



 **springfield**  
*Ballet*  
Passion for dance.  
Poise for life.

# SPONSORSHIP GUIDE

*Education • Performance • Outreach*







“

THE BENEFITS OF DANCE TRAINING AT SPRINGFIELD BALLET EXTEND BEYOND THE STUDIO. OUR DAUGHTER HAS GAINED MENTAL DISCIPLINE AND A WORK ETHIC THAT WILL SERVE HER WELL THROUGHOUT HER LIFE, IN ANY ENDEAVOR SHE CHOOSES TO PURSUE. SHE HAS DEVELOPED CONFIDENCE, POISE, COMMITMENT AND A DESIRE FOR EXCELLENCE. AND MOST IMPORTANTLY, DANCE BRINGS HER JOY!

SPRINGFIELD BALLET PARENT  
June 2022

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The incredible photos throughout this brochure are courtesy of Miles Boyer Photography, Ikenroth Images, and our amazing staff and faculty.





## From Our Directors

Thank you for considering supporting Springfield Ballet. We appreciate all of our supporters, including families, patrons and donors alike who contribute to our community's diversity and strength through the art of dance, we are very grateful.

We are excited to share our Sponsorship Guide that will educate you on our outreach and education programs as well as our productions. You will learn about our Dance Chance program, our affiliation with Any Given Child, and the scholarship opportunities we have for our students, just to name a few. We also share highlights from the proud history of productions we bring to the Landers Theatre two times a year. This guide gives you a comprehensive resource for planning and managing your support allowing you to align your interests and schedule with the perfect events. We have also shared our needs, both financial and time, so you may coordinate your engagement objectives as well.

Your investment in Springfield Ballet allows us to continue serving families throughout our region by supporting our outreach and educational initiatives. This support also allows Springfield Ballet to continue providing the only local, professional-quality ballet productions to patrons in Southwest Missouri. Our staff is ready to work with you to create your personalized philanthropy plan.



Thank you for taking time to learn more about Springfield Ballet and our impact on the community for more than 45 years.

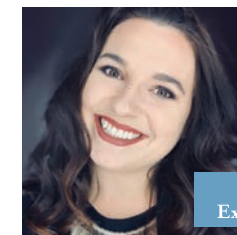
Cordially in Dance,

Ashley Paige Romines  
Artistic Director



*Ashley Paige Romines*

Abigail Lind  
Executive Director



*Abigail Lind*



Springfield Ballet is a community-centered, not-for-profit educational organization that has been bringing the art of ballet to the community for more than four decades. Our focus is to provide dance education and instruction to interested students from age two to adults. We instill in them not only a strong foundation in classical ballet and complementary dance styles but foster healthy habits and a work ethic that allows our students to prosper in any field of study or work in the future. Our tagline is the essence of our organization—Passion for Dance. Poise for Life.

In addition to our school we also reach into our community and provide classes and performances free of charge, such as to Title I schools in the Springfield Public School system through our Dance Chance program, at community organization programs and events, as well as in collaborations with fellow arts organizations. We also offer a variety of scholarships to those in our community with a desire to dance and a financial need. These opportunities allow us to expose a broad cross-section of the community to the beauty and joy of ballet, particularly those who might not otherwise be able to interact with the art form.

We also provide our region with it's only high-quality, full-length ballet performances by staging two pre-professional productions each year. This allows our students, along with other ballet students in the community, an opportunity to perform and adds another essential live theater arts experience to our city.

## Mission

Springfield Ballet, Inc. is a not-for-profit organization dedicated to advancing the art of ballet through premier education, performance, outreach and collaboration.

All of our interaction in the community is executed with the goal and desire to touch and transform lives for the better through dance.

## Vision

TO TOUCH AND TRANSFORM LIVES THROUGH DANCE

## Values

- COMMITMENT** | We expect all participants to be fully committed to the advancement of Springfield Ballet's mission.
- PROFESSIONALISM** | We cultivate a professional atmosphere and image both within our organization and within the community we serve.
- KNOWLEDGE** | We empower all individuals we reach with a well-rounded knowledge of the art of ballet.
- RESPECT** | We practice respect for self and others, while expecting others to do the same.
- EXCELLENCE** | We consistently strive for excellence in order to reach our fullest potential.
- CONFIDENCE** | We instill confidence in a positive environment.
- DISCIPLINE** | We foster strong character through discipline.

## Outreach

We offer programs in local schools, workshops for area youth and community organizations, and perform at several events in the community.



