

□ MIAMI CITY BALLET

DON
QUIXOTE

2020 MIAMI CITY BALLET GALA

" To dream the impossible dream, that is my quest."
- Miguel de Cervantes Saavedra, Don Quixote

3.14.20



MIAMI CITY BALLET

Uniquely positioned to serve & promote South Florida

The value of having performing arts organizations in a community is the self-knowledge and understanding that they provide to society. Nowhere is this more applicable than South Florida's highly diverse population, where arts communicate across barriers of language, class and culture.

Miami City Ballet is world-renowned, and its School is one of the largest premier training academies in the nation. MCB is both a catalyst for transformation within its local communities through exceptional instruction and community engagement programs, and a brand ambassador for South Florida with performances in more than 100 cities within Europe, Great Britain, South America, Central America and Israel.

The deeply held belief that dance transcends boundaries, changes lives and transforms entire communities is evidenced by the unique impact of the three pillars which propel the organizational mission: Company, Community Engagement and School.



THREE PILLARS

01



COMPANY

FOUNDED IN 1985 by Miami philanthropist Toby Lerner Ansin and Founding Artistic Director and ballet legend Edward Villella.

A REPERTORY OF 100 BALLETS, including 13 world premieres, was built upon the Balanchine repertory and expanded to include classical works and new choreography by contemporary and ground-breaking artists.

SERVING NEARLY 110,000 PATRONS in South Florida during annual seasons in Miami-Dade, Palm Beach, Broward and Collier Counties.

INTERNATIONAL PRESENCE with 2018/19 touring engagements at Spoleto Dance Festival, South Carolina; Les Étés de la Danse, Paris, France; 75th anniversary celebration of George Balanchine at New York City Center; Harris Theater in Chicago; and the Music Center in LA.

02



COMMUNITY ENGAGEMENT

FROM THE BEGINNING, MCB has served the community through its dance artistry. Our vision drives a commitment to equity, ensuring access for communities which are systemically disenfranchised.

PROGRAMS HAVE ONE THING IN COMMON - to eliminate barriers to access which create meaningful performances and educational opportunities for people from all walks of life.

20,000 SERVED ANNUALLY through Community Engagement program initiatives that include: scholarships, training, tickets, master classes and workshops for all.

PARTNERSHIP with community partners at the center of our engagement. From Little Havana, Little Haiti, Allappattah, Belle Glade and beyond.

03



SCHOOL

STARTED IN 1993, the School celebrated its 25th Anniversary in 2018.

TOP-LEVEL TRAINING, OFFERING SCHOLARSHIPS worth more than \$525,000 to talented, dedicated students from the U.S. and abroad, regardless of their financial means.

MORE THAN 1,500 STUDENTS from the U.S. and international countries are attracted through audition tours.

14 COUNTRIES have been represented within the student body at MCB School with classes available for students beginning at age three.

500 + ADULTS enjoy various levels of classes through the community division.



