



# **SPONSORSHIP PROPOSAL**

Company Dancer Sponsorship



**San Jose Dance Theatre**

1756 Junction Ave, Suite E  
San Jose CA 95112

501(c)(3) non-profit organization

# Welcome

## ELIZABETH SWEENEY

Executive Director

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Elizabeth holds a BA in Dance from California State University Long Beach. She is an alumni of San Jose Dance Theatre academy and former board member of SJDT. She was hired as Executive Director in 2023.



## Why Sponsor Us

- Your support contributes to building a strong dance sector in San Jose!
- San Jose Dance Theatre has been a key contributor to the San Francisco Bay Area art scene for over 58 years.

San Jose Dance Theatre's core Mission is to maintain excellence in ballet and contemporary dance training & performances and provide innovative opportunities for dancers of all levels. While dancer participation fees and ticket sales support the ongoing production, donations enable us to update costumes and sets, support our ability to have a live orchestra, and help us to provide financial-need based scholarships for students and full tuition scholarships for boys. We greatly appreciate your donation!

# Meet the Directors



**Mariana Zschoerper**  
**Artistic Director**

Mariana graduated from The Bolshoi Theater School as the Valedictorian. In 2011, Mariana joined the Baltimore Ballet as a Principal Dancer. In 2013, she received a merit scholarship to The Boston Conservatory, and in 2017, graduated with her B.F.A. as the Valedictorian. She joined SJDT as Ballet Mistress in 2018 and was promoted to Artistic Director in 2023.



**Augusto Silva**  
**Associate Artistic Director**

Augusto won an International Ballet Competition in 2010, where he won a contract to Nashville Ballet. Augusto worked as a Soloist with the Nashville Ballet, under Artistic Director, Paul Vasterling from 2011 – 2017. He joined SJDT company in 2020 and was promoted to Artistic Associate in 2023.

# Meet Our Company

Our Company Artists perform in four productions each year. Many of these artists are also part of SJDT academy faculty. These artists elevate the quality of each production inspiring audiences throughout the San Jose area.

**Juan Magacho**



**Brooke Wertwijn**



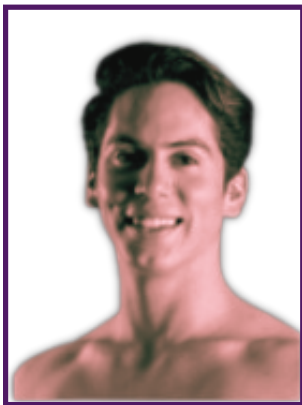
**Elise Holmes**



**Erin McMahon**



**Roberto Vega Ortiz**



**Adrina Hsieh**



# Company Dancer Sponsorship

Sponsoring a dancer with a gift to San Jose Dance Theatre ensures that our immensely talented dancers continue to bring top level performances to our local community. Your donation will help bring the highest level of artistry to the San Jose area and inspire future generations of dancers.

Each sponsorship level offers exclusive benefits to you as the donor.

## Pointe Shoe Level \$1,000

Each pair of pointe shoes costs \$100

Invitation to studio rehearsals & special events

Invitation to pre-show receptions at performances

## Production Level \$4,500

Sponsor a professional dancer for one production

Invitation to studio rehearsals & special events

Invitation to pre-show receptions at performances

Opportunity to meet our company dancers for photoshoots at performances

Quarter page ad in program & mention on social media

## Sponsor Half a Season \$9,000

Sponsor a professional dancer for two of four productions

Invitation to studio rehearsals & special events

Invitation to pre-show receptions at performances

Opportunity to meet our company dancers for photoshoots at performances

Half page ad in programs & mention on social media

Curtain speech at each show

8 complimentary tickets to each production

## Full Season Level \$18,000

Sponsor a dancer of your choice for the full 2023-2024 season

Invitation to studio rehearsals & special events

Invitation to pre-show receptions at performances

Access to the dancer for photo shoots, videos, appearances, promotions etc.

Full page company ad in all programs & company logo on SJDT marketing material

20% discount on tickets to your clients

Half page ad in all programs & mention on our social media & website

Curtain speech at each show

10 complimentary tickets to each production



# Demographic Diversity



## Social Media Exposure

Facebook - 2,500+ followers with 25% growth annually Instagram - 2,000 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 Coverage

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

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+ (Major purchaser of Tickets)

Ticketing = 80% Female - 20% Male Products = 90% Female - 10% Male

Educational = 85% Female - 15% Male





# Academy Sponsorships

Sponsor an academy dancer!

Every dancer should have the opportunity to realize their dream. Your donation can help a student dancer achieve the highest level of training at SJDT.

1

## Tuition Assistance

SJDT Children's division has an annual tuition of \$2,550

The advanced level has an annual tuition of \$5,300

Additional dancer fees include performance fees, private lessons, master classes, or any expense outside of academy tuition.

The average pointe shoe for an advanced dancer costs approximately \$100 each. An advanced dancer can go through 6 pairs of pointe shoes a semester.

2

## Diversity Scholarship

San Jose Dance Theatre is committed to supporting the diverse community of Santa Clara. Our student body currently consists of a diverse ethnic community. However, we have recognized substantial barriers to engagement in the Hispanic and African American communities. Dance is an expensive activity for young aspiring artists to participate in. This makes dance out of reach for families who are economically challenged. Our diversity scholarship program will provide tuition support for culturally diverse communities across Santa Clara. We are committed to leading a culturally diverse organization, enriching the community of Santa Clara.

3

## Male Dancer Scholarship

SJDT wants to encourage male students to become interested in the art of dance by offering a scholarship program.

SJDT Children's division has an annual tuition of \$2,550

The advanced level has an annual tuition of \$5,300

Additional dancer fees include performance fees, private lessons, master classes, or any expense outside of academy tuition.

4

## Merit Scholarship

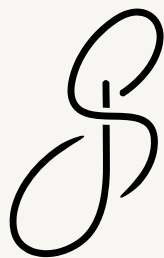
SJDT's Artistic Director can award a dancer a merit scholarship based on their ability. A dancer who shows potential for a professional career in dance, including an apprentice position with the company, may earn this scholarship.

A merit scholarship recipient is an ambassador of San Jose Dance Theatre and will be featured in SJDT production and will be at special VIP events.



# THANK YOU

**DONATE TODAY**



**San José**  
DANCE THEATRE