

Donor & Corporate Sponsor Pack



The Company

San Jose Dance Theatre is a not-for-profit classical ballet performance company and academy, specializing in offering high quality productions and training for the community. The company actively advocates for nationwide access to classical performances, quality community engagement opportunities and the development of the art-form across the region.

Since its inception in 1954, San Jose Dance Theatre has provided the community of San Jose and the greater Bay area, with quality performances featuring professional artists working in collaboration with young dancers to deliver outstanding productions. We have also provided dance education and in the past 7 years have developed this program to accommodate over 100 dancers on a weekly basis.

Our main objective is to give the community, professional dancers and young dancers opportunities to perform in professional settings at a professional level. While the Nutcracker is one of the main focuses of the organization, we have delighted audiences over the past four decades with performances including Alice in Wonderland, Sleeping Beauty and Beauty and the Beast.

San Jose Dance Theatre has also worked in collaboratively with Los Gatos Ballet on the production of the Nutcracker, Meritage I and II and Peter and the Wolf; with South Bay Guitar Society producing Platero y Yo; with Silicon Valley Arts Coalition's "Arts Panorama 2005"; Winter Showcases with Dance Effects; and participates in sjDancin Downtown, showing the wealth and diversity of South Bay dance artists and choreography, for the past three years.

As the organization has grown, we have continued to expand educational offerings. We now offer dance classes to all ages in the styles of Classical, Modern, Contemporary, Character, Jazz and Tumbling.

As an industry leader, the organization is known for its strong marketing campaigns and significant partnerships. We have developed strong relationships with theaters, community and national dance networks.

Over the next two to five years, San Jose Dance Theatre will evolve to become San Jose's Ballet company and one of the Bay Area's leading Dance Institutions.



Products & services

As a performance company and academy, San Jose Dance Theatre's professional artists and students perform in venues throughout San Jose and the Bay Area. Consumers and presenters can be assured performances are delivered to the highest standard.

Annually 3 - 4 performance seasons are delivered by the artists, with over 20,000+ people expected to see a performance by the organization each year.

As a brand, San Jose Dance Theatre has secured a strongly managed place within the American dance industry. Through a meticulous branding campaign involving a modern logo, selective imagery and diverse repertoire, San Jose Dance Theatre has managed to portray a vibrant youthful presence. This has aided in attracting a younger demographic to the organization. This has also attracted a number of partners and sponsors who work together to mutually grow one another's brand. As such, this public representation is crucial when delivering our current offerings.

The culture of San Jose Dance Theatre's participants, whether professional or training artists, is strictly monitored by the Artistic Director and Artistic Team. The ethos of the organization is to provide a family "team-like" environment, where everyone works together and supports one another. This experience is unlike other training or work environments in the market.

San Jose Dance Theatre's Training programs -
(See our Education Prospectus for further details)

San Jose Dance Theatre Trainee Program
San Jose Dance Theatre Studio Company
(Pre-professional training)

San Jose Dance Theatre Dance In Schools program
SJDT's Academy Pre-ballet - Level 7





Statistics

San Jose Dance Theatre is the largest dance organization in San Jose and perform across the San Francisco Bay Area. Being one of the oldest classical companies in the region our brand is well established family name, know for its high quality productions and extensive community support programs.

Our demographic is diverse

Below is a snapshot

60% of the market, age range from 8 - 35 year
(Major purchaser of products, educational programs & tickets)

40% of the market, age range from 35 - 60+
(Major purchaser of Tickets)

Ticketing 80% Female - 20% Male
Products 90% Female - 10% Male
Educational 85% Female - 15% Male

Social Media Exposure

Facebook - 2,000+ followers with 25% growth annually
Instagram - 1,000+ followers with 35% growth annually

Subscribers (Direct mail)

10,000+ Subscribers

Website stats

30,000+ Unique visits annually
30% visiting educational information
50% visiting show information

Media

10,000+ PR engagements annually
15,000+ Posters/Fliers printed annually
10,000 + Programs printed annually
250,000+ Adverts present in Media

What You Can Receive

- Access to company artists for photo shoots, appearances, promotion etc
- Advertisement in company production programs and playbills
- Logo on company fliers, posters and marketing materials
- Discounted tickets for your clients
- Sponsor mention on company promotional material
- Logo placement on web page linked to your website
- Season passes, to attend shows
- Mentioning on our social media
- Invites to SJDT's special events
- Access to company for Video Commercial production with the dancers
- Networking with our clients and customers
- Access to our youth market for marketing opportunities
- Opportunities to do market research and studies on our dancers and or customers
- Opportunities to host special events eg. Opening night functions



How You Can Help

Being a partner with San Jose Dance Theatre, is mutually beneficial with exposure to a diverse audience across the San Francisco Bay Area. Our rich repertoire reflects both the grace and strength of classical ballet and the energy and virtuoso performance of contemporary dance.

