

BALLET ARKANSAS
BEAUTY IN ACTION

GIVING GUIDE



Support vital arts and culture programs and services that uplift, enrich, and inspire more than 50,000 across the Natural State each year.



BE AN ESSENTIAL PARTNER.

Ballet Arkansas ranks among the top 100 largest ballet companies in America, showcasing classic and masterworks of American dance alongside premieres by the world's most daring choreographers. Its award-winning programming has been acclaimed for its innovation and inclusivity, enriching and inspiring a diverse audience of over 50,000 patrons, students, and volunteers annually.

When you support Ballet Arkansas, you become an essential partner and driving force behind artistic excellence, cultural enrichment, and community engagement. Your donation directly contributes to advancing our mission and enhancing the quality of life in Arkansas. Whether you are passionate about world-class performances, K-12 education programs, community outreach, or the enduring resilience of the arts, there are numerous ways to make a difference with Ballet Arkansas.

ABOUT

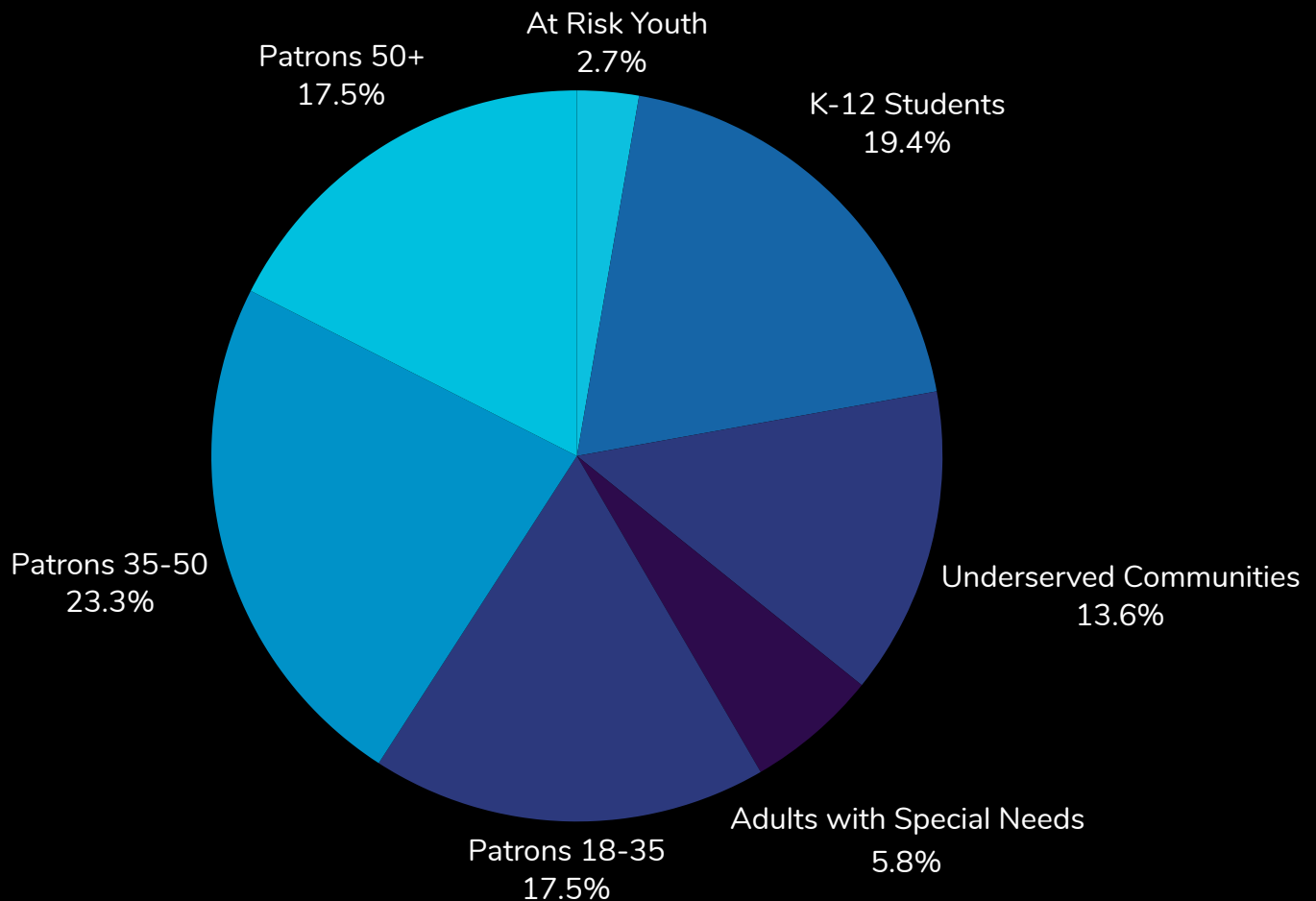


Under the leadership of Michael and Catherine Fothergill, Ballet Arkansas has experienced exponential growth across all areas of programming, audience development, and community engagement, earning accolades from national media outlets like CBS News, Pointe Magazine, and Broadway World for the ingenuity and inclusiveness of its programming. Over its 46-year history, Ballet Arkansas's world-class productions and education programs have touched nearly half a million lives across the state, standing as the only professional ballet company in Little Rock and the official state ballet company serving northwest, central, and southern Arkansas.