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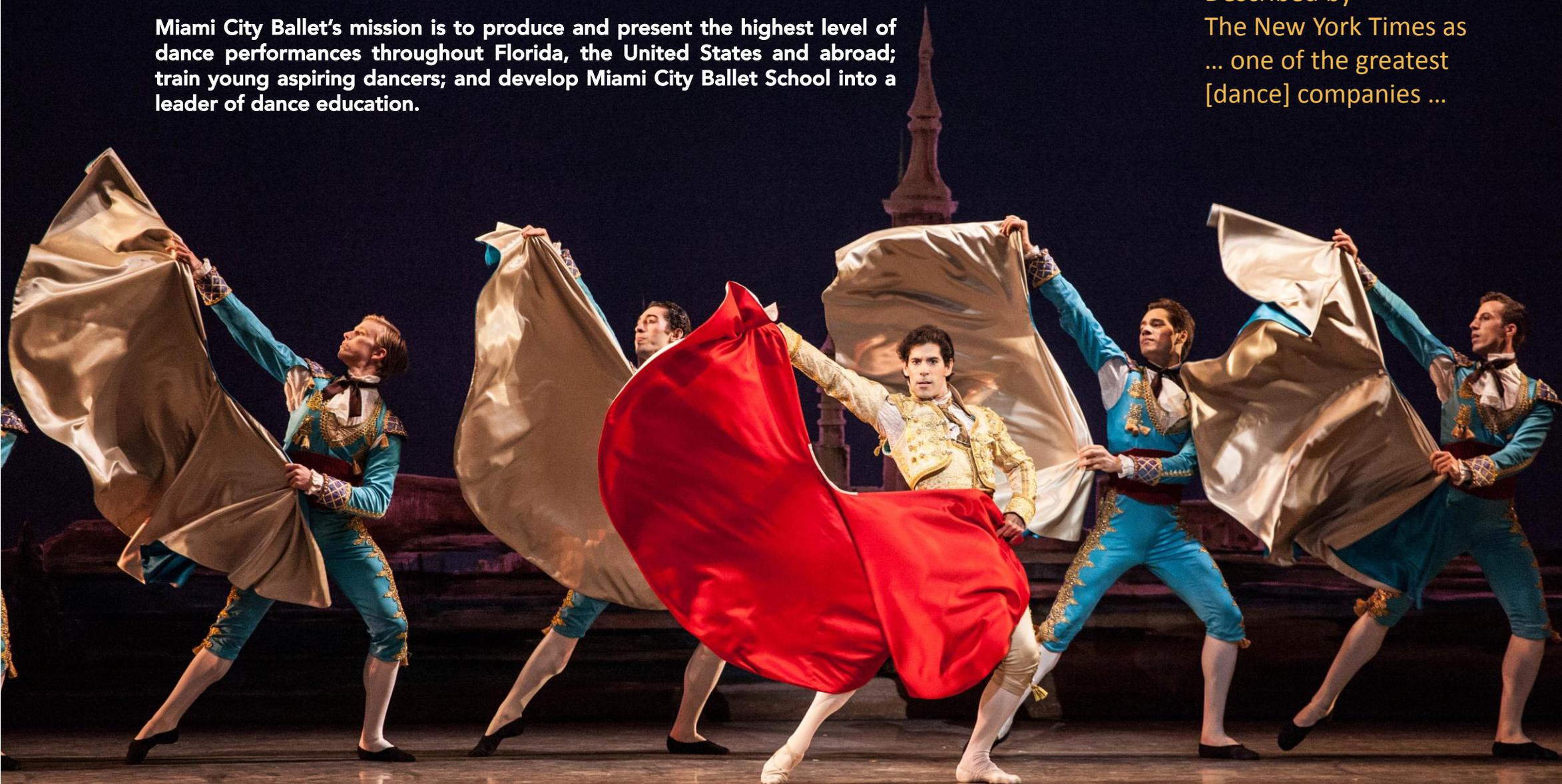
MCB GALA

MISSION

Miami City Ballet's mission is to produce and present the highest level of dance performances throughout Florida, the United States and abroad; train young aspiring dancers; and develop Miami City Ballet School into a leader of dance education.

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Described by
The New York Times as
... one of the greatest
[dance] companies ...





ENGAGEMENT & EXCELLENCE HIGHLIGHTS

Exemplary leadership for a Ballet company, serving as a powerful reflection of the community they serve, Cuban-born Lourdes Lopez, Artistic Director, and Tania Castroverde Moskalenko, Executive Director, are at the helm.

MCB has performed for audiences all over the world, and over the past five years, a consistent touring presence has reached 72,972 patrons nationally and 12,699 patrons internationally. More than 474,000 patrons have enjoyed ballet masterworks and new distinctive pieces performed by the company since 2014.

As a starting point for students and a home for professional dancers, MCB School is one of the largest and most respected dance training programs in the region. National and international audition tours attract more than 1,500 students each season creating a diverse student body. Students are a critical talent-feeder for the professional company.

Ballet Hispánico will honor Miami City Ballet Artistic Director Lourdes Lopez with the Toda Una Vida Lifetime Achievement Award during its May 6th, 2019 Gala at the Plaza Hotel in New York City. Lopez is being honored “for her career as a principal dancer with New York City Ballet, her extraordinary artistic leadership in the classical dance world and for being a cultural ambassador for dance”.

Miami City Ballet is universally admired as one of the world’s pre-eminent interpreters of the choreography of George Balanchine, as most recently evidenced by the company’s invitation to open the historic 75th anniversary celebration of George Balanchine’s cultural home at New York City Center.

MCB’s 2019/20 mainstage season will mark the Company’s 34th year as South Florida’s premier classical ballet company. As part of MCB’s upcoming season, the Company has been invited to participate in the *Ballet Across America* series at The Kennedy Center in Washington, D.C. in May 2019, in partnership with Dance Theatre of Harlem. The two companies will coalesce for a historic World Premiere by renowned contemporary choreographer Pam Tanowitz, and the overarching engagement will celebrate women’s leadership in ballet.

