12.15.19
2019 Nutcracker Magic Children’s Soirée

EVENT SUPPORT OPPORTUNITIES
EVENT OVERVIEW

Join Miami City Ballet for its fifth year celebrating the highlight of the Holiday Season with a unique winter wonderland event, followed by a performance of George Balanchine’s The Nutcracker®. A holiday feast of sweet and savory goodies, dancing to a live DJ, meeting Nutcracker Magic cast characters and touring with MCB staff on a behind-the-scenes look at the stage production, are all part of the guest experience. Extended for an extra half-hour to begin at 10:00 AM, guests will enjoy five hours of non-stop fun!

WHO
Event Chairs
Asha Elias, Nikki Squire, Tina van der Ven
Founders
Ana Marie Codina Barlick
Tina Carlo

COMMITTEE
(as of May 2019)
Lauren Beall
Asha Elias
Natalie Firestone
Elena Freyre
Margaret Fronefield
Cari Fund
Rachel Furst
Danielle Gonzalez
Jessica Hart
Ileana Janoura
Valerie Kohlmann
Margie Luis
Claudia Magidman
Danielle Milota
Bianca Morales
Brooke Rosenfeld
Nikki Squire
Tina van der Ven
Kirsten Vogel
Alexa Wolman
Nicole Zinn

WHAT
Nutcracker Magic Children’s Soirée
Brunch & Performance

WHEN
Sunday, December 15th, 2019

BRUNCH RECEPTION
10:00 AM – 12:30 PM

GEORGE BALANCHINE’S
THE NUTCRACKER®

PERFORMANCE
1:00 PM – 3:00 PM

WHERE
Adrienne Arsht Center for the Performing Arts
Peacock Foundation Studio

SPONSORSHIP & SUPPORT OPPORTUNITIES
ruth.robinson@miamicityballet.org
305.987.1630

EVENT INFORMATION
lisa.pollack@miamicityballet.org
305.929.7000 x1422
Proceeds from the event support MCB’s innovative and impactful community engagement programs which drive a mission focused on access, partnership, respect and equity. More than 19,000 participants annually including youth, seniors and historically underserved populations, are assisted through the programs. Details of the scope and services provided are contained within the event package.

This year’s Nutcracker Magic Children’s Soirée will play a more prominent role in highlighting and promoting the cause of community engagement. Following a successful launch of The Sugar Plum Holiday Party in 2018, which benefitted Big Brothers Big Sisters, MCB will host a post-performance reception for three community groups in 2019. This separate effort is aimed at leveraging the event space and inviting 150 participants to share some holiday cheer with dancers and members of different social service organizations. Guests of The Sugar Plum Holiday Party will enjoy a buffet dessert bar; dancing to a live DJ and meeting Nutcracker Magic cast characters. All attending children will leave with a signed ballet shoe as a token gift of their cultural experience.

George Balanchine’s The Nutcracker is one of MCB’s most vital and popular annual productions. Combining this holiday classic with a post-performance reception, creates a welcoming entry point for underserved audiences and provides an attractive threshold for an introduction to classical ballet.
Exclusive Support Opportunities
RECOGNITION & BRANDING
One exclusive partner will have logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications.
• Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 200 guests
• Logo placement and/or name recognition on Nutcracker Magic digital invitation and digital Save the Date (sent to 3,000+ constituents approx. 4 times leading up to event)
• Logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications in regards to ticket sales and guest communications
• Logo placement on MCB’s Corporate Partners webpage (more than 40,000 visits per month)
• Logo placement and/or name recognition on centerpiece numbers at all tables throughout the event
• Logo placement and/or name recognition on event signage
• Double page color ad in the Nutcracker Magic Program Book
• Vocal recognition as the Soirée Reception Sponsor during program remarks at the event
• Vocal recognition from the DJ during the event

EVENT BENEFITS
• One complimentary sponsor table seating ten (10) at the Nutcracker Magic Children’s Soirée Brunch to entertain guests or clients
• Ten (10) complimentary tickets to attend George Balanchine’s The Nutcracker in prime seats
• Intermission refreshments in the Peacock Foundation Studio for Brunch guests
• Exclusive backstage experience to meet the dancers and see the set up close
• Personalized VIP Concierge Ticketing services for all ticketing needs
• Nutcracker keepsake doll for each child in the group
• All children’s names listed in the Nutcracker Magic Program Book
• Swag bag for each child in the group
• Signed ballet shoe for each child in the group
• Picture with Sugar Plum Fairy
• Complimentary valet parking

MEDIA EXPOSURE
• Recognition in dedicated Nutcracker Magic social media posts on Facebook, Instagram and Twitter
• Mention in MCB Member Newsletter, Bravo, as the Nutcracker Magic Children’s Soirée Reception Sponsor
• PR coverage surrounding Nutcracker Magic including post-event coverage serviced to local press outlets
**RECOGNITION & BRANDING**

- Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 200 guests
- Logo placement and/or name recognition on Nutcracker Magic digital invitation and digital Save the Date (sent to 3,000+ constituents approx. 4 times leading up to event)
- Logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications in regards to ticket sales and guest communications
- Logo placement and/or name recognition on MCB’s Corporate Partners webpage (more than 40,000 visits per month)
- Full page color ad in the Nutcracker Magic Program Book
- Vocal recognition as the Soirée Décor Sponsor during program remarks at the event
- Vocal recognition from the DJ during the event

**EVENT BENEFITS**

- One complimentary sponsor table seating ten (10) at the Nutcracker Magic Children’s Soirée Brunch to entertain guests or clients
- Ten (10) complimentary tickets to attend George Balanchine’s The Nutcracker, in prime seats
- Intermission refreshments in the Peacock Foundation Studio for Brunch guests
- Exclusive backstage experience to meet the dancers and see the set up close
- Personalized VIP Concierge Ticketing services for all ticketing needs
- Nutcracker keepsake doll for each child in the group
- All children’s names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Signed ballet shoe for each child in the group
- Picture with Sugar Plum Fairy
- Complimentary valet parking

**MEDIA EXPOSURE**

- Recognition in dedicated Nutcracker Magic social media posts on Facebook, Instagram and Twitter
- Mention in MCB Member Newsletter, Bravo, as the Nutcracker Magic Children’s Soirée Décor Sponsor
- PR coverage surrounding Nutcracker Magic including post-event coverage serviced to local press outlets
$7,500
ENTERTAINMENT SPONSOR

RECOGNITION & BRANDING
- Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 200 guests
- Logo placement and/or name recognition on Nutcracker Magic digital invitation and digital Save the Date (sent to 3,000+ constituents approx. 4 times leading up to event)
- Logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications in regards to ticket sales and guest communication
- Logo placement and/or name recognition on MCB’s Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and/or name recognition on DJ booth signage
- Full page color ad in the Nutcracker Magic Program Book
- Vocal recognition as the Entertainment and DJ Sponsor during program remarks at the event

EVENT BENEFITS
- Six (6) complimentary seats at the Nutcracker Magic Children’s Soirée Brunch to entertain guests or clients
- Six (6) complimentary tickets to attend George Balanchine’s The Nutcracker, in prime seats
- Intermission refreshments in the Peacock Foundation Studio for Brunch guests
- Personalized VIP Concierge Ticketing services for all ticketing needs
- Nutcracker keepsake doll for each child in the group
- All children’s names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Complimentary valet parking

MEDIA EXPOSURE
- Recognition in dedicated Nutcracker Magic social media posts on Facebook, Instagram and Twitter
- Mention in MCB Member Newsletter, Bravo, as the Nutcracker Magic Children’s Soirée Entertainment and DJ Sponsor
- PR coverage surrounding Nutcracker Magic including post-event coverage serviced to local press outlets
$7,500
PHOTOBOOTH SPONSOR

RECOGNITION & BRANDING
During the event, children and their families have the opportunity to pose for fun photos with costumes and props and have their holiday shot printed on the spot!
• Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 200 guests
• Logo placement and/or name recognition on the Nutcracker Magic Photo Booth prints
• Logo placement and/or name recognition on Nutcracker Magic Digital Gallery (post event)
• Logo placement and/or name recognition on Nutcracker Magic digital invitation and digital Save the Date (sent to 3,000+ constituents approx. 4 times leading up to event)
• Logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications in regards to ticket sales and guest communications
• Logo placement and/or name recognition on MCB’s Corporate Partners webpage (more than 40,000 visits per month)
• Vocal recognition as the Photobooth Sponsor during program remarks at the event

EVENT BENEFITS
• Four (4) complimentary seats at the Nutcracker Magic Children’s Soirée Brunch to entertain guests or clients
• Four (4) complimentary tickets to attend George Balanchine’s The Nutcracker, in prime seats
• Intermission refreshments in the Peacock Foundation Studio for Brunch guests
• Personalized VIP Concierge Ticketing services for all ticketing needs
• Nutcracker keepsake doll for each child in the group
• All children's names listed in the Nutcracker Magic Program Book
• Swag bag for each child in the group
• Complimentary valet parking

MEDIA EXPOSURE
• Recognition in dedicated Nutcracker Magic social media posts on Facebook, Instagram, and Twitter
• Mention in MCB Member Newsletter, Bravo, as the Nutcracker Magic Children’s Soirée Photobooth Sponsor
• PR coverage surrounding Nutcracker Magic including post-event coverage serviced to local press outlets
RECOGNITION & BRANDING
• Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 200 guests
• Logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications in regards to ticket sales and guest communications
• Prominent recognition on the digital invitation
• Double page center spread in the printed Nutcracker Magic Program Book
• Logo placement and/or name recognition on MCB’s Corporate Partners webpage (more than 40,000 visits per month)

