



# SAN JOSE DANCE THEATRE

## MEDIA KIT

San Jose Dance Theatre is a studio and training facility working to connect dancers of all levels with the exciting world of dance. With an active dance school and training facility located in San Jose, CA and a performance calendar of two shows per year, including the longest running San Jose production of "The Nutcracker", SJDT provides the South Bay with an inclusive, supportive environment for dancers of all levels. With over 20,000 patrons slated to see our performances each year, SJDT strives to keep the art of dance alive while inspiring and training the next generation of San Jose dancers.



## Profile

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 have built the program to accommodate over 100 dancers on a weekly basis.



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🏠 1756 Junction Ave, Suite E  
San Jose CA 95112

🌐 [www.SJDT.org](http://www.SJDT.org)

## Social

### ✦ Facebook

@San Jose Dance Theatre  
@SJNutcracker

### ✦ Instagram

@sanjosedancetheatre  
@sjnutcracker

### ✦ YouTube

@SanJoseDanceTheatre

### ✦ TikTok

[sjdancetheatre](https://www.tiktok.com/sjdancetheatre)

San Jose Dance Theatre is a registered 501(3)(c) charity that promotes the positive impact of dance in Silicon Valley through accessible performances, excellent training, creative outreach, and collaboration across the arts. Tax ID: #94-2233859



## OUR PRIORITIES - WE CREATE ARTISTS THROUGH OPPORTUNITY

*SJDT is committed to being at the forefront of dance by expanding our programs and pushing the boundaries of artistic development. By developing our dancers and giving them the skills needed to complete more challenging and diverse choreography and repertoire, it enables the artistic team to develop the artistic vibrancy of the organization and cultivate young, diverse artists. The dance floor is a level playing field where everyone is given a chance to shine. SJDT is a social change agent that employs multiculturalism and intersectionality to guide our efforts, in order to combat and defeat systemic oppression. We want to build a community that puts arts and culture at the forefront to ensure the sustainable growth of the dance industry in San Jose*

## OUR CORE VALUES - DEVELOPING A DANCER'S CORE - BOTH PHYSICALLY AND MENTALLY

*SJDT's values outline a strong workforce, who act as a team to deliver high quality outcomes. Through a positive and inclusive environment, our staff understands working together is integral to the success of our programs. As a result, we are able to leverage each individual's skills to achieve our mission at a faster pace. We seek to develop all aspects of new and upcoming artists, whether they're learning the basics in our Children's Division or sharpening their skill set in our Pre-Professional Training Division. Strong, skilled and thoughtful dancers help spread the joy of the arts throughout our community.*



# SJDT DEMOGRAPHIC

SOCIAL  
MEDIA

**5K**

FOLLOWERS

*Facebook - 5,000+ followers with 25% growth annually*

*Instagram - 1,000+ followers with 35% growth annually*

*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*

- **Media:**

*10,000+ PR engagements annually*

*15,000+ Posters/Fliers printed annually*

*10,000 + Programs printed annually*

*250,000+ Adverts present in Media*

- **Subscribers (Direct mail)**

*10,000+ Subscribers*

*Website stats:*

*30,000+ Unique visits annually*

*30% visiting educational information*

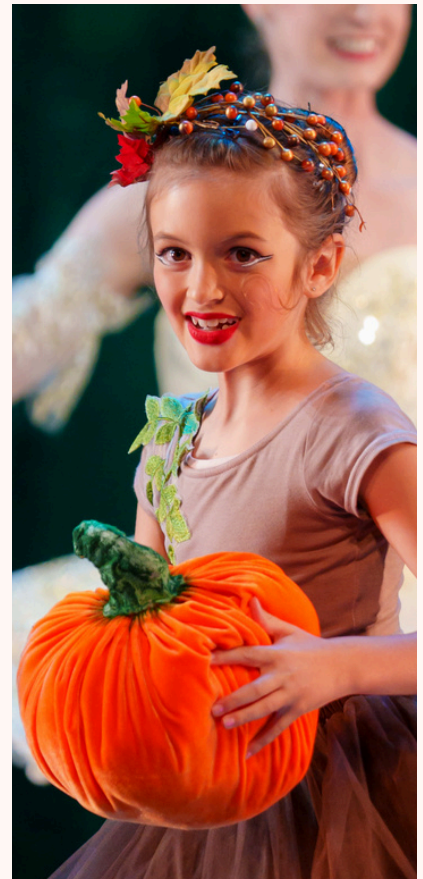
*50% visiting show information*

*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.*





## - VISUAL ASSETS -



# CUSTOMER REVIEWS

LORENZO MELLON-REYES

California



*Needing to really improve her ballet technique, my daughter attended SJDT's summer open classes and another ballet academy's summer camp prior to her senior year in high school. She then accepted Miss Linda's invitation to join SJDT for her entire senior year. That was absolutely the right decision! My daughter's ballet skills improved to the point where she won an award for ballet at a multi-genre dance convention and was accepted into multiple college dance major programs!*