In 2019, MCB became the first company outside of New York City Ballet to present *Brahms/Handel*, created by choreographic masters Jerome Robbins and Twyla Tharp.



2020 GALA OVERVIEW

*A fiery and colorful evening
celebrating a rich cultural heritage*

Join Miami City Ballet for a dining and dancing experience inspired by *Don Quixote*, the titular character in Miguel Cervantes' classic novel, *The Ingenious Nobleman Sir Quixote of La Mancha*. The ballet, originally choreographed in 1869 by Marius Petipa, tells the timeless tale of the valiant adventures of Don Quixote and Sancho Panza, and their quest for virtue. Guests will enjoy food, wine, music and dance, immersed in the rich Hispanic culture of the region that has long been recognized as a gateway to Latin America – a bravo to the Ballet!

GALA CO-CHAIRS

Margot & Allen London | Lisa & Jay Massirman

DATE

Saturday, March 14th, 2020

PURPOSE

Funds raised will support Company and School initiatives for premier training, community engagement and to increase recognition of Miami City Ballet as a national leader in dance.

VENUE

Sunset Vista Ballroom | Miami Beach

FORMAT

Cocktails, Tintos & Tapas | Dinner, Program & Performance
| Dancing | After Party

ATTIRE

Black Tie

SPONSORSHIP & SUPPORT OPPORTUNITIES

ruth.robinson@miamicityballet.org | 305.987.1630

EVENT DETAILS

lisa.pollack@miamicityballet.org | 305.929.7013

WEBSITE

miamicityballet.com/gala/support



EVENT AT-A-GLANCE

A festive backdrop sets the tone for dancing & mingling with Miami City Ballet dancers

Dazzling sets and costumes by Santo Loquasto, complete with gallant knights, princely bull fighters and colorful gypsies will inspire an unforgettable experience. The evening's highlight will be a special performance filled with passion and flair by Miami City Ballet dancers as they perform an excerpt from *Don Quixote*.