EVENT BENEFITS
• Six (6) complimentary seats at the Nutcracker Magic Children’s Soirée Brunch to entertain guests or clients
• Six (6) complimentary tickets to attend George Balanchine’s The Nutcracker, in prime seats
• Personalized VIP Concierge Ticketing services for all ticketing needs
• Nutcracker keepsake doll for each child in the group
• All children’s names listed in the Nutcracker Magic Program Book
• Swag bag for each child in the group
• Complimentary valet parking

MEDIA EXPOSURE
• Recognition in dedicated Nutcracker Magic social media posts on Facebook, Instagram and Twitter
• Mention in MCB Member Newsletter, Bravo, as the Nutcracker Magic Children’s Soirée Marketing Sponsor, with a link to your company website
• PR coverage surrounding Nutcracker Magic including post-event coverage serviced to local press outlets
$3.500
PARTY FAVOR SPONSOR

RECOGNITION & BRANDING
Every child will receive their own Nutcracker keepsake doll, one of the biggest highlights of the event! As the Party Favor Sponsor, the following benefits apply:

• Logo placement and/or name recognition on Nutcracker Magic keepsake doll gift bags
• Full page color ad in the printed Nutcracker Magic Program Book
• Logo placement and/or name recognition on all Nutcracker Magic marketing, digital and social media communications in regards to ticket sales and guest communications
• Logo placement and/or name recognition on MCB’s Corporate Partners webpage (more than 40,000 visits per month)

EVENT BENEFITS
• Two (2) complimentary seats at the Nutcracker Magic Children’s Soirée Brunch to entertain guests or clients
• Two (2) complimentary tickets to attend George Balanchine’s The Nutcracker, in premium Orchestra seats
• Personalized VIP Concierge Ticketing services for all ticketing needs
• Nutcracker keepsake doll for each child in the group
• All children’s names listed in the Nutcracker Magic Program Book
• Swag Bag for each child in the group
• Complimentary valet parking

MEDIA EXPOSURE
• Recognition in dedicated Nutcracker Magic social media posts on Facebook, Instagram and Twitter
• Mention in MCB Member Newsletter, Bravo, as the Nutcracker Magic Children’s Soirée Party Favor Sponsor
• PR coverage surrounding Nutcracker Magic including post-event coverage serviced to local press outlets
$2500
VALET SPONSOR

RECOGNITION & BRANDING
• Logo placement and/or name recognition on Valet hang tags placed in each car
• Full page color ad in the printed Nutcracker Magic Program Book
• Logo placement and/or name recognition on MCB’s Corporate Partners webpage (more than 40,000 visits per month)
• All children’s names listed in the Nutcracker Magic Program Book
**Tables & Tickets**

**Magic Sponsor Table @ $5,500**
- Fun-filled Brunch table for Ten (10)
- Prime Seating at the performance for Ten (10)
- Intermission refreshments in the Peacock Foundation Studio for Brunch guests
- Exclusive backstage experience to meet the dancers and see the set up close
- Invitation to visit MCB studios in Miami Beach for a private tour of the costume shop
- Special recognition of sponsorship in the Nutcracker Magic Program Book
- Nutcracker keepsake doll for each child in the group
- All children’s names listed in the Nutcracker Magic Program Book
- Swag Bag for each child in the group
- Signed ballet shoe for each child in the group
- Picture with Sugar Plum Fairy
- Complimentary valet parking

**VIP Tickets @ $500 (Adults & Children); Tables @ $5,000 (Benefits Apply for Ten (10) Guests)**
- Fun-filled Brunch for One (1)
- Prime Seating at the performance for One (1)
- Intermission refreshments in the Peacock Foundation Studio for One (1)
- Exclusive backstage experience to meet the dancers and see the set up close
- Nutcracker keepsake doll for each child in the group
- All children’s names listed in the Nutcracker Magic Program Book
- Swag Bag for each child in the group
- Signed ballet shoe for each child in the group
- Complimentary valet parking

**Standard Tickets: @ $400 (Adults & Children) - Limited**
- Fun-filled Buffet Brunch for One (1)
- Premium Orchestra Seating at the performance for One (1)
- Nutcracker keepsake doll for each child in the group
- All children’s names listed in the Nutcracker Magic Program Book