San Jose Dance Theatre maintains reasonable ticketing prices allowing all communities to enjoy the experience of this special art form.

SJDT's pioneering spirit boldly breaks from convention to create something more distinctive. Our partnerships are tailored to meet your business needs while your support enables us to enrich and stimulate audiences.

San Jose Dance Theatre is interested in a variety of support and welcomes grants, inkind sponsorship, donations, philanthropic investments or a combination of the above.

Inkind support can be negotiated individually and is based on the needs of the company at the time.

San Jose Dance Theatre is currently interested in acquiring inkind support for the following:

- Media partner
- Marketing Partners
- Public Relations services
- Accounting Services
- Legal Services
- Travel support including, Airline and Accommodation sponsorship
- Banking Services
- Pharmaceutical services
- Health Services

Financial contributions are very welcome to contribute to the cost of dancers and performances.

These cost make up a large portion of a dance companies budget and are essential to running a viable organization. The following pages outline some of the funding levels available to support, however other amounts can be negotiated. These should be used as a guide to agreements currently in place.





What needs Your Support

Our Productions

It costs a considerable amount to fund each of our productions. Some of which is covered through ticket sales but most is the result of our amazing supporters. As we grow larger and produce more productions we are looking for donors and sponsors to help us create world class art.

These activities create high exposure with guaranteed brand positioning. Supporting our productions includes organizational naming rights to the productions. eg. "You Business's" Romeo and Juliet Season.

December of each year "The Nutcracker" - \$80,000

February of each year our "Innovation" season of new contemporary dance - \$10,000

May of each year is our main production with all new sets and costumes. The 2021 production will be "The Sleeping Beauty" - \$50,000

The Dancers

Each dancer costs between \$20,000 - \$40,000 p.a We want to build a strong company for San Jose through amazing professional dancers.

New Studio's

New studios are needed for SJDT's programs. These Cost \$35,000 per studio to build and fit out.

Costume and Set department

Implementation and Running costs for production department (Costumes, Sets etc) - Total Annual cost \$220,000 p.a

Performance Flooring

San Jose Dance Theatre requires performance flooring to ensure dancers are kept safe while on stage.

\$8,000 once off cost.

Barres and Mirrors

There are many new items needed for our current studios these include Barres and Mirrors.

\$6,000

Donors

Major Donor Funding Levels

Diamond \$100,000 +

Platinum \$50,000 - \$99,999

Gold \$25,000 - \$49,999

Silver \$10,000 - \$24,999

Bronze \$5,000 - \$9,999

Copper \$1,000 - \$4,999

Benefits

- Early bird sales events
- Gift packs
- Discounts
- Newsletters
- Shop discount
- Priority booking
- Passes for onstage class viewing
- Passes for on stage rehearsal viewing
- Passes for In-studio classes
- Passes for in-studio showings
- Production tours
- Priority subscription sales
- Priority ticket seating
- Season launch invite
- Recognition in programs and playbills
- Recognition on website
- Tickets to meet the dancers morning tea
- Invitation to opening night functions
- and Much more!



Corporate Sponsorships

Major Sponsor Funding Levels

Principle Partners

\$250,000+

- Logo on company fliers, posters and marketing material.
- Access to all dancer for Photo shoots, Appearances, Promotion etc.
 - Full page ad in company programs and playbills.
- Principle sponsor mention on all company promotional material.
 - 25 yearly season passes, to attend all shows.
 - Mention on our social media and EDMs
- Listed as Principle Partner in all programs and playbills
 - 30% discount on tickets for your clients.
 - Logo on Company Jackets.
- Logo on the company web page acknowledging sponsorship

Lead Partners

\$100,000 - \$249,999

- Logo on company fliers, posters and marketing material.
- Full page ad in all company programs and playbills.
 - 20 yearly season passes, to attend all shows.
 - 30% discount on tickets for your clients.
- Lead partner mention on all company promotional material.
 - Mention on our social media and EDMs
 - Logo on Company Jackets.
- Exclusive Access to two dancers for Photo shoots, Appearances, Promotion etc.
 - Listed as Lead Partner in all programs
- Logo on the company web page acknowledging sponsorship.

Producer Partners

\$60,000 - \$99,999

- Logo on company fliers, posters and marketing material.
- Full page ad in all company programs and playbills
 - 20% discount on tickets for your clients.
 - 15 yearly season passes, to attend all shows.
- Producer sponsor mention on all company promotional material.
 - Mention on our social media and EDMs.
- Logo on the company web page acknowledging sponsorship.

Major Sponsors

\$30,000 - \$59,999

- Logo on company fliers, posters and marketing material.
- half page ad in all company programs and playbills.
- Major sponsor mention on all company promotional material.
 - Banner ad with the Artists bio on company webpage.
(If funds are directed towards a dancer salary)
 - 5 yearly season passes, to attend all shows.
 - Mention on our social media.
- Logo on the company web page acknowledging sponsorship.