CHARLES RAMSKOV

California



*San Jose dance theater is the best ballet training you're going to find in the Bay Area bar none they also do a wonderful Nutcracker and it's a great warm nurturing environment for young people to learn about ballet and other dance. They have a wonderful adult program as well and they're very encouraging so check them out. I've been a teacher for 40 years so I know a little bit about it this is a wonderful training program love it.*

ANNIE B

California



*Excellent dance company for classical ballet training for kids and adults. I have two girls dancing here for 3 years. They both love the teachers, friends and staff in the studio. Teachers are caring and experienced. They learn a lot ranging from ballet techniques to professional ballet production such as the Nutcracker performance.*

MARJI KARLGAARD

California



*San Jose Dance Theatre's ballet academy is THE place to study classical ballet with exceptional teachers whose attention to detail is matched only by the care given to each student's progress. After many years of searching for a studio that teaches all levels with exceptional technique and artistic nuance, I am thrilled to study with these teachers. I cannot speak highly enough of this studio!*



# SPOTLIGHT

the best of the  
BAY AREA

## SAN JOSE DANCE THEATRE Enjoy Holiday Magic at "The Nutcracker"

Are you ready to make some magical memories this holiday season? You can take part in one of the Bay Area's most long-running holiday traditions in a week and a half as San Jose Dance Theatre welcomes families to its 58th annual production of "The Nutcracker."

This longest-running live production of "The Nutcracker" in San Jose has been a Bay Area family tradition since 1965, with generations of locals both dancing in the production and returning year after year to watch performances.

"Many people have performed in the 'Nutcracker' and brought their children and even grandchildren to it," said SJDT Artistic Director Mariana Zschoerper. "The full-circle family feeling makes it very special."

Some of those "Nutcracker" alumni will be filling out roles in the party scenes, and board president Michael Howerton will once again perform the role of Clara's Uncle Drosselmeyer, she said.

Accompanied by the Cambrian Symphony, San Jose Dance Theatre's professional company and its student youth ensemble will perform Friday, Dec. 8 through Sunday, Dec. 10 at the San Jose Center for the Performing Arts. Evening



For families with young children they will also put on a special one-time performance of "Once Upon a Nutcracker," an abbreviated 55-minute show, on Friday, Dec. 8 at 10:30 a.m. Tickets for this production are only \$15.

One highlight of this year's production will be the debut of a new extra-large Christmas tree more than 60 feet tall, said Zschoerper. The company will be incorporating original choreography from the founders' 1965 production and is also excited to show off new original choreography in most of the second act, which sees Clara having a delightful time in the kingdom of sweets with dancing chocolates, marzipan, flowers and more. And look out for the 24 adorable cookies played by the company's younger students who will emerge from under the skirts of Mother Cupcake.

Zschoerper said that the company recently was able to renew the boat that brings Clara to the Candy Kingdom, thanks to a successful recent donation campaign. This is an exciting year for the company, which saw Zschoerper succeed Linda Hurkmans as Artistic Director in January and Elizabeth Sweeney take over as executive director in February. They look forward to keeping this tradition alive for years to come.

For more information and to buy tickets, go to [sjdt.org](http://sjdt.org).



Mariana Zschoerper  
Artistic Director



Elizabeth Sweeney  
Executive Director

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Times Local News



## Dreams do come true for ballerina Clara

The 'Nutcracker' will be presented at SJ Center for the Performing Arts December 8-10

By William Bellou  
Publisher

This year's 58th The Nutcracker by San Jose Dance Theatre, will not only entertain audiences with the classic Christmas story of a girl's dream of a world of flowers and the Sugar Plum Fairy, but it will also be a dream come true for this year's Clara, Anika Sison.

Dancing the role of Clara in "The Nutcracker" has always been a dream and goal for Anika, since she saw her first Nutcracker performance at four years old at the San Jose Center for Performing Arts. At the time, she had been taking dance lessons for two years at a local dance studio. Fast forward to almost 10 years later, she'll finally dance in the role of Clara in the same theater where she saw her first Nutcracker, and with the same production that inspired her to focus on her ballet training.

