

Sugarloaf Ballet



Raising the Barre
Annual Fund 2013

*Lori Zamzow-Wire, Artistic Director
Michelle Bourgeois, Company Director*



From the Artistic Director

Dear Friend,

The 2014 proposed U.S. budget cuts include a 49% reduction in funding for the National Endowment for the Arts... Georgia ranks number 49 in state arts funding ... Sugarloaf Ballet has experienced growth of nearly 10% increase in the last year... You (1 person) have the power to positively impact these statistics.

Your generous support of Sugarloaf Ballet allows us to fulfill our mission of professionally inspiring young artists through excellence in performing arts education. Each gift makes an impact on our ability to provide quality training, offer professional productions and extend our community reach. From pointe shoes and scholarships for Company dancers to costuming and facility rental, every gift will meet a need.

This packet offers an overview of the unique ways to you can partner with Sugarloaf Ballet. With your support the costs of specific items and services utilized by the Company on a regular basis will be covered. These resources are critical to Sugarloaf Ballet's success.

As a newer nonprofit, our ability to secure federal and foundation grants is limited. Sugarloaf Ballet must receive the bulk of its annual budget through philanthropy. Please take a moment to browse the following pages and learn more about Sugarloaf Ballet and how you can get involved. Consider making a contribution that will help us in our in our three core areas: performance, preparation, and enrichment.

Thank you for your generous support of Sugarloaf Ballet!

Raising the Barre,

Lori Zamzow-Wire

Lori Zamzow-Wire

Founding Artistic Director

About Sugarloaf Ballet

Mission

Sugarloaf Ballet embraces a four-part mission: (1) inspiring individual achievement in classical ballet and other dance genres, (2) fostering excellence in the instruction, creation, performance and research of ballet, (3) providing preparatory and transitional dance training and (4) enriching the community through quality arts programming.

Vision

Professionally inspiring young artists through excellence in arts education

History

Founded in 2004 by Artistic Director, Lori Zamzow-Wire, Sugarloaf Ballet is a nonprofit performing company in Duluth, GA. The Company focuses on classical and contemporary ballet and offers a strong modern emphasis. Since its inception, Sugarloaf Ballet has made significant contributions to the metro-Atlanta arts community through instruction and performance. Sugarloaf Ballet will launch its new Conservatory training program in August 2013. Led by Artistic Director Lori Zamzow-Wire, and Company Director Michelle Bourgeois, Sugarloaf Ballet presents three full-length productions each year: Family Classic (October), Nativity Ballet (December) and Youth Concert Series (January). The Family Classic Series allows families to see their favorite fairy-tales brought to life through dance. Nativity Ballet is presented as a gift to the community at the start of the holiday season. Sugarloaf Ballet serves as host to the Youth Concert Series, a program created to promote concert dance works in the Gwinnett County area. Sugarloaf Ballet is an extension of Sugarloaf Performing Arts, a 7,000-square-foot instructional facility in Duluth, GA. Together with Sugarloaf Ballet, Sugarloaf Performing Arts provides a preparatory and transitional training environment to enable



Objectives & Priorities

- Maintain current 3- production season and continue to provide other performance opportunities throughout the year
- Strengthen annual fund and identify new funding opportunities
- Utilize established program and facilities to support community outreach activities

2013- 2014 Goals

- Increase annual fund participation among Sugarloaf Ballet Staff and Company Families to 50%
- Initiate Ballet Conservatory pre-professional training program
- Launch Arts in Education school program for 100 students
- Host *Nativity Ballet* at Gwinnett Center; Offering FREE attendance to the Gwinnett County community
- Add *Nutcracker Suite* performance for Company and Ballet School



Performance



Consider making a donation equivalent to the value of:

- One pair of pointe shoes for a Company dancer \$65
- Backdrop rental \$600
- A day in the theater \$1,000
- Guest Artist Expenses \$3,000

“AS ARTISTIC DIRECTOR, I HAVE A DISTINCT PICTURE OF PERFORMANCES IN MY MIND. I WORK WITH A TEAM OF STAFF AND VOLUNTEERS TO TRANSLATE THE IMAGE INTO A REALITY THROUGH SETS, PROPS AND COSTUMES. I WANT AUDIENCES TO BE CAPTIVATED BY WHAT THEY SEE. I WANT TO DRAW THEM IN TO WHAT’S HAPPENING ON STAGE.”

-Lori Zamzow-Wire



Community Enrichment & Education Outreach

Consider making a donation equivalent to the value of:

- One (1) demo-lecture program for local school \$150
- Performane for 100 students \$1500
- One year instruction for Arts in Education Program \$3600



Teaching in the schools and community has potential; it has the potential to spark something in a student that may not have otherwise considered dance as an option.

-Michelle Bourgeois, Company Director

Preparation



Consider making a donation equivalent to the value of:

- One emergency bun kit \$3
- Alignment belts for one ballet class \$45
- One costume for spring recital \$75
- One year supply of pointe shoes for one dancer \$560
- One year of dance tuition \$2175

The Conservatory program allows me to explore my individual capability one-on-one with an instructor. I also get to try new things, especially in variations class.

-Conservatory Student



Membership Levels & Benefits

Young Partner (5-17) \$15

- Listing on Production Program

Young Patron (18-24) \$25

- Listing on Production Program and Company Website

Friend \$50

- Listing on production program and Company website

Supporter \$150

- All benefits of preceding level plus:
- Opportunity to purchase tickets prior to the general public sale

Patron \$250

- All benefits of preceding level plus:
- Priority seating option at productions
- One (1) Ticket to the Director's Gala

Director's Circle \$500

- All benefits of preceding level plus:
- One (1) Additional Director's Gala Ticket (Totaling 2 attendees)
- Special Rehearsal Event

Circle of Founders \$1,000

- All benefits of preceding level plus:
- Special Cocktail Connection with Artistic Director



Don't forget to speak with your employer about corporate gift matching opportunities.

Corporate Sponsorship

<p>Contributing Sponsor \$1,500</p> <p>Program Listing Website Listing ½ Page Program Ad</p>	<p>Supporting Sponsor \$3,000</p> <p>Full Page Program Ad Program Listing Website Listing & Hyperlink Employee Ticket Discount</p>
<p>Production Sponsor \$7,500</p> <p>Full Page Program Ad (Inside Cover) Program Listing Website Logo & Hyperlink Press Release Acknowledgement Verbal Performance Recognition Employee Ticket Discount Special Event Invitations</p>	<p>Presenting Sponsor \$10,000</p> <p>Business Type Exclusivity Full Page Program Ad (Back Cover) Program Listing Website Logo & Hyperlink Press Release Acknowledgement Verbal Performance Recognition Employee Ticket Discount Special Event Invitations Logo Placement on Promotional Materials</p>

Advertising Opportunities

Sugarloaf Ballet presents three full-length productions each year and distributes programs for two of those productions. As each production yields 2-3 performances, every ad placed has the potential to reach 650 audience members per show. Because Sugarloaf Ballet *gives* programs to attendees, your business will be seen by more eyes. Imagine those audience members becoming your customers!

The Sugarloaf Ballet 2013-2014 season programs are the perfect place to recognize your business while spotlighting your support of the arts in the local community.

• Full Page \$175

• 1/2 Page \$125

• 1/4 Page \$75

Photography Credits: Keiko Guest Photography, artM Studios & Gallery and Kim Smith Photography



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