A statewide leader in dance education, the Ballet Arkansas School for Dance offers exceptional training to hundreds of children and adults of all backgrounds. Its interactive and educational outreach programs reach more than 10,000 K-12 students each year, with over 300 children participating in its annual Community Cast productions.

Ticket sales and tuition from enrolled programs cover only a fraction of Ballet Arkansas's operational costs, making grants, foundation awards, and support from corporations and individuals essential to bridging the gap. By contributing to Ballet Arkansas, you ensure that the transformative power of ballet continues to inspire, engage, and enrich the lives of nearly 50,000 each year. Your support will foster an inclusive environment that celebrates creativity and enhances the cultural landscape of the Natural State.

MISSION + REACH



Annual Reach: 50,000 Arkansans

Broadcast Reach: 500,000 in 50 US States and 36 Countries

Mission: Captivate the public through artistic excellence in the presentation of world-class performances and education programs. Grow, develop, and educate a devoted and diverse audience of dance enthusiasts.

MAKE AN IMPACT

Elevate Ballet Arkansas's impact through strategic giving options that resonate with your philanthropic values:

Sponsorship Opportunities: Shape the cultural landscape by sponsoring season productions, special events, and supporting our talented artists and artistic staff. Your contribution not only enhances the arts but also grants you unique visibility within the community and state.

Multi-year Gifts: By making a multi-year investment in a program meaningful to you, you play a vital role in maintaining Ballet Arkansas as a cherished community asset.

Perpetual Funding: Create an enduring impact by contributing to the Ballet Arkansas Resiliency Fund, ensuring long-term support for Ballet Arkansas. Forge a lasting connection with the organization while fostering its stability.

Legacy Commitment: Consider including Ballet Arkansas in your legacy plans, leaving a meaningful gift for future generations. Your thoughtfulness enriches our legacy and makes a lasting impact.

Donation of Appreciated Stock and Bonds: Consider the power of non-cash donations. By contributing appreciated stock or bonds, you not only support Ballet Arkansas but also avoid capital gains tax, maximizing the value of your gift.

Donor Advised Funds (DAFs): Streamline your giving and create a lasting legacy with a Donor Advised Fund. Whether contributing now or planning for the future, DAFs offer immediate tax advantages and the flexibility to give on your terms.

IRA Charitable Rollover: If you're 70½ or older, transform your IRA distribution into an impactful donation. By directing funds directly to Ballet Arkansas, you not only fulfill required distributions but also enjoy tax benefits that enhance the effectiveness of your gift. You're entitled to donate up to \$100,000 individually or \$200,000 for married couples.

Your support fuels Ballet Arkansas's mission to deliver world-class programs, nurture exceptional talent, and enrich our community. Choose the avenue that resonates with you and be a driving force behind the arts' transformative power.





SPONSORSHIP

Sponsoring Ballet Arkansas provides individuals and businesses with opportunities to be recognized as champions of the arts. Sponsors connect with Ballet Arkansas's diverse audience, gain cost-effective marketing benefits, offer entertainment for friends, employees, and clients, and enjoy exclusive perks throughout the season.

Our sponsorship benefits are carefully tailored to meet the unique needs of each sponsor. Marketing initiatives are customizable and typically include extensive outreach through various media channels.

AREAS

Production & Event Sponsorship

Support the presentation of world-class performances and themed special events by funding repertory, costumes, sets, lighting, and performance venues.

Examples:

- Choreography Licensing and Staging
- Live Music/Orchestra
- Building of Sets and Costumes
- Facility Rental Fees
- Stage Crew Fees
- Decor

Education & Outreach

Invest in educational programs for K-12 students such as lecture demonstrations, masterclasses, and interactive performances that expose students to the arts, foster self-discovery, improve wellbeing, and heighten scholastic performance. Support programs for adults and the aging population that enhance wellness, reduce stress, and improve quality of life.

Examples:

- Curriculum Development and Course Materials
- Transportation
- Faculty Costs
- Student Matinee Performances

Ballet Arkansas School for Dance & Community Cast Productions

Ensure Ballet Arkansas continues to provide exemplary dance education programs to a diverse student body of both recreational and semi-professional participants. Support productions that feature the use of community performers and provide opportunities for community engagement and diverse representation through the arts.

