

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.



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BE AN ESSENTIAL PARTNER

Ballet Arkansas ranks among the Top 100 Largest Ballet Companies in America, presenting classics, masterworks of American dance, and premieres by the world's most daring dancemakers. Its award-winning programming has been acclaimed for its innovation and inclusivity, uplifting, 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 a driving force for artistic excellence, cultural enrichment, and community engagement. Your donation directly contributes to the advancement of our mission and enhances the quality of life in Arkansas. Whether you're passionate about world-class performances, K-12 education programs, community outreach, or the lasting resilience of the arts, there are numerous ways to make a difference at Ballet Arkansas.

As a champion of the arts, we're here to serve you. Together, let's work toward creating a bold and brilliant future for Ballet Arkansas.

Michael Fothergill
Executive and Artistic Director



ABOUT BALLET ARKANSAS



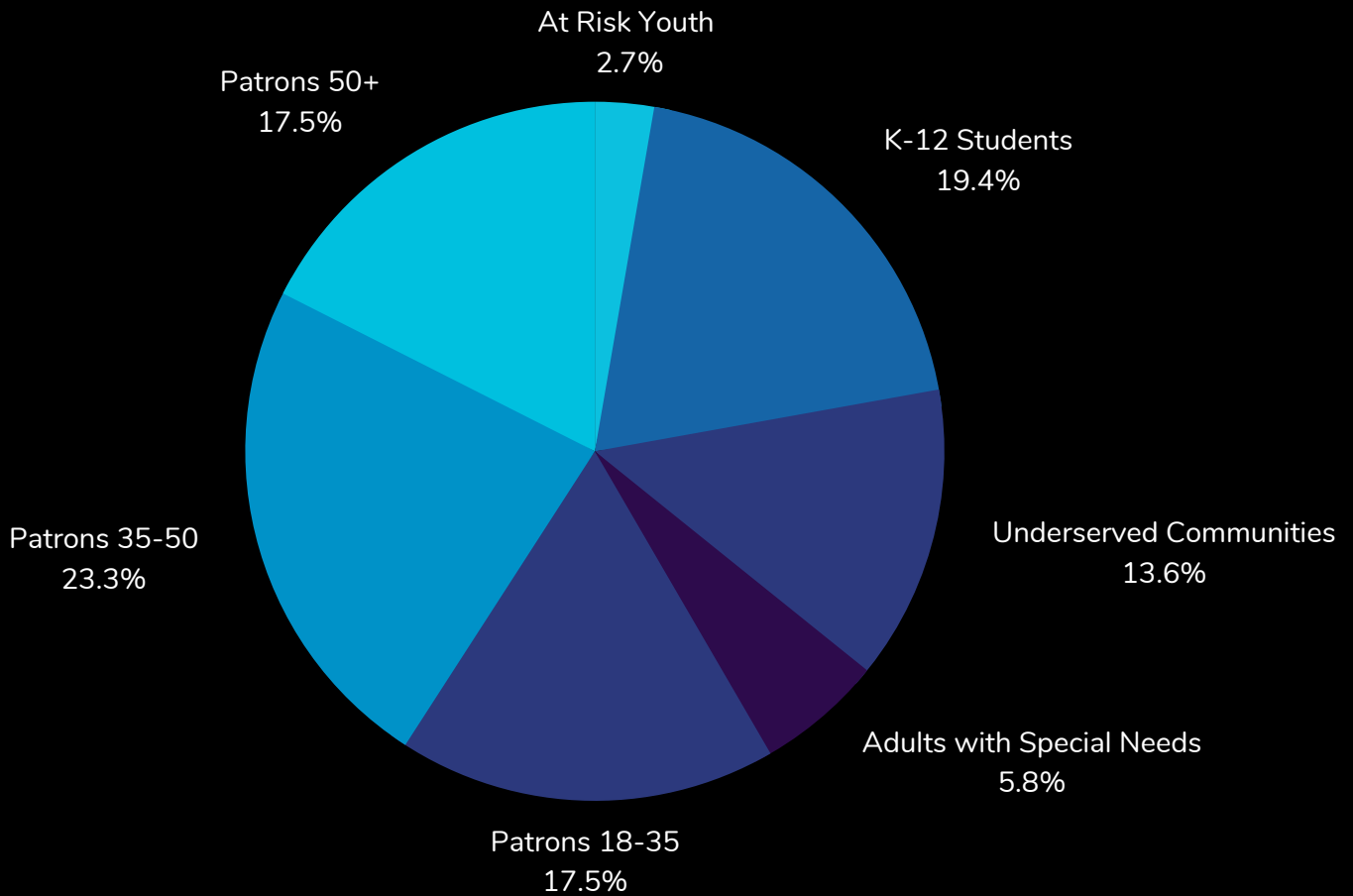
Ballet Arkansas's roots can be traced to the Little Rock Civic Ballet, founded in 1966 by Lorraine and Donald C. Cranford. The organization was incorporated as a 501(c)3 nonprofit corporation in 1979 and over the course of its 45-year history, its programming has touched the lives of more than half-a-million Arkansans. Ballet Arkansas is the state's official ballet company, serving northern, central, and southern areas of the state.

Under the leadership of Michael and Catherine Fothergill, Ballet Arkansas's company of 16 dancers is ranked among the Top 100 Largest Ballet Companies in America by the Dance Data Project. Each year, Ballet Arkansas presents a vibrant repertory of the classics, masterworks of American dance, and premieres by the world's most daring dance makers to an audience of nearly 50,000. The organization's broadcast reach includes patrons in all 50 states and 24 countries.

A statewide leader in dance education, Ballet Arkansas provides hundreds of children and adults of all backgrounds with exceptional training from a distinguished staff. Its interactive and educational K-12 outreach programs serve more than 10,000 K-12 students each year, and more than 400 children participate in its annual Community Cast productions alongside members of the professional company.

Ballet Arkansas is a founding member of Little Rock's "Creative Corridor" in the heart of downtown Little Rock. The company's headquarters are located across the street from the Arkansas Repertory Theater at 520 Main St.

MISSION & REACH



Annual Reach: 50,000 Arkansans

Broadcast Reach: 500,000 in 50 US States and 24 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.

AREAS OF GIVING

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

The School of Ballet Arkansas & 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



SEASON SPONSORSHIPS



Sponsoring Ballet Arkansas offers individuals and businesses opportunities to be acknowledged as champions of the arts. Sponsors connect with Ballet Arkansas' 50,000+ audience, gain budget-friendly marketing prospects, provide entertainment for friends/employees/clients, and access season-long exclusive benefits.

Sponsorship benefits are meticulously designed to align with the distinct needs of each individual and business. Marketing initiatives are customizable and typically encompass extensive outreach through various media channels.

MAIN STAGE PRODUCTIONS



Wonderland: Alice's Epic Adventure - October

A bold reimagining of Alice