ACT I
Cocktails & Tapas
7:00 – 8:00 PM



ACT II
Dinner Program
& Performance
8:00 – 9:30 PM

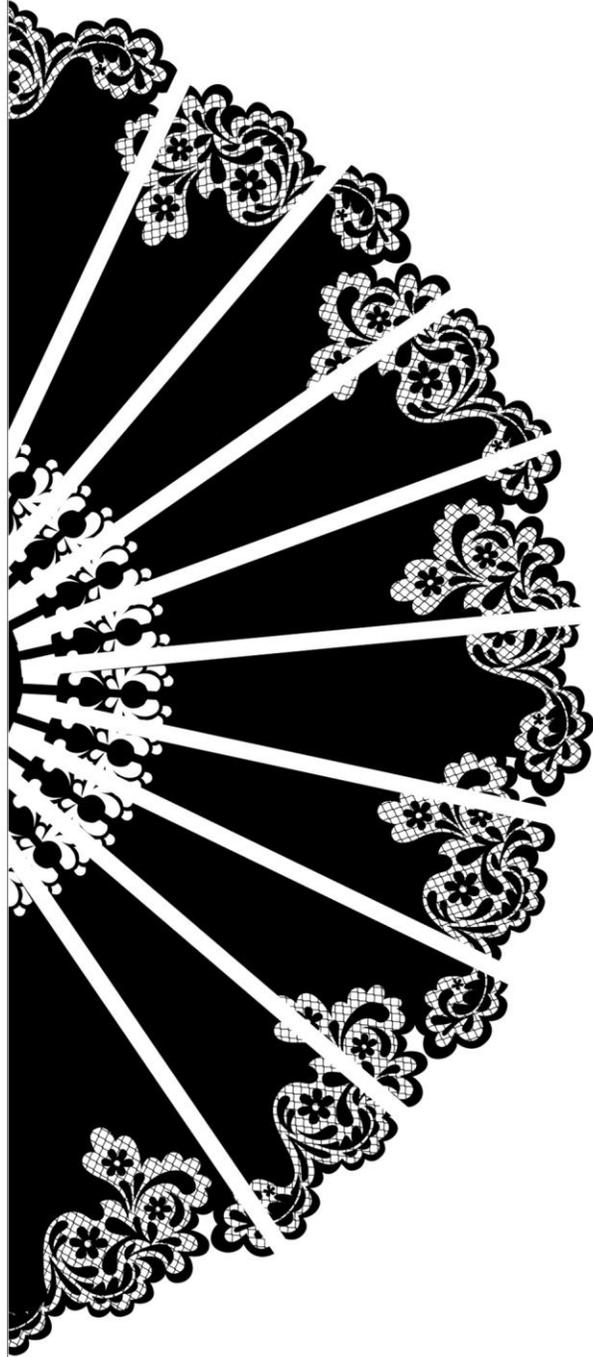


ACT III
Dance Floor Opens
9:30 PM



ACT IV
After Party Begins
10:00 PM





BENEFIT LEVELS

YEAR-ROUND RECOGNITION

All Gala support qualifies to be listed in Miami City Ballet's 2020 Annual Report and the 2019/20 Season's Program Books circulated Tri-County to more than 90,000 recipients.

Gifts of \$25,000 and above will also be listed on the Ballet's 2020/21 *Gala Honor Roll* in the lobby of Miami City Ballet headquarters.

GRAND BENEFACTOR TABLE

\$100,000 (LIMITED)

GALA BENEFITS

- Limo service to and from the event for Table Host(s) (only one pick up and drop off location)
- A Royal Table with premium seating for twenty (20) guests
- VIP table service for the highest level of attention, including extended bottle service during the After Party
- Option to have four (4) Miami City Ballet Dancers seated at your table
- Welcome bottles of champagne and/or sparkling wine at the table
- Recognition on AV and printed program materials
- Recognition displayed digitally (as a gobo) inside the main ballroom
- Verbal acknowledgement from the stage during program presentation
- Full page color ad in the Gala Program Book

ADDITIONAL BENEFITS

- Four (4) tickets to Miami City Ballet's 2020/2021 season at the theatre of your choice.
- Option to attend the opening night performance of *Don Quixote* (if not already the night selected for your subscription. Up to four (4) guests. Reservations need to be made at least two weeks in advance.)
- Invitation for four (4) to a private rehearsal at MCB to watch *Don Quixote* prior to opening night (scheduled at least one week in advance) including a Behind-the-Scenes tour of MCB Studios
- Private backstage tour to meet artistic staff and dancers (scheduled at least two weeks in advance; up to four (4) guests)
- Vocal recognition at your main stage venue on opening night
- Invitation for four (4) to attend Miami City Ballet's Corporate Council Special Events throughout the 2020/2021 season
- Lunch for four (4) with Artistic Director with Lourdes Lopez (scheduled at least one month in advance)



HOST CHAIR TABLE

\$50,000 (LIMITED)

GALA BENEFITS

- A Royal Table with premium seating for fourteen (14) guests
- VIP table service for the highest level of attention, including extended bottle service during the After Party
- Option to have two (2) Miami City Ballet Dancers seated at your table
- Welcome bottles of champagne and/or sparkling wine at the table
- Recognition on AV and printed program materials
- Full page color ad in the Gala Program Book

ADDITIONAL BENEFITS

- (2) tickets to Miami City Ballet's 2020/2021 season at the theatre of your choice
- Invitation for two (2) to a private rehearsal at MCB to watch *Don Quixote* prior to opening night (scheduled at least one week in advance), including a Behind-the-Scenes tour of MCB Studios
- Private backstage tour at one selected season performance to meet artistic staff and dancers (scheduled at least two weeks in advance; for two (2) guests)
- Invitation for two (2) to attend Miami City Ballet's Corporate Council Special Events throughout the 2020/2021 season



PLATINUM TABLE

\$35,000

GALA BENEFITS

- VIP table service with premium seating for twelve (12) guests with extended bottle service during the After Party
- Welcome bottles of champagne and/or sparkling wine at the table
- Option to have up to two (2) Miami City Ballet Dancers seated at your table
- Recognition on AV and printed program materials

ADDITIONAL BENEFITS

- Invitation for two (2) for a private class observation at MCB Studios
- Invitation for two (2) to attend Miami City Ballet's Corporate Council Special Events throughout the 2020/2021 season

GOLD TABLE

\$25,000

GALA BENEFITS

- VIP table service with premium seating for ten (10) guests
- Option to have one (1) Miami City Ballet Dancer seated at your table
- Recognition on AV and printed program materials