Examples:

- Student Scholarships
- Guest Faculty
- Dance Studio Materials and Maintenance
- Costumes for Community Dancers

Operations

Help attract and retain expert staff. Provide needed administrative resources to the organization and its staff. Support marketing and promotion of the organization's programming, building awareness of the organization's mission-driven initiatives.

Examples:

- Staff Salaries
- Training
- Office Essentials
- Facility Improvements
- Billboards and Advertisements



PRODUCTIONS & EVENTS



Bold New Moves

September 13-15 | Argenta Plaza

World premieres by Next-Gen choreographers set to music by Arkansas artists, both emerging and established. This unique event features a Q&A session for insights into the creative process, complemented by libations and culinary delights from local food trucks.



WORLD PREMIERE of Bizet's Carmen

October 11-13 | Arkansas Museum of Fine Arts

A tale of passion and betrayal brimming with Spanish flair, be among the first to witness this groundbreaking, modern-art-infused production set to Bizet's epic score. Features a cast of community performers. A must-see!



Seven Deadly Sins

October 24 | The Rep

An evening of sinfully delightful, adults-only entertainment. Attendees will be mesmerized by live music, intriguing dance performances, and storytelling. Savor exquisite hors d'oeuvres and themed libations as guests mingle from space to space.



The Nutcracker Spectacular

December 13-15 | Robinson Center

Arkansas's Official Nutcracker and the largest and longest-running holiday production in the state, serving 10,000+. Held at the historic Robinson Center, a cast and crew of nearly 400 will bring the magic of E.T.A. Hoffmann's classic tale to life, accompanied by live music from the Arkansas Symphony Orchestra. A timeless holiday tradition for the whole family, featuring elaborate sets, costumes, and choreography.

***PROJECTED REACH**



200-300*

Land of the Sweets Nutcracker Tea
December 14-15 | Robinson Center

One of Little Rock's most anticipated holiday events. Guests will enjoy a themed teatime, activities, storybook reading, and an exclusive performance from The Nutcracker Spectacular. Perfect for families.



2,000-4,000*

Romeo & Juliet
February 14-16 | Robinson Center

The world's greatest love story set to Prokofiev's epic score, performed live by the Arkansas Symphony Orchestra. Against the backdrop of the historic Robinson Center, the production promises an unforgettable fusion of brilliant choreography, evocative music, and poignant storytelling. Features a cast of community performers.



300-650*

Nouveau
April 25-27 | Arkansas Museum of Fine Arts

Presented by the Stella Boyle Smith Trust, Nouveau celebrates the evolution of the art form with modern takes on classical works and captivating world premieres. Live music provided by the Arkansas Symphony Orchestra.



400-700*

A Midsummer Night's Dream
April 25-27 | Arkansas Museum of Fine Arts

Set to Felix Mendelssohn's beloved score, this condensed telling of William Shakespeare's timeless tale of love and mischief unfolds in a tapestry of romance, comedy, and magic. Features a cast of community performers.



Ballet in Bloom is a dazzling celebration of Ballet Arkansas's legacy. This highly anticipated soirée is an ode to artistry and altruism, taking center stage as the organization's premier annual fundraiser at the Robinson Center's William Grant Still Ballroom on April 12, 2025. Beyond the limelight, the gala serves as a vital nexus of support, channeling its proceeds towards sustaining artists, innovative and inclusive world-class programming, and invaluable community outreach and education initiatives that serve nearly 50,000 annually.

COMMUNITY EDUCATION



Each year, Ballet Arkansas's K-12 education programs uplift, enrich, and inspire more than 10,000 students across the state. On stage and in the classroom, Ballet Arkansas brings stories to life through movement, introduces educational content in innovative ways, and provides students with avenues for self-discovery. The organization's academic approach produces emotional and physiological benefits, fosters an understanding and appreciation for the performing arts, and supports existing curriculum.

PRE-K + K-12 PROGRAMS



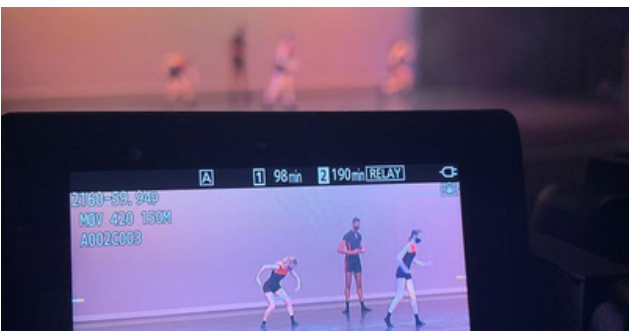
Unbound

Students unlock their creativity and explore the foundations of movement through immersive dance instruction and guided improvisation, learning valuable tools of self-expression and collaboration.



Stem Exploration

Approaching STEM curriculum from a kinesthetic perspective, students gain knowledge of STEM principles through the use of their bodies.



Virtual Field Trips

Digital broadcasts transport students into Ballet Arkansas's state-of-the-art studio for behind-the-scenes rehearsals and artistic conversations with the company's 16 professional dancers. Students see the creative process unfold from rehearsal to performance and learn about exciting careers in the performing arts.



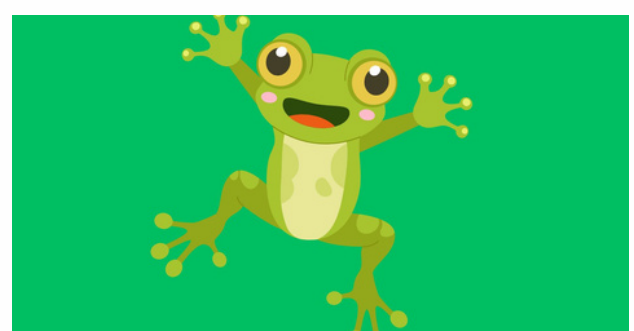
Dance Discovery

Interactive lecture demonstrations engage students through dance performances that tell stories and tie into school curriculum. Students see themes come to life through the athleticism and artistry of dance.



Master Classes

Students take personalized, multi-disciplinary dance classes from the professional dancers of Ballet Arkansas, virtually or in-person, learning the fundamentals of dance technique and choreography.



L.E.A.P. (Language, Expression, Art, and Play)

L.E.A.P. is designed to entertain and engage daycare and preschool students, and aims to nurture young minds, introduce critical thinking, foster self-discovery, and lay the foundation for a lifelong love of music and dance.

SCHOOL FOR DANCE

INVEST IN A CHILD'S FUTURE



In August 2022, Ballet Arkansas launched the School for Dance, offering a diverse array of classes for children and adults at its state-of-the-art downtown headquarters. Today, Ballet Arkansas is one of the top-rated dance schools in the state, offering a wide range of classes in a welcoming, professional atmosphere. Our classes are taught by expert faculty, including current and former professional dancers, and are designed to safely advance each student's technical and artistic abilities in a nurturing environment. Our comprehensive syllabus addresses the physical, cognitive, and emotional development of each student, introducing various dance styles to ensure a broad understanding of the art form.



BRILLIANCE INITIATIVE



The Brilliance Initiative gives companies the tools to provide employees the opportunity to experience top-tier ballet performances at significantly reduced rates. Customization options will allow your company to determine the extent of subsidy for employee ticket prices, and employers who purchase more than 100 tickets will receive associated marketing benefits. For more information, contact Ballet Arkansas at (501)223-5150 or email Michael Fothergill, Executive and Artistic Director at michael@balletarkansas.org.

DONOR TIERS & BENEFITS



Ballet Arkansas offers comprehensive benefits and works closely with donors to identify the right package to further their impact and suit their unique needs.

Sample benefits include:

- Name or Logo recognition in digital, radio, and print media, including dedicated social media posts highlighting sponsor's goods and services
- Recognition at performances and events, including pre-performance acknowledgement and on stage speaking opportunities
- Opportunities for creative branding featuring the dancers of Ballet Arkansas
- Tickets to season performances to share with friends, employees, and clients
- Special appearances at business and social functions by the dancers of Ballet Arkansas
- Invitations to exclusive events
- Travel Opportunities
- Private full-evening performances
- Behind the scenes access to in-studio and dress rehearsals
- Meet Other Corporate Leaders: With a sponsorship of \$5,000 or more, your company can serve on our Business Leadership Council

**LORRAINE CRANFORD
CIRCLE**
\$50,000+

FOUNDER'S CIRCLE
\$25,000 +

DIRECTOR'S CIRCLE
\$15,000 +

ARTIST'S CIRCLE
\$7,500 +

PRINCIPAL
\$2,500 +

SOLOIST
\$1,000 +



Thank you for considering supporting Ballet Arkansas. I understand the decision to donate is significant, and I am here to assist you in making an informed decision. Whether you are passionate about our performances, education programs, community outreach, or the enduring impact of the arts, I am dedicated to helping you find your passion and ensuring that your support makes the greatest possible impact for both our programs and you, the donor.

At Ballet Arkansas, we are more than an organization; we are a family committed to delivering world-class dance experiences with a personal touch. Whether you are already part of our community or new to the organization, your contribution plays a vital role in our ability to continue enriching lives through dance.

To learn more about how you can support us, please visit our website at www.balletarkansas.org/donate, or simply scan the QR code below for direct access. Your generosity, whether as a current donor or a prospective one, is deeply appreciated and crucial to our mission.

Warm regards,
Michael Fothergill
Executive and Artistic Director
michael@balletarkansas.org