## Productions

Two pre-professional ballet performances are staged each year.



## School

Our school is a unique comprehensive training program designed for area dancers to build a strong foundation in classical ballet and complementary elective dance styles. Classes are not recital or competition driven but 100% of class time is spent learning and strengthening dance technique. We have classes for all skill levels from ages two to adult taught by highly-skilled professional faculty. Instruction is offered in ballet, pointe, modern, jazz, tap and stretch & strengthen. Our curriculum centers on our core values and fosters self-confidence, focus and thoughtfulness toward others, creating dancers with a strong foundation of skills not only for dance training but applicable to all their future endeavors.







# By the Numbers\*

## School



560

An average of 560 student dancers take classes during a school year.

190

during the  
Fall Semester

200

during the  
Winter/Spring Semester

170

during the  
Summer Semester



68 students receive scholarship support  
12% of our total student population  
More than \$24,000 in scholarships are awarded on an annual basis

## Summer Camps & Intensives

An average of 90 students participate in our Summer ballet camps and intensives. We offer half-day camps for younger dancers, such as our Prince & Princess Ballet Camp, as well as full-day camps for advanced-beginner dancers, like our Primary Intensive. For our intermediate and advanced level students we offer a more in-depth experience with full-day, multi-week options in our Junior and Senior Intensives.



## Children's Workshop Series



An average of 160 children ages 3-8 are introduced to ballet through dancing, games, crafts, a synopsis of the different ballet stories and a performance by characters from that ballet.

## Our Reach

### We Are Social\*\*

- 3,884 followers
- 1,611 followers
- 1,058 followers
- 177 subscribers
- 39 followers

\*\*as of June 30, 2022



### We Have Presence

18,390  
Visitors

140,730  
Page Views

to the Springfield Ballet  
website from July 1, 2021 to  
June 30, 2022

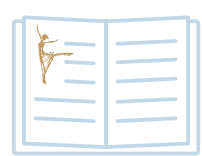
### We're In Print

500 Posters

5,000 Programs

6,000 Postcards

are printed each year  
promoting our productions



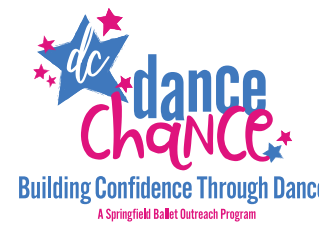
### Who is our Digital Audience

80% Female | 20% Male

29%	23%	16%
35-44 years old	25-34 years old	45-54 years old
15%	11%	9%
18-24 years old	55-64 years old	65+ years old

## Outreach

A key component of our mission is to make dance accessible to those in our community who might otherwise not have the opportunity to experience the art of ballet. We do this by our various outreach programs and event performances in the community.



An average of 150 Springfield Public Schools (SPS) kindergarten-third grade students from Title I schools receive free after-school dance classes every academic year. Participating schools have included Fremont, McGregor, York, Robberson, Weaver and Jeffries. And most recently, classes were taught at The Boys and Girls Club and the Springfield Dream Center.

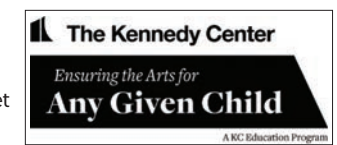
Also as part of this program, vouchers to attend one of our live productions are provided to participants and a parent or guardian—an average of 100 individuals take advantage of this opportunity.



## Performances for Second Graders

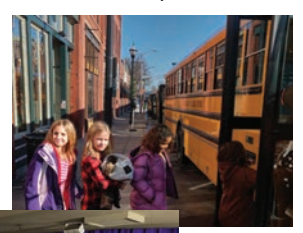
Annually, about 1,800 SPS second-grade students see an abridged version of one of our live ballet productions, in either the fall or spring, at the historic Landers Theatre as part of the Any Given Child initiative.

We are proud to note that Springfield Ballet and SPS were



the only Arts Partners out of the 27 Any Given Child sites in the country to

be able to add programming during the COVID-19 pandemic.



## Community Performances

We perform for free at an average of 10 events in the community each year. These include Artsfest, Cider Days, pre-game at the Springfield Cardinals, The Butterfly Festival and the Mayor's Tree Lighting among others.



## Productions

Each year we present two pre-professional ballet performances for the region at the historic Landers Theatre. For almost 40 years each December we have brought the holiday magic of *The Nutcracker* to life to the delight of audience members of all ages. It has become a holiday tradition not to be missed. Each spring we present another classic ballet to the community such as past performances of *Cinderella*, *Beauty & the Beast*, *Alice in Wonderland*, and *Coppélia* among others. These ballets delight patrons of the arts as well as spark the imagination and creativity of the youth in our community, igniting a love and appreciation of ballet and the arts in general.