Silver Sponsors

\$10,000 - \$29,999

- Quarter page ad in all company programs and playbills.
- Silver sponsor mention on all company promotional material.
- Logo on the company web page acknowledging sponsorship
 - 3 yearly season passes, to attend all shows.
 - Mention on our social media.

Bronze Sponsors

Value \$5000 - \$9,999

- Logo in all company programs and playbills.
- 2 yearly season passes, to attend all shows.
 - Mention on our social media.
- Logo on the company web page acknowledging sponsorship

Special Sponsorship Activities and Benefits

Sponsor a dancer

Value \$45,000+ This covers wages for one dancer for the calendar year.

What you receive

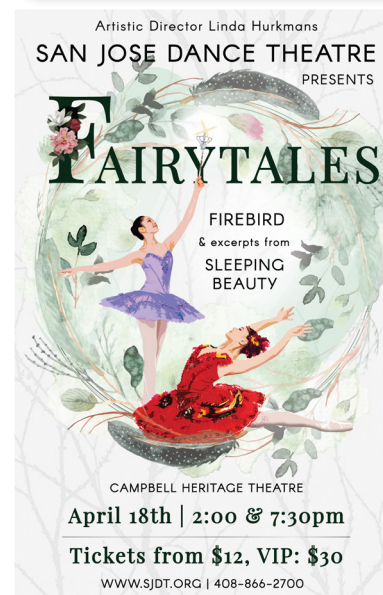
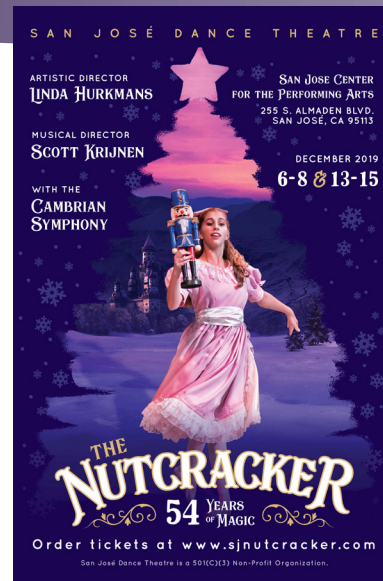
- Access to the dancer for, Photo shoots, Appearances, Promotion etc.
- Full page ad in all company tour programs and playbills.
- Logo on company fliers, posters and marketing material.
- 20% discount for all tickets to your clients.
- Major sponsor mention on all company promotional material.
- Banner ad with the Artists bio on company web page.
- 10 yearly season passes, to attend all shows.
 - Mention on our social media.

Sponsor a Production

Value \$10,000 – \$80,000 This covers the cost of producing a new ballet work for the company

What you receive

- Naming of the tour across all of the seasons marketing. eg “The (brand name) Nutcracker Season”
- Logo on all company fliers, posters and marketing material for the season.
- Full page ad in all companies tour programs.
 - 10% discount on tickets for your clients.
- 10 yearly season passes, to attend all shows.
 - Regular mentioning on our social media



Marketing Strategy

San Jose Dance Theatre has a multi-faceted marketing strategy, comprising of the below.

Social media marketing – As part of our on-line presence, we run consistent advertising material through direct marketing via Social media and Google. These campaigns consist of show specific material, educational program information and general advertising for the company. We also deliver a large amount of posts through all social media mediums to generate interest among our followers, consisting of over 5,000 across our networks.

Webpage - Our web-page offers information about the company, programs, events and news and is updated on a regular basis.

Online mail-out/database - The organization produces an on-line mail-out which goes to our entire network on a fortnightly basis containing all the information on the coming activities for the company. This network generates a lot of interest to our web-page and in particular largely correlates to ticket sales for each performance. Current SJDT has over 10,000 subscribers.

Fliers and distribution - The organization develops fliers for all of our shows and programs. These are delivered and distributed through on-line marketing, mailbox distribution and café/restaurant distribution.

Poster distribution - SJDT engages a poster distribution service for every season across the region, creating stronger performance awareness to ensure high ticket sales.

In theatre marketing - Within all the theaters that we perform we supply fliers, posters and digital information for promotion of our performances. This is one of our highest ticket sale marketing strategies with 30% of ticket sales being attributed to this.

Magazine PR and paid advertising - San Jose Dance Theatre has regular advertising in each of the industry specific publications to develop brand awareness alongside current, productions and programs. We also deliver extensive advertising across general media channels where it is a good fit to maximize ticket sales. We engage all newspapers and on-line sources with PR material, providing dancers for interviews and photo shoots to ensure the highest level of brand exposure on a regular basis.

Radio - Radio advertising is engaged at times for particular markets and generally attracts an older market to our performances.



Be part of the SJDТ Family



San José DANCE THEATRE