ADDITIONAL BENEFITS

- Invitation for two (2) for a private class observation at MCB Studios
- Invitation for two (2) to attend Miami City Ballet's Corporate Council Special Events throughout the 2020/2021 season

SILVER TABLE

\$15,000

GALA BENEFITS

- Prime seating for ten (10) guests

ADDITIONAL BENEFITS

- Invitation for two (2) to a private class observation at MCB Studios

INDIVIDUAL TICKETS

\$1,500

GALA BENEFITS

- Prime seating for one (1) guest



PROGRAM ADVERTISING OPPORTUNITIES

AUCTION SUPPORT OPPORTUNITIES

The Gala Program Book is distributed to all attending guests. All acknowledgement copy/submissions must be high resolution for a full color program. High resolution JPEG or PDF files required.

Dimensions double page: 8" H x 16" W; Bleed: 0.125"

Dimensions single page: 8" H x 8" W; Bleed: 0.125"

Email Submission: lisa.pollack@miamicityballet.org

Submission Deadline: February 21st

- Full-page Inside - \$500
- Two Pages - \$750
- Inside Back Cover - \$1,000
- Inside Front Cover - \$1,500
- Outside Back Cover - \$2,000

The silent auction provides an opportunity for businesses to lend support by donating an item to the auction. Items will be featured during the cocktail hour providing a prominent opportunity to garner exposure to this exclusive audience. In exchange for your generous donation, your company will be listed in the event program and recognized on AV.

Minimum Item Retail Value: \$500

Contact for Details: lisa.pollack@miamicityballet.org

Submission Deadline: March 1st





SPONSORSHIPS & UNDERWRITING

EXCLUSIVE OPPORTUNITIES & EXTENSIVE EXPOSURE

Name recognition will be positioned to MCB constituents on Gala collateral materials throughout the life of the event with a direct reach of ~ 1,400 in print and ~ 30,000 digitally. Supporters can also be recognized in the 2019/20 Season's Program Books circulated Tri-County to more than 90,000 audience members. Event media partners provide exposure to approximately 200,000+ more recipients.

PRESENTING SPONSOR

\$100,000

The Title Sponsor will have their name prominently positioned on all collateral materials (printed and digital) related to the event and will be referenced as follows "2020 Miami City Ballet Gala, Presented by [sponsor name]".

** Inclusion on all materials listed will be subject to print deadlines and the date of your commitment.*

GALA BENEFITS

- A Royal Table with premium seating for twenty (20) guests and VIP service with extended bottle service during the After Party
- Option to have two (2) Miami City Ballet Dancers seated at your table
- Welcome bottles of champagne and/or sparkling wine at the table
- Logo placement and /or name recognition on all Gala signage
- Logo placement and /or name recognition on AV and printed program materials
- Sponsor recognition displayed digitally (as a gobo) inside the main ballroom
- Verbal acknowledgement from the stage during presentation program
- Double-page center spread advertisement, full color, in the Gala Program Book
- Logo placement and /or name recognition on Gala website event page, hyperlinked to sponsor website
- Logo placement and /or name recognition in post-Gala event recap through all media partners
- Social photographer assigned to capture key brand images

ADDITIONAL BENEFITS

- Invitation for six (6) to a private class observation at MCB Studios
- Invitation for four (4) to attend Miami City Ballet's Corporate Council Special Events throughout the 2020/2021 season
- Full-page ad in MCB's 2019/2020 Season's Program Books* (Tri-County distribution 90,000+)

**Print deadlines apply. First ad must be received by August 30, 2019.*



PRODUCING SPONSOR

\$50,000

An exclusive opportunity to connect your brand with the highlight of the evening: a live performance presented by Miami City Ballet.

GALA BENEFITS

- A premium table with seating for twelve (12) guests
- VIP service with extended bottle service during the After Party
- Option for up to two (2) Miami City Ballet Dancers seated at your table
- Logo placement and /or name recognition as the Producing Sponsor in all pre and post publicity efforts
- Welcome bottles of champagne and/or sparkling wine at the table
- Logo placement and /or name recognition on AV and printed program materials
- Sponsor acknowledgement from the stage before the performance
- Full-page color advertisement in Gala Program Book
- Logo placement and /or name recognition on Gala website event page, hyperlinked to sponsor website
- Logo placement and /or name recognition in post-Gala event recap through all media partners