"I remember the first time that she saw the Sugar Plum Fairy enter the stage. She watched every movement intensely, her jaw dropped, and I don't think she blinked that much" laughed her mom, Cathe Huynh-Sison. After the show, Anika asked her mom how she can dance like the Sugar Plum Fairy on stage. "You have to work really hard in your ballet class, stay focused, and get to pointe level," her mom answered. Determined, focused and competitive from a young age, Anika has worked very hard through the years. She auditioned for the 53rd production of "The Nutcracker" and was cast in the roles of Soldier and Lamb in her first Nutcracker performance. The following year, she transitioned her training to San Jose Dance Theatre, a ballet company and academy, to focus on her classical ballet training at the age of 9. She blossomed under the guidance of Linda Hurkmans, the former Artistic Director of SJDT.

Now in SJDT's Pre-Professional Program (under the guidance of SJDT's current Artistic Director, Mariana Zschoerper, and Associate Artistic Director, Augusto Silva), Anika trains full-time 5-6 days each week while maintaining rigorous middle school academic courses at St. John Vianney Catholic School. "Anika has proved herself to be a dedicated and focused dancer throughout her years at our ballet academy. While she is blessed with natural ability, she also has a very sharp mind. We have seen her blossom in her training and become a truly impressive dancer," mentioned Elizabeth Sweeney, Executive Director of San Jose Dance Theatre. "Anika has come a long way since she was a little lamb in the Nutcracker Marzipan divertissement."

**About The Original San Jose Nutcracker**  
San José Dance Theatre is thrilled to return this live production of The Nutcracker on stage at the magnificent San Jose Center for the Performing Arts in Downtown San Jose, December 8-10, 2023. This year, San Jose Dance Theatre audiences will be awed by the grace and talent of a professional company dancing beside the youth ensemble. They

are accompanied again by a live orchestra under the direction of Scott Krijnen conducting the Cambrian Symphony. Editor's note: Tickets to the Original San Jose Nutcracker production are available at [www.sjnutcracker.com](http://www.sjnutcracker.com)



Taking on the role of Clara in this year's Nutcracker are Anika Sison (left, Cast 1) and Ranya Farooque (right, Cast 2)

## Clear trackable goals are important to track City's progress on crucial issues

By Matt Mahan

In Silicon Valley, dashboards, metrics, daily standups, and other performance management tools are as common as bureaucracy in government. It's my goal to change that.

Without setting clear goals, tracking progress, and reacting to real-time performance data at City Hall, we can't move the needle on the issues that matter most.

As you know, I ran for office to hold City Hall accountable for delivering better outcomes; to set clear and achievable goals with a reasonable timeframe; to measure results and to focus on the basic priorities that matter most to all of our residents. And last week, we took a step in the right direction.

City Council voted unanimously to embrace a new tool of transparency and performance management. We will soon see scorecards and dashboards become accessible online so that anyone can track our progress. They will focus on the basic responsibilities of government: providing community safety, cleaning up our neighborhoods, ensuring everyone has at least basic shelter, and attracting and facilitating investment in jobs and housing.

In addition to regularly surveying the community to ensure our residents' priorities and experiences are at the center of our work, these tools of transparency will track data like crime rates, the number of people exiting and entering homelessness, blight response times, permit timelines and other key success metrics to show whether what we are doing is moving the needle.

And the truth is, we have a long way to go. Not just in solving our biggest issues, but in understanding the best way to track and share our work with all of you and build a more iterative and performance- and outcome-driven



From the Mayor  
Matt Mahan  
Mayor, San Jose

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**A Free Musical Event!**

## The Snowman™

Where:  
Evergreen Valley High School Theater (3300 Quimby Rd)

When:  
Saturday December 2, 2-3pm

Everyone is Invited! Appropriate for children of all ages!

Live Narrated story with Symphony Orchestra and Choir!

EVHS BAND AND ORCHESTRA

## WINTER CONCERTS

THURSDAY NOVEMBER 30, JAZZ, PERC, AND STRINGS  
FRIDAY DECEMBER 1, ALL BANDS

STARTS AT 6:30PM | \$5 ENTRY PRICE | PAYPAL ZELLE CASH

@EVHSONORCH



# ONCE UPON A NUTCRACKER

December 6

## OUTREACH

### *Once Upon A Nutcracker*

SAN JOSE DANCE THEATRE PRESENTS A SPECIAL ABBREVIATED PRODUCTION OF "THE NUTCRACKER," PERFECT FOR FAMILIES WITH TODDLERS, PRESCHOOLERS, AND YOUNG CHILDREN. ENJOY CAPTIVATING EXCERPTS OF THIS BELOVED BALLET AT THE SAN JOSE CENTER FOR THE PERFORMING ARTS.

TEACHERS ARE ENCOURAGED TO MAKE RESERVATIONS FOR THEIR CLASSES TO ATTEND THIS DELIGHTFUL EVENT. TICKETS ARE ONLY \$15, AND TITLE ONE SCHOOLS RECEIVE A SPECIAL DISCOUNT. THIS PERFORMANCE ALSO INCLUDES AN EDUCATIONAL BEHIND-THE-SCENES LECTURE ON THE PRODUCTION.