4,100

Average season attendance

On average about 3,100 individuals are enchanted annually by *The Nutcracker* while roughly 1,000 enjoy our spring productions.







## The Nutcracker

The holidays aren't complete until you experience the magic of *The Nutcracker* ballet.

Each December for almost 40 years Springfield Ballet has staged this holiday classic for the region at the historic Landers Theatre in downtown Springfield. For many families it has become a holiday tradition with multiple generations attending this dreamy journey from a holiday party through the Enchanted Forest of Snow and the Land of Sweets each year.

Auditions are open to any student in the area enrolled in a ballet technique class. Students and families who are cast and participate commit to four months of rehearsals in preparation for the week-long production.

Performances routinely sell out and in addition to the shows performed during the production run, an abridged version is also

done that week for second grade students from the Springfield Public School (SPS) system. This partnership with SPS is part of the Any Given Child initiative, an education program of the John F. Kennedy Center for the Performing Arts, and provides many students with their first exposure to live theater and ballet.

The happiness and wonder seen on the faces of students and families as they leave the theater smiling, twirling, jumping and humming the iconic music is indeed spectacular. But the reason we continue to bring this ballet to life each year is the joy seen on the faces of the dancers as they perform and see their months of hard work and commitment culminate in life-long memories and friendships with fellow students. That is true holiday magic!

## Spring Productions

Centered on classic ballets—fairy tale princesses or familiar folktales that appeal to all ages.

In the late spring we present another production at the historic Landers Theatre. Auditions for our spring production are held in January and are again open to any student enrolled in a ballet technique class in the area. Rehearsals are a four-month commitment by the dancers and their families. In addition to the dancers, productions require support from Springfield Ballet staff, the Landers Theatre staff and a host of volunteers and support personnel. Costumes and sets must be acquired and prepared, along with a variety of services provided including marketing, videography and photography.

Parents of dancers and Springfield Ballet Guild members donate time as well as financial support, adding to the support from our

sponsors and Ballet Partners, to bring these productions to life. Choreography or staging and direction is provided by our Artistic Director Ashley Paige Romines and Associate Artistic Director Maria Hall along with assistance from Springfield Ballet staff.

The delight and joy of audiences as they experience the production and grow in their appreciation of ballet and the arts makes it all worth it. And the growth of the dancers as they learn about performance art, the commitment and discipline it takes to excel, and the pride they feel in providing these live theater opportunities to the community is priceless.