**Program Advertising Opportunities**
- Full page color ad - $500
- Double page color ad - $750
- Inside front or inside back cover, full color (exclusive) - $2,500
Miami City Ballet’s 34-year history unfolds in the excellence and breadth of three areas of its mission: The Company, The School and its Community Engagement programs. The purpose of engagement is a verb at MCB. Our engagement programs drive a mission focused on access, partnership, respect and equity. As an organization reflective of its community, our responsibility is steadfast: to ensure access and excellence. Whether the community are elders, formerly incarcerated, differently-abled, newly emigrated, emerging or existing dance artists or families who just want to dance, at the heart of everything Miami City Ballet does is the belief in classical ballet’s power to uplift, unite, enchant and transform. Community Engagement programs seek to simply eliminate barriers to access to the arts. The work of MCB’s community engagement programs have served 19,000+ strong across communities in the following ways:

ACCESS TO WORLD CLASS TRAINING
Ballet Bus
In its 5th year, MCB’s landmark Ballet Bus program is a ten year dance training scholarship program. For nine months each year, the MCB Ballet Buses pick up 40 youth ages 6-13 from communities throughout Miami-Dade County. The Ballet Bus scholarship program provides transportation, dance attire, healthy snacks and world class training with faculty at MCB School for the full academic year in a safe environment.

Summer Dance Camp in West Palm Beach
Palm Beach Summer Dance Camp offers a rigorous and rich dance training program for youth ages 9-13 in underserved communities in the Palm Beaches. Launched in 2017, the Camp was such a success that it was expanded to three weeks in 2018, with classes taught by renowned faculty from Miami City Ballet and the artistic community.
ACCESS TO ARTS IN EDUCATION
Explore Dance brings MCB's Teaching Artists into local classrooms to motivate and inspire children through dance, in communities where more than 80 percent of children receive free or reduced lunch. Explore Dance engagement programs work closely with schools for both after-school and arts integration dance class during the school day. Explore Dance classes are provided at no cost to schools and culminate in a performance for their parents and peers. Access to the Ballet Bus scholarship is provided for these participants and their families.

ACCESS TO DANCE LEADERS
Open Barre performances in the intimate 200-seat theater at MCB's state-of-the-art studios in Miami Beach provide a sneak peek into upcoming productions with Artistic Director Lourdes Lopez discussing the creative process and artistic collaborations that go into developing new works for Miami City Ballet.

ACCESS TO WORLD CLASS PERFORMANCE
Ballet For Young People & Ballet for Families brings free performances to communities of schools and families. Whether during a school day or a weekend, audiences experience an interactive world class classical ballet performance which engages all the senses and guides all through the beauty and repertory of Ballet. For many, MCB is their first exposure to dance in a theater setting.

MCB's Complimentary Ticket Program gives more than 6,100 free tickets to nonprofit organizations in Miami-Dade, Broward and Palm Beach counties. Miami City Ballet has distributed more than 70,000 tickets to community agencies over the past six seasons at a total value of more than $1 million. In every MCB program, the community always has a seat for performances.

ACCESS VIA INTENTIONAL INCLUSION
Miami City Ballet's commitment to intentional inclusion is evidenced in its diverse leadership and staff, its attention to being a responsible community member and its thoughtful planning of audience experiences that ensure a sense of being included. In programming, MCB provides a modified “Sensory Friendly” performance for children with Autism Spectrum and Sensory Processing Disorders, giving them the special opportunity to experience live ballet performance in a safe and welcoming environment. For visually impaired community members, patrons participate in a tactile “Touch Tour” discussion-guided experience to explore the intricate costumes, props and sets. Following the Touch Tour session, the patrons listen via special earphones to a live narration of the performance, describing what is happening on stage, the costumes and the movement of the dancers. MCB continually reflects on its service promise and holds itself at the highest accountability standard of being a model of arts excellence and social responsibility for its community, the United States and the world.
2019 Nutcracker Magic Children’s Soirée Support Form

NAME: ____________________________________________
COMPANY: ________________________________________
ADDRESS: ________________________________________
CITY, STATE, ZIP: __________________________________
TELEPHONE: _______________________________________
EMAIL: ___________________________________________

SPONSORSHIPS
☐ $20,000 Reception Sponsor
☐ $10,000 Décor Sponsor
☐ $7,500 Entertainment and DJ Sponsor
☐ $7,500 Photobooth Sponsor
☐ $5,000 Marketing Sponsor
☐ $3,500 Party Favors Sponsor
☐ $2,500 Valet Sponsor

TABLES (10 Guests)
☐ $5,500 Magic Table
☐ $5,000 VIP Table

INDIVIDUAL TICKETS (Adults & Children)
☐ VIP Ticket $500___________
☐ Standard Ticket $400___________ LIMITED

PRINTED PROGRAM ADVERTISING
☐ Inside Front Cover - $2,500
☐ Inside Back Cover - $2,500
☐ Full-page Inside - $500
☐ Double page - $750

MAIL TO: MIAMI CITY BALLET
ATTN: Development Department
2200 Liberty Avenue, Miami Beach, FL 33139

Miami City Ballet is a 501(C) (3) tax exempt organization, Federal ID # 592578534