



Our mission is to  
elevate the art of  
dance through  
wellness,  
performance,  
education, and  
community  
outreach.

We are a professional ballet company, dance academy, and 501(c)(3) nonprofit organization that serves as Resident Dance Company at the Academy Center of the Arts. Founded in 2007 by Sara Clayborne and Emily Hartka, The Ballet has a unique mission for dancer wellness and provides access to dance education and professional performances across Central Virginia.



# About Us



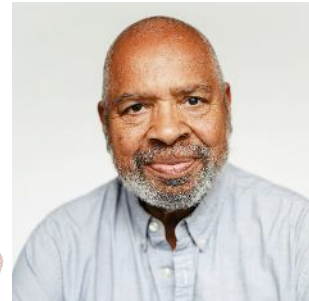
**THE PROFESSIONAL COMPANY** has no rigid **aesthetic and** is comprised of dancers hailing from all over the United States and around the world.

**CHARLOTTESVILLE BALLET ACADEMY (CBA)**, the official training school of The Ballet, is a nonprofit center for dance education serving over 700 students throughout the region. CBA offers training in all dance genres for ages 1.5-adult and offers performance opportunities for young dancers alongside the professional company.

**CB MOVES** community engagement programs are free of charge and bring dance to all:

- Chance To Dance (C2D), an outreach program for grades K-6 gives underserved children a hands-on experience with the arts; select students receive lifetime scholarships to train at CBA
- Silver Swans, a weekly dance class for senior citizens ages 50+ in partnership with The Center at Belvedere
- Movement For Parkinson's, a movement class with special focus on creating community for people with movement disorders and their care partners
- Adaptive Dance, classes for children with physical and/or intellectual disabilities
- Once Upon A Ballet demonstrations at local schools, libraries, and community centers; distributes free tickets to make dance accessible to everyBODY in Central Virginia.

**WE ARE DEEPLY COMMITTED TO INCLUSION, DIVERSITY, EQUITY, AND ACCESS AT ALL LEVELS OF THE ORGANIZATION IN ORDER TO REALIZE OUR VISION OF A COMPANY, ACADEMY, AND COMMUNITY THAT IS TRULY WELCOMING TO ALL.**



**KEITH LEE, *RESIDENT CHOREOGRAPHER AND DIRECTOR OF DIVERSITY & INCLUSION***

As the first Black soloist with the esteemed American Ballet Theatre, Mr. Lee had an illustrious career and has taught and choreographed with dance institutions across the U.S. He has played a pivotal role in our organization since its founding in 2007 and he helps continue our commitment to making the Ballet a diverse and inclusive organization.

# Our Core Values

- **WELL-BEING** - with attention to the individual's physical & mental wellness through personalized training & support that is safe and effective, we actively seek to contribute to the community's well-being through acceptance, equity, and connection.
- **INCLUSIVITY** - we embrace the unique complexity & beauty of all individuals, each with different experiences, cultural and racial backgrounds, citizenship, creed, gender identity and expression, age, and abilities. Together, we enhance the The Ballet family, the Central Virginia community, and the far-reaching world of dance.
- **ACCESSIBILITY** - for participants, we commit to high quality dance education for all those willing to learn regardless of age, gender, physical ability, or economic privilege, AND for patrons. Affordable access to performances will enrich our community as well as foster a love of the art of dance to ensure its sustainability for future generations.
- **INNOVATION** - with performances showcasing the versatility of our artists & choreographers, and in various settings & venues, we creatively explore and encourage the expression of life, emotion, and experience.



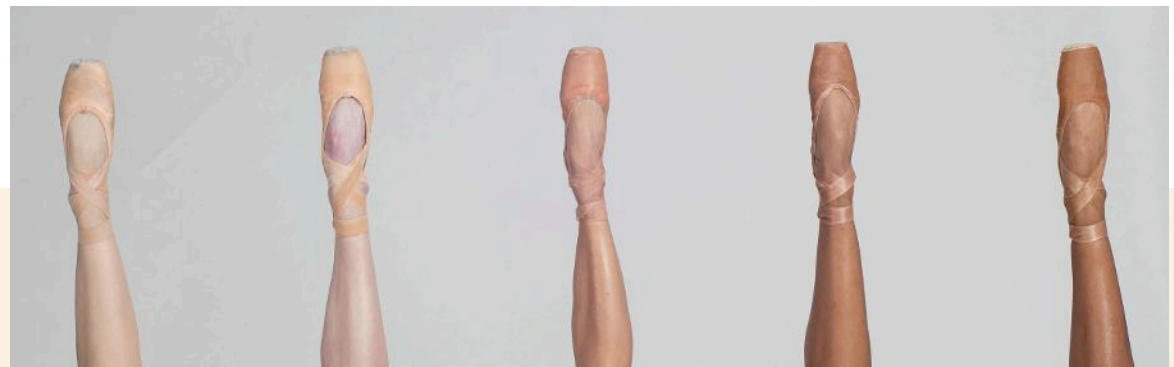
*Directors and Co-Founders Sara Clayborne & Emily Hartka*

# Building a More Inclusive Future for Ballet:

## IDEA = INCLUSION | DIVERSITY | EQUITY | ACCESS

The Ballet strives to cultivate an inclusive and equitable environment, celebrating diversity in all its forms. By amplifying the voices of marginalized communities and adopting best practices, we aim to create a culture of belonging that strengthens our institution, our community, and the wider world of dance.