# Sponsorship Opportunities

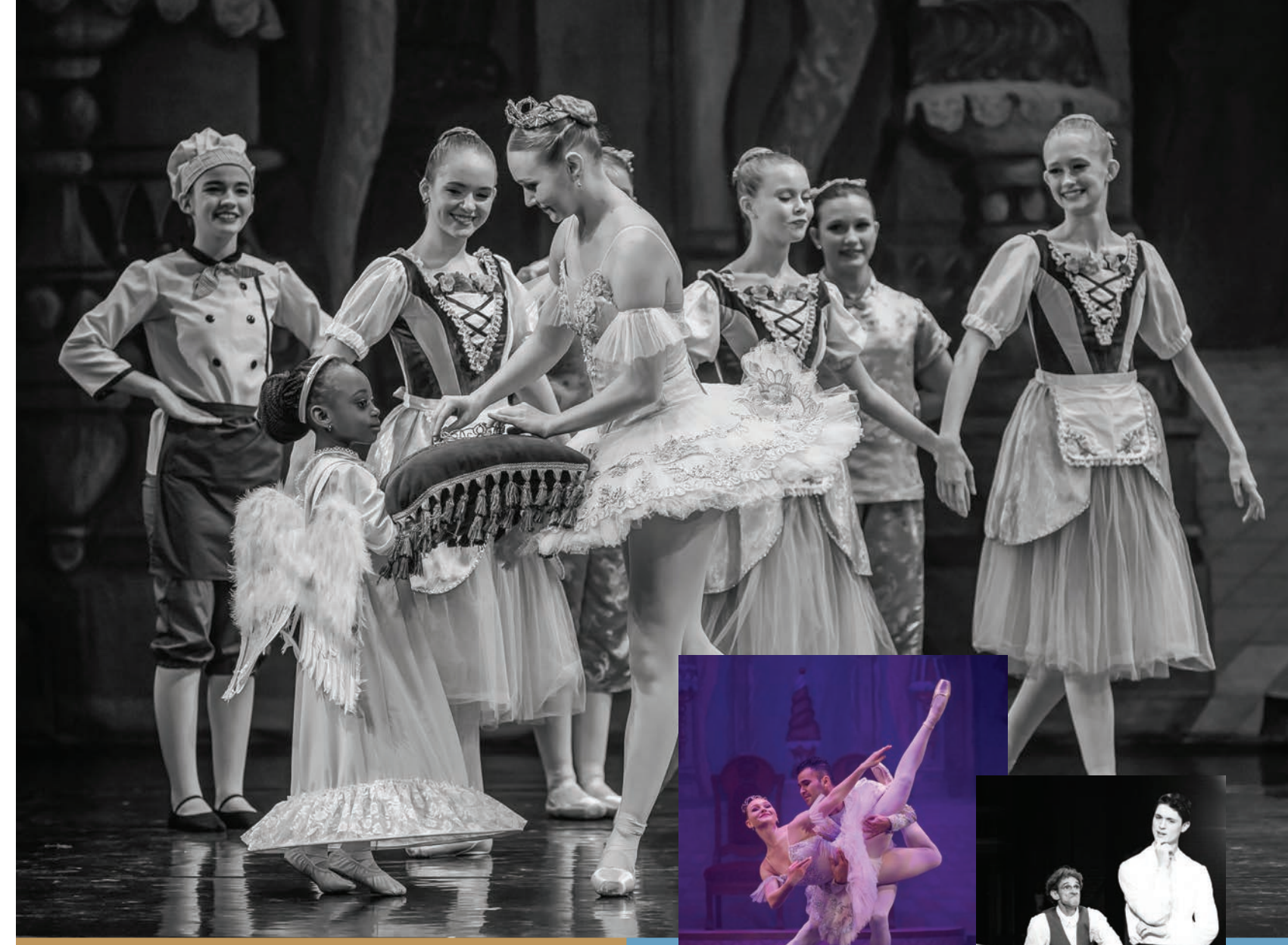


Fulfilling our mission depends on the support of the community. Without our donors, patrons and partners we would not be able to provide scholarships for at-need students or bring ballet to those in the community through our outreach programs. Only approximately 70% of Springfield Ballet's operating expenses are covered by school tuition and performance ticket sales making donation dollars vital to allowing us to continue to transform lives through dance. We are a not-for-profit organization therefore your support is tax-deductible as allowed by law. There are a number of different ways to provide support, review the options that follow and find the perfect fit for your company and individual giving plan.

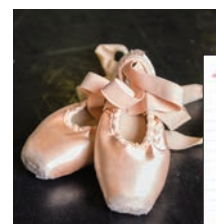
## BALLET PARTNERS

### Sponsorships start at \$250

The annual commitment of our Ballet Partners provides the resources necessary to impact the lives of students and families in our community and assists us in advancing the art of ballet.



## Many Designation Opportunities



THANK YOU SPRINGFIELD BALLET GUILD FOR MY SCHOLARSHIP SO SO MUCH I LOVE YOU GUYS

Dear board of directors,  
THANK YOU so much for this scholarship. I really appreciate it. You are very kind and generous. This is a amazing opportunity, and you gave it to me. Once again thank you!



### Dance Chance

Provides free dance instruction to children in Title I Springfield Public Schools.



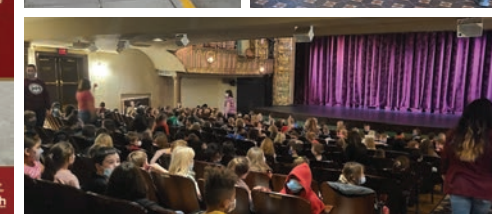
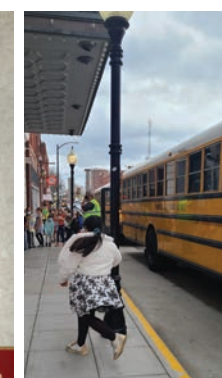
### Children's Workshop Series

Low-cost, single afternoon workshops open to children in the community to provide a well-rounded introduction to the art of ballet.



### Professional Guest Artists

Underwrite the cost of performance fees and travel to allow one or two professional guest artists to perform in productions. Offering a delight to audiences and an invaluable opportunity for our students to witness and interact with these professionals.