ADDITIONAL BENEFITS

- Invitation for two (2) for a private class observation at MCB Studios
- Invitation for two (2) to attend Miami City Ballet's Corporate Council Special Events throughout the 2020/2021 season
- Half-page ad in MCB's 2019/2020 Season's Program Books* (Tri-County distribution 90,000+)

**Print deadlines apply. First ad must be received by August 30, 2019.*



DÉCOR SPONSOR

\$15,000

- Premium seating for eight (8) guests
- Prominent recognition on Gala signage
- Logo placement and /or name recognition on AV and printed program materials
- Full-page color advertisement in the Gala Program Book
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website

COCKTAIL HOUR SPONSOR

\$10,000

- Premium seating for six (6) guests
- Sponsor logo projected as a gobo during the cocktail hour
- Logo placement and /or name recognition on AV and printed program materials
- Full-page color advertisement in Gala Program Book
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website

ENTERTAINMENT SPONSOR

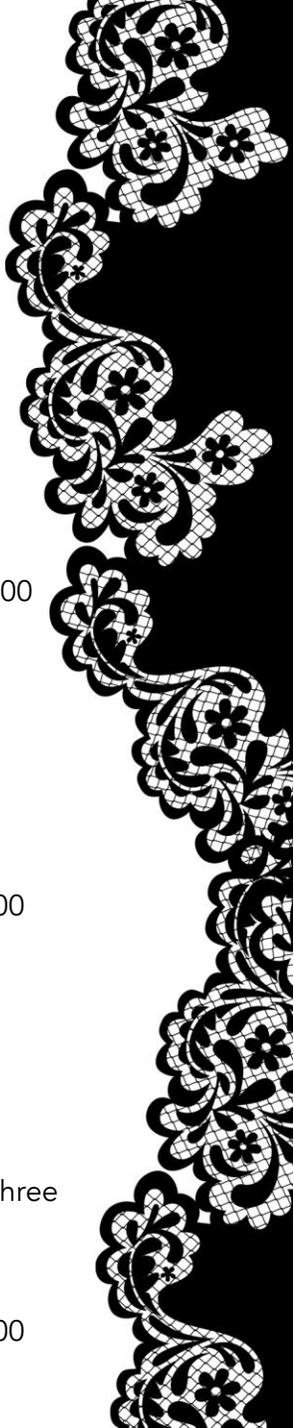
\$10,000

- Premium seating for six (6) guests
- Logo placement and /or name recognition on AV and printed program materials
- Double-page full color advertisement in the Gala Program Book
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website

AUCTION SPONSOR

\$10,000

- Premium seating for four (4) guests
- Logo placement and /or name recognition on AV and printed program materials
- Logo placement and /or name recognition on digital auction teaser sent prior to the event (up to three email blasts)
- Logo placement and /or name recognition on table top signage for auction displays
- Logo placement and /or name recognition on all auction description sheets and prize letters
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website



INVITATION SPONSOR

\$10,000

- Premium seating for two (2) guests
- Logo placement and/or name recognition prominently positioned on both the digital (~76,000 distribution) and printed (~1500 distribution) invitations
- Full-page color advertisement in Gala Program Book
- Logo placement and /or name recognition on AV and printed program materials
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website

VALET SPONSOR

\$7,500

- Premium seating for two (2) guests
- Logo placement and/or name recognition on water bottles placed in each guest's car or at a hospitality table in the valet area on guest departure
- Full-page color advertisement in Gala Program Book
- Logo placement and /or name recognition on AV and printed program materials
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website

PHOTOGRAPHY SPONSOR

\$5,000

- Exclusive logo placement and /or name recognition on the post-event photo gallery site
- Logo placement and /or name recognition on AV and printed program materials
- Logo placement and /or name recognition on MCB Corporate Partners webpage (more than 40,000 visits per month)
- Logo placement and /or name recognition on the event website

DJ SPONSOR

\$2,500

- Logo placement and /or name recognition on AV and printed program materials
- Logo placement and /or name recognition on the event website