For more information about our IDEA Committee and its work, visit: [CharlottesvilleBallet.org/IDEA](https://CharlottesvilleBallet.org/IDEA)



*A new fund honoring Mr. Lee's 50+ year career and our commitment to inclusion, diversity, equity, and access*

Each year, we give **\$300,000 in tuition assistance** at Charlottesville Ballet Academy.

- Financial Aid
- Diversity in Dance
- Boys Scholarship
- Disabilities in Dance

Launched in 2023 with seed gifts of \$50K and expanded in 2024, the new Keith Lee Dance Fund is bolstering our rigorous scholarship and financial aid programs.

Dancers of any age or level can apply for up to 80% off tuition with special emphasis on the funding categories at left. All students apply via one online application form, and the IDEA Committee oversees belonging initiatives for students and their families during their experience at CB.

[CharlottesvilleBallet.org/KLDF](https://CharlottesvilleBallet.org/KLDF)

*Donations to the Keith Lee Dance Fund will help close the opportunity gap in dance education, transforming the next generation of artists, leaders, and engaged citizens.*

# By becoming a sponsor of the Ballet, you invest in a vital part of the arts and economic community throughout Central Virginia.

The Ballet has become a leading cultural institution in Central Virginia over the past seventeen years. We are the Resident Dance Company at the historic Academy Center of the Arts in Lynchburg, and the professional company presents performances and events in Charlottesville, Lynchburg, and throughout the state of Virginia. Our professional productions and community engagement programming would not be possible without your support!



**EARNED REVENUE (TICKET SALES  
AND TUITION) MAKES UP  
OVER 70% OF THE BALLET'S  
ANNUAL OPERATING BUDGET.**

**THE REMAINING 30% IS FROM  
CONTRIBUTED REVENUE LIKE  
GRANTS AND GIFTS FROM  
CORPORATIONS, FOUNDATIONS,  
AND GENEROUS PATRONS  
WHO SUPPORT OUR MISSION.**

# Corporate Sponsorship Opportunities



Our local businesses are valued partners in the Ballet's artistic, educational, and outreach activities. A corporate contribution to the Ballet is an investment in the cultural life of Central Virginia residents and visitors, as well as a commitment to our vibrant arts community.

By supporting the Ballet, your business will connect to a desirable, local audience in a meaningful way. You will also receive valuable benefits, prominent recognition, and opportunities to partner with us on cross-promotional campaigns that highlight your company's products or services.

## OUR AUDIENCE DEMOGRAPHICS:

CB Audience in 2023-24 Season: 19,800+ patrons

- Ticket purchasers are typically 80% Female

Average Patron Household Income (from survey data):

- 18% have a household income above \$200,000
- 49% have a household income above \$100,000
- 69% have a household income above \$50,000

## OUR MARKETING REACH:

Television, Radio, and Print Advertisements:

- Reach over 500,000 seasonally

Email Marketing:

- Over 15,000 email subscribers

Strong Social Media Presence:

- Facebook: 4,500+ Followers
- Instagram: 3,680+ Followers

# Corporate Sponsor Levels

## **\$250 Bronze Circle**

- Sponsor acknowledgment in pre-performance slideshow
- Logo feature in digital playbill with link to your homepage

## **\$5,000 Sapphire Circle**

- Sponsor acknowledgment in pre-performance slideshow
- Logo feature in digital playbill with link to your homepage
- Your logo on our performances website page
- Custom sponsor artwork featured in playbills
- Custom recognition on social media (CB Facebook and Instagram)

## **\$500 Silver Circle**

- Sponsor acknowledgment in pre-performance slideshow
- Logo feature in digital playbill with link to your homepage

## **\$10,000 Diamond Circle**

- Sponsor acknowledgment in pre-performance slideshow
- Logo feature in digital playbill with link to your homepage
- Your logo on our performances website page
- Custom sponsor artwork featured in playbills
- Custom recognition on social media (CB Facebook and Instagram)
- Recognition on the Ballet's website footer with link to your business homepage
- Sponsorship recognized in press releases, media, and communications
- On-stage announcement and thank-you at each performance or event

## **\$1,000 Gold Circle**

- Sponsor acknowledgment in pre-performance slideshow
- Logo feature in digital playbill with link to your homepage
- Your logo on our performances website page

## **\$2,500 Platinum Circle**

- Sponsor acknowledgment in pre-performance slideshow
- Logo feature in digital playbill with link to your homepage
- Your logo on our performances website page
- Custom sponsor artwork featured in playbills

## **\$15,000 Presenting Sponsor**

- Includes all benefit levels above, plus customized recognition in thanks for your support



# Corporate Sponsorship Materials



## WHAT WE NEED FROM YOU:

### 1. LOGO

A high quality image of your business logo and any requested tagline information or description of business. The preferred format for logos is Adobe Illustrator EPS, but high resolution JPG or PDF files will work as well. For best results, supplied logos should be vector art or the highest resolution possible.

For our digital playbills, logos must be no larger than 500 x 500 pixels.

### 2. YOUR COMMUNICATIONS CONTACT

For all sponsors above the Platinum Circle (\$2,500+), our Marketing & Communications Manager will reach out regarding your artwork for our new playbill platform (Audience Access).

**Connor Wilson, Marketing & Communications Manager**  
[cwilson@charlottesvilleballet.org](mailto:cwilson@charlottesvilleballet.org)

Thank you for your support!