### Performances for Second Graders

As part of the Any Given Child initiative, busing is provided for every second grader in the Springfield Public Schools system to attend a live, abridged performance of either our fall or spring production at the historic Landers Theatre.

For many students this is their first experience with live theater and ballet.



### Student Tuition or Pointe Shoe Scholarships

Awarded to students ages 7+ with a desire to study ballet. Commitment of the dancer and their family, merit and financial need are all considered.





## EVENTS

SINGLE COLOR  SECRET SPOT

students, exclusive VIP reception, a live and silent auction, and more.

EVENT ATTENDEE  
June 2022

**Sponsorships start at \$500**

Starting at \$500





# Sponsorship Opportunities

## OTHER

### PLANNED or LEGACY GIVING

A planned gift to our endowment allows your contribution to continue benefiting our mission. Your deferred gift to Springfield Ballet would be a part of your estate planning in one of two ways

1. Identify Springfield Ballet as a beneficiary in your will or trust
2. Identify Springfield Ballet as a percentage beneficiary in your retirement plan or a life insurance policy



### IN-KIND DONATIONS

A great way to support Springfield Ballet is through contributions of goods, services and expertise and a tax credit is often available.

### THIRD-PARTY FUNDRAISERS

This is an opportunity for companies or groups to be creative and plan something that honors your values and culture while raising money to support the mission of Springfield Ballet. Examples of these types of fundraisers could come in the form of restaurant nights or a business donating part of the proceeds of their sales, etc.



#### BLUE IGUANA CAR WASH

A sample of businesses that support these type of fundraisers.

### PROGRAM ADVERTISEMENTS

Purchase ads in event and production programs. There are options available from quarter to full page. Showcase your business to an engaged audience of young families and arts enthusiasts.



Ads start at \$275



Program samples






# Volunteer Opportunities



Springfield Ballet Guild is an organization formed with a mission to serve and support Springfield Ballet, its students and our community. This mission is accomplished through volunteer support and fundraising. The Guild provides and coordinates volunteer support for productions and special events and raises funds by operating production boutiques, concessions, flower sales, photo meet and greets, etc. The funds the Guild raises are used to fund scholarships, underwrite productions, host cast parties and provide studio improvements.

## Want to learn more and join?

Visit [springfieldballet.org/Springfield-Ballet-Guild](https://springfieldballet.org/Springfield-Ballet-Guild) and [Like the Guild on](#) 



## Volunteers are invaluable for Springfield Ballet

**They make it possible for us to offer young dancers in the Springfield and surrounding areas incredible experiences both as performers and students.**

Whether you prefer to volunteer to assist with Springfield Ballet productions, outreach performances and activities, or to help in the office or with fundraising events, we have a variety of volunteer opportunities to fit your availability, interests and skills.



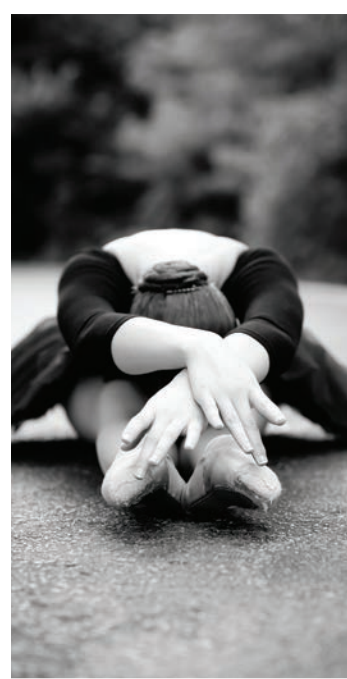
SPRINGFIELD BALLET ALWAYS PUSHED ME TO BE THE BEST VERSION OF MYSELF, BOTH IN AND OUTSIDE OF DANCE. MY TIME AT SPRINGFIELD BALLET GAVE ME SELF-DISCIPLINE, FOCUS AND THE TOOLS TO BE SUCCESSFUL IN EVERY ASPECT OF MY LIFE. SPRINGFIELD BALLET ALSO GAVE ME LIFELONG FRIENDSHIPS THAT I CHERISH TO THIS DAY.



ASHLAN ZAY  
SPRINGFIELD BALLET ALUMNA  
June 2022







Passion for dance.  
Poise for life.

We look forward  
to helping you align your business,  
foundation or  
personal philanthropic intentions  
with one of our  
sponsorship opportunities.

[springfieldballet.org](http://springfieldballet.org)

411 N. Sherman Pkwy. | Springfield, MO 65802

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