## ***Our Team - On time, On budget and On pointe***

*San Jose Dance Theatre operates as a 501(c)(3) not for-profit organization.*

*The board is made up of professionals who are elected per nominated term. This structure complies with regulations surrounding nonprofit organizations.*

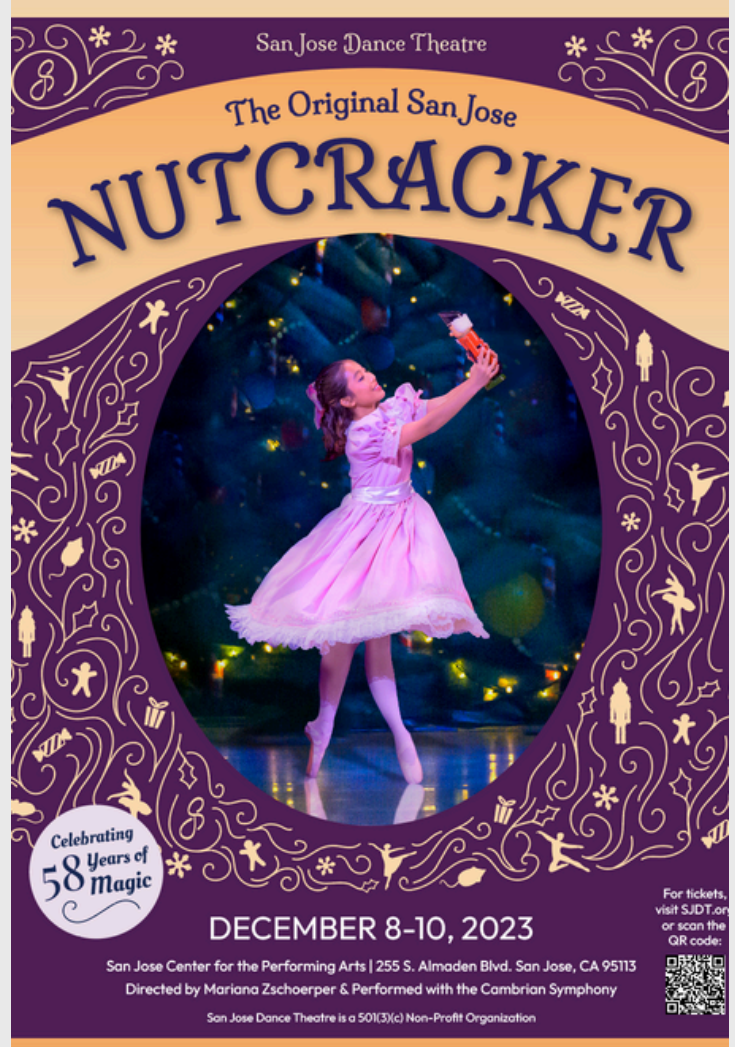
*With a diverse group of former dancers, members of the San Jose arts community and local business leaders, the SJDT board strives to provide the best overall dance experiences for both our dancers and our audiences while maintaining a strict fiscal responsibility to our investors and donors. We aim to always deliver on time training for our dancers, on budget productions for our patrons and do it all with a clear vision of our place in the community.*

## ***Our Mission - Leading by example both in and out of the studio***

*Our mission is to maintain excellence in ballet and contemporary dance training & performances and provide innovative opportunities for dancers of all levels. We seek to enrich our community through collaborations with artists and art organizations, connecting with the rich diversity that San Jose offers, in order to be the most relevant dance center in Silicon Valley. San Jose Dance Theatre knows the power of dance and seeks to harness that power into growing the arts as a whole in Silicon Valley.*











## Program Advertising Rate Sheet

**Company:**

Contact Person

Phone:

Email:

Website:

Address:

<i>Description</i>	<i>Size</i>	<i>Amount</i>
Full Page Ad Placement	<i>Back Cover</i> 4 3/4" x 7 3/4"	\$1,000.00
Full Page Ad Placement	<i>Inside Cover</i> 4 3/4" x 7 3/4"	\$750.00
Half Page Ad	<i>Horizontal</i> 4 3/4" x 3 3/4"	\$500.00
Quarter Page Ad	<i>Horizontal</i> 4 3/4" x 1 7/8"	\$350.00
Business Card Ad	<i>Standard Size</i>	\$200.00
<i>Total</i>		\$

Rates are for CAMERA-READY placements. Additional set up charges will be billed at cost. Please submit form with request for ad to [godance@sjdt.org](mailto:godance@sjdt.org)

You will be invoiced for your ad order

[www.sjdt.org](http://www.sjdt.org) 408-286-9905