2020 GALA COMMITTEE

2020 GALA CO-CHAIRS

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Lisa & Jay Massirman

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Soledad Picon

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Roberto Raynes

Migna Sanchez-Llorens

Kelly Talamas

Jodi Timna

Renata Vasconez

Adriana Vergara – *Underwriting
Chair*

Gail Wasserman

Maria Zaffaroni – *School Co-Chair*

Veronica de Zayas

After Party Co-Chairs

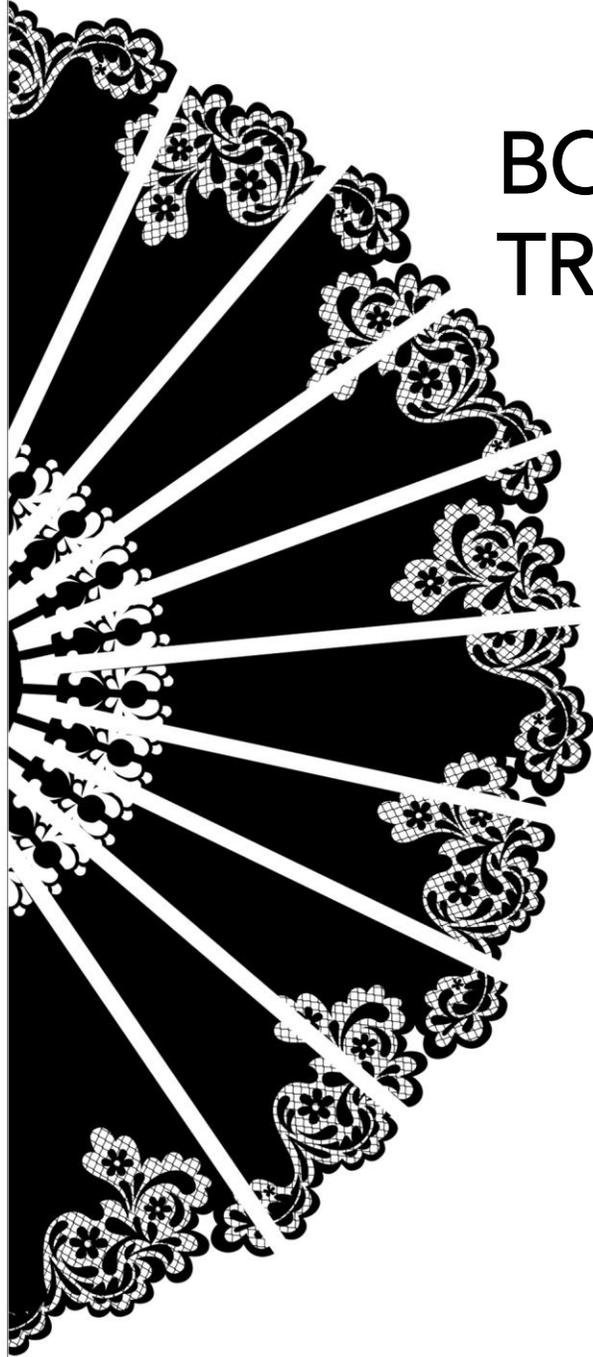
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South Florida Luxury Guide

Miami Magazine, Modern Luxury



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**Deceased*

ABOUT MIAMI CITY BALLET

Miami City Ballet, now in its 34th season, has been led by Artistic Director Lourdes Lopez since 2012. Lopez was most recently selected as an honoree of the 2018 Dance Magazine Awards, which recognizes the outstanding men and women whose contributions have left a lasting impact on dance. This past August, Tania Castroverde Moskalenko joined MCB as its Executive Director. Castroverde Moskalenko returned to Miami after 30 years with a vast experience in performing arts administration and a strong track record of accomplishments.

MCB was founded in 1985 by Miami philanthropist Toby Lerner Ansin and Founding Artistic Director Edward Villella. The Company has 53 dancers and a repertoire of more than 100 ballets. MCB performs for 100,000 plus patrons annually during its South Florida home season in Miami, Fort Lauderdale, West Palm Beach and Naples, and tours to top theaters domestically and internationally.

Miami City Ballet School, the official school of Miami City Ballet, is one of the most respected ballet training academies in America. The School's renowned faculty, challenging syllabus and affiliation with Miami City Ballet make it a place where all students – from children to adults – can receive comprehensive dance training. The School trains approximately 400 students, ages 3-19, in its year-round program, and 400 during its summer programs, granting more than \$525,000 in scholarships annually. Over 500 adults participate in a vibrant community division.

Community engagement programs drive a mission focused on access, partnership, respect and equity. Engagement is a verb at MCB. It is how we do, why we do and for whom we do it. 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 and families who just want to dance, at the heart of everything Miami City Ballet is centered in the belief in classical ballet's power to uplift, unite, enchant and transform.



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MCB GALA



GRACIAS
SEE YOU THERE!