

# *Donor & Corporate Sponsor Pack*



 San José DANCE THEATRE

# *Our History*

Founded in 1965, San Jose Dance Theatre (SJDT) is a not for-profit classical ballet performance company and school, specializing in offering high quality productions and training for the community. The organization seeks to reflect the diversity of the greater San Jose community by providing access to classical and contemporary performances, quality community engagement opportunities and the development of the art form across the San Jose region and surrounding areas.

SJDT is home to the longest running Nutcracker production in San Jose, providing the community of San Jose and the greater South Bay with iconic performances for over 50 years. Our programs feature our professional artists working in collaboration with young dancers, to deliver extraordinary productions. We provide dance education that includes a pre-professional and open program, and since 2018 have built the program to accommodate over 100 dancers on a weekly basis.

The main objective is to give the community and dancers opportunities to perform in professional settings at a professional level.

In 2014, the school was reopened and now has over 100 students, growing at a 20% rate annually.

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

Over the next two to five years, SJDT will evolve to become San Jose's premier classical and contemporary dance company and one of the Bay Area's leading pre-professional dance institutions.





# What We Offer

As a performance company and dance training school, San Jose Dance Theatre's (SJDT) professional artists and students perform in venues throughout San Jose and the Bay Area. Audiences and presenters can be assured training and performances are delivered at the highest standards.

An annual season featuring three to four distinct shows are performed by the artists, with over 20,000+ people expected to see a performance by the company or academy students each year.

As a brand, SJDT has secured a strong presence within the dance community. Through a branding campaign involving a modern logo, selective imagery and a diverse repertoire, SJDT has managed to portray a vibrant, youthful presence. This has attracted a younger demographic to the organization.

The culture of SJDT's participants, whether professional or training artists, is strictly monitored by the Artistic Director and Associate Director. The ethos of the organization is to provide an inclusive team environment, where everyone works together and supports one another to celebrate our differences.

SJDT's Training program overview:

- SJDT Professional Company
- Pre-Professional Division
- Open Training Division
- Children's Division & Adult Division





# Statistics

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

## Our demographic is diverse

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

40% of the market = Age range from 35 - 60+ years (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, videos, appearances, promotion, etc.
- ✓ Advertisement in company production programs and playbills
- ✓ Your logo on company fliers, posters and marketing materials
- ✓ Discounted tickets for your clients
- ✓ Sponsor mention on company promotional material
- ✓ Logo placement on SJDT's web page linked to your website
- ✓ Season passes to attend shows
- ✓ Special mention on our social media pages
- ✓ Invites to SJDT's special events
- ✓ 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  
(E.g. opening night function)



# 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.

SJDT 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 our audiences.

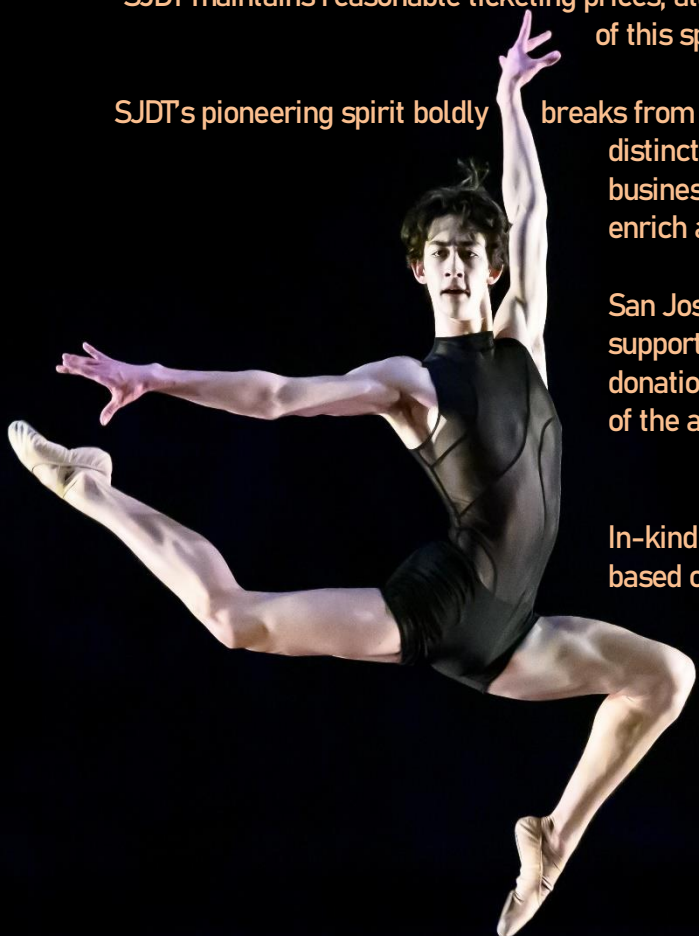
San Jose Dance Theatre is interested in a variety of support and welcomes grants, in-kind sponsorship, donations, philanthropic investments, or a combination of the above.

