



Dear Potential Sponsor,

Rochester Dance Company (RDC), founded by Ellen Huston and Wendy Bielen Jahraus, was incorporated as a non-profit organization in March of 2006. As a pre-professional dance company, RDC provides a serious training program and one-of-a-kind performance opportunities for talented young dancers in the Rochester and southeastern Minnesota areas. RDC expands the opportunity to see and enjoy **professional-quality dance productions** in the Rochester area. Since its inception, RDC has brought more than 30 professional guest artists to Rochester to instruct and perform with the 200 dancers who have been part of the company during the past five years; and, more than 12,000 audience members have enjoyed the artistic excellence that RDC delivers.

Our 2007/2008 Season has been extremely successful. We introduced the wonderful storyteller Odds Bodkin to Rochester in *The Door to Imagination*, a production that combines storytelling with dance. We welcomed sell-out crowds to our *Nutcracker* performances in December. In an effort to **give back to the community**, we also presented a free performance of *The Nutcracker* exclusively for people with special needs and their caregivers. This performance was a tremendous success, with more than 500 people attending. We intend to continue to provide free performances for members of the community who have special needs during our 2008/2009 season.

As we introduce our performance schedule for the 2008/2009 Season, we would like to invite you to **become part of the RDC experience**. We are thrilled to present **unique sponsorship opportunities** that will help us continue to provide professional-quality productions for the enjoyment of community members of all ages; and, allow you to promote your business to a diverse cross-section of southeastern Minnesota patrons of the arts.

In return for your **tax-deductible sponsorship***, RDC will provide you with numerous ways to reach the many people who enjoy our performances. We can help you increase business and foster community regard for your organization as a supporter of our dynamic offerings.

Please review the following details of the sponsorship opportunities that are available to you and contact us to answer your questions about RDC sponsorship and how it will bring **positive attention and visibility** to your business. Thank you!

Sincerely,

Heidi Finck
Development Associate, 507/208-2253

Please make all donation checks payable to **Springboard for the Arts**, which currently serves as RDC's fiscal agent. Springboard for the Arts provides continued support for independent artists and nonprofit arts organizations and administrators. These services help support a vibrant arts community. Springboard for the Arts has been organized and operated to qualify as tax-exempt under Section 501(c)(3) of the Internal Revenue Code: Taxpayer Identification Number 41-1690483.



Corporate Sponsorship

Due in part to RDC's non-profit status, we have been able to create a substantial and effective marketing campaign for our production that includes television, radio, newspaper, Web, direct mail, public displays, public appearances, on-site displays and program advertising. By becoming a production sponsor, your organization can also benefit from this marketing mix. We offer sponsorship opportunities at the following levels:

Producer Level - \$10,000

This level provides your organization with the exclusive licensing rights to the title of one of our productions (i.e., "YOUR NAME HERE sponsor of RDC's 2008 production of *The Nutcracker*"), plus top billing in all production materials, including television, radio, newspaper, Web, public displays, public appearances, on-site displays and program advertising. In addition, RDC will provide your organization with a private performance of *The Nutcracker* (\$15,000 value - Ideal for a corporate holiday celebration!) with seating for up to 1,100 people (date and time to be determined by RDC based on performance schedule).

Director Level - \$3,500

This level provides your organization with an exclusive, event-specific sponsorship (i.e., one performance within a production, such as the "Special Needs Performance of *The Nutcracker* , brought to you by YOUR NAME HERE"); plus, top billing in that performance's event-specific marketing materials, including television, radio, newspaper, Web, direct mail, public displays, public appearances, on-site displays and program advertising.

Medium	Current Production
TV	News coverage
Billboards	Strategic Locations around Town
Radio	60 Second Ads
Newspaper	(1) 3x5 Ad
Concert Site	Banner, Table, Announcements
Web	Web Site, Email List, E-Press Release
Public Display	Posters, Programs, Movie Theatre Ad



Corporate Sponsorship Continued

Choreographer Level - \$1,750

This level provides your organization with the opportunity to share an event-specific (one performance within a series of a production) sponsorship (i.e. Special Needs Performance of *The Nutcracker*, brought to you by YOUR NAME HERE) plus shared billing in that performance's event specific marketing space and materials including radio, newspaper, web, public display, public appearances, on-site display and program advertising.

Medium	Current Production
TV	Benefits are Shared
Billboards	Benefits are Shared
Radio	Benefits are Shared
Newspaper	Benefits are Shared
Concert Site	Banner, Table, Announcements
Web	Web Site, Email List, E-Press Release
Public Display	Posters, Programs, Movie Theatre Ad

Principal Dancer Level - \$500

This is an entry-level way for your organization to “get your feet wet” with production sponsorship. Your organization's logo will be present with others on a production-specific flier that will be delivered to our mailing list, distributed to 8,000 families in the Rochester School district and surrounding communities, and distributed to the audience at each event promoting a given production. Your organization will also be listed as a sponsor in our production program.

Medium	Current Production
Flier	Mailing List, School District, Events
Public Display	Programs



Sponsorship Marketing Benefits

- TV – 30-second ads worth \$3,000 per production
- Radio – 30 to 60-second ads worth \$1000 per production
- Newspaper – B&W display ads worth \$500 per production, or B&W display ads worth \$940 per production over 3 weeks in the Rochester Post-Bulletin
- Billboards – various strategic locations around town – ad to run 1 to 6 weeks depending on production, on at least 4 billboards at a time
- Web – Rochester Dance Company Web site and press releases
- Flier Distribution/Direct Mail – Production-specific, delivered to 8,000 families in Rochester and the surrounding area, to our mailing list and distributed to the audience at each event of the production.
- Public Display - 200 full-color production-specific posters distributed throughout Rochester; pre-movie ads to run in local movie theaters 1 – 3 months before a production
- Public Appearances - Interviews by guest artists and/or RDC staff on Fox 47 TV, KTTC, KROC AM, Y105 and various other stations, as well as public appearances around town
- On-Site - Ample space for banners, displays, table tents, information tables. Two mentions from stage by event MC.
- Program - Listing in 3,000 RDC production programs to be distributed throughout the season

Rochester Dance Company's productions include:

The Nutcracker

This holiday confection has it all – lavish costumes and sets, timeless music, exquisite choreography and superb dancing by RDC members and professional guest artists. Each public performance is followed by a delightful *Land of Sweets Party*, where theatergoers enjoy holiday treats and mingle with *Nutcracker* characters, including Clara and the Sugar Plum Fairy. It's a holiday classic for all ages!

TeenAge WasteLand

This original RDC production looks at teens and their world through contemporary music and choreography, plus spectacular lighting effects and the voices of real Rochester-area teens. This production speaks directly to teens, as well as the adults who love them.

The Door to Imagination

Another original RDC production features award-winning storyteller Odds Bodkin – the *New York Times* called him “a consummate storyteller.” His popular stories are intertwined with choreography that enhances the stories' gentle life lessons. Terrific family entertainment!