets</b>	8 VIP Tickets	4 VIP Tickets	4 Premium Tickets	2 Premium Tickets
<b>Recognition at Event</b>	Lobby Display Curtain Speech Mention	Lobby Banner		
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# THE NUTCRACKER: A DULUTH TALE SPOTLIGHT SPONSOR



December 2023 - December 2027 @ DECC Symphony Hall

Printed Program	Digital Program	Minnesota Ballet Website Event Page	Event Tickets	Recognition at Event
Logo on Front Cover	Full Page Color Ad and Hyperlink to Company Website	Premier Logo Placement	8 VIP Tickets	Lobby Display Curtain Speech Mention

Spotlight Sponsors of The Nutcracker: A Duluth Tale  
receive these benefits annually for the life of the production  
PLUS

their company logo incorporated into the permanent set

*A pledge of \$50,000 over five years secures a Spotlight Sponsorship*





# SUGAR PLUM FAIR SPONSOR \$2,500

November 12, 2023  
The Depot Great Hall

Sugar Plum Fair  
sponsors receive recognition at the  
event and on all  
promotional materials

# STUDENT SHOWCASE SPONSOR \$2,500

May, 2024  
The Depot Theater

Student Showcase  
sponsors receive recognition at the  
event and on all promotional  
materials