In-kind 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 in-kind support for the following:

- Media Partner
- Marketing Partners
- Public Relations Services
- Accounting Services
- Legal Services
- Travel Support (including airline and accommodation sponsorship)
- Physical Therapy Services

Financial contributions are very welcome, to support the cost of dancers and performances. These costs make up a large portion of a dance company's 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 costs are 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. (e.g. "Your business name here" presents, Romeo and Juliet.)

- October of each year – Our annual contemporary program  
The 2023 production will be "Dracula" - \$30,000
- December of each year - "The Nutcracker" - \$100,000
- February or March of each year – New innovative repertoire program- \$30,000

- May of each year is our main production with all new sets and costumes. The 2023 production will be "Cinderella" and 2024 will be "The Little Mermaid" - \$60,000

## The Dancers

Each dancer costs between \$20,000 - \$40,000 per season. We want to build a strong professional Company for San Jose, through our amazing artists.

## New Studios

New studios are needed for SJDT's programs. These Cost \$35,000 per studio to build and fit out. We would also like to move or expand, which could cost up to \$140,000 annually

## Costumes & Sets

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

## Performance Flooring

San Jose Dance Theatre requires performance flooring to ensure dancers are kept safe while on stage. \$8,000 one-time cost.

## Barres and Mirrors

There are many new items needed for our current studios, including Barres and Mirrors - \$6,000



# *Donors - Major Sponsor 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                      | ✓ Season launch invites                 |
| ✓ Gift packs                            | ✓ Recognition on SJDT website           |
| ✓ Discounts                             | ✓ Recognition in programs and playbills |
| ✓ Newsletters                           | ✓ Invitation to opening night functions |
| ✓ Priority booking                      | And MUCH more!                          |
| ✓ Passes for on-stage rehearsal viewing |   |
| ✓ Priority ticket seating               |   |



# Corporate Sponsorships

## Major Sponsor Funding Levels

### Principal Partners

\$250,000+

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

### Major Partners

\$100,000 - \$249,999

- Full page ad in all company programs and playbills
- Logo on company fliers, posters and marketing materials
  - 20 yearly season passes, to attend all shows
  - 30% discount on tickets for your clients
- Lead partner mention on all company promotional materials
  - 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 materials
  - 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 materials
  - Mention on our social media and EDMs
- Logo on the company web page acknowledging sponsorship

### Platinum Sponsors

\$30,000 - \$59,999

- Logo on company fliers, posters and marketing materials
  - Half page ad in all company programs and playbills
- Major sponsor mention on all company promotional materials
  - 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

### Gold Sponsors

\$10,000 - \$29,999

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

### Silver 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

# Additional Sponsorship Opportunities

## Sponsor a Dancer

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

### What you receive

- Access to the dancers for: Photo shoots, Videos, 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 webpage
  - 10 yearly season passes, to attend all shows
  - Mention on our social media

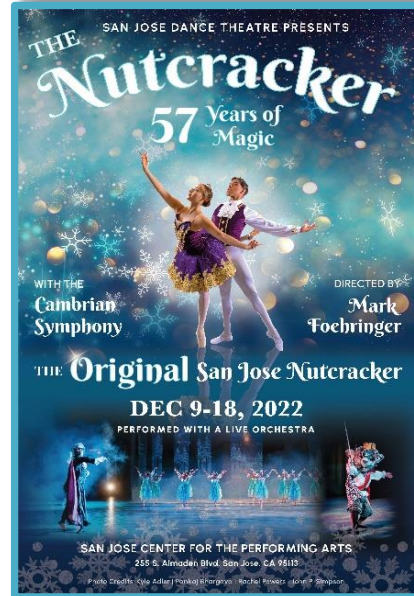


## Sponsor a Production

Value = \$30,000 – \$100,000 = this covers producing a new ballet or contemporary work for the company

### What you receive

- Naming of the tour across all of the seasons marketing e.g. "The (brand name) Nutcracker Season"
  - Logo on all company fliers, posters and marketing materials for the season
- Full page ad in all company's tour programs
  - 10% discount on tickets for your clients
- 10 yearly season passes, to attend all shows
  - Regular mention on our social media





# Marketing Strategy



SJDT has a multi-faceted marketing strategy, comprised of the following:

**Social media marketing** – As part of our on-line presence, we run consistent advertising 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 platforms to generate interest among our followers, consisting of over 5,000 across our networks.

**Webpage** – Our webpage offers information about the company, programs, events and news and is updated on a regular basis.

**Online mail-out/database** – We produce an on-line mail-out which goes to our entire network on a bi-monthly basis containing all the information on the coming activities for the company. This network generates a lot of interest to our webpage and in particular, largely correlates to ticket sales for each performance. Currently SJDT has over 10,000 subscribers.

**Fliers and distribution** – SJDT 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 theater marketing** – Within all the theaters in which 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 attributed to this.

**Magazine PR and paid advertising** – SJDT 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 appropriate, 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 a more mature market to our performances.

# Become Part of the SJDT Family!



San José DANCE THEATRE





*Thank you for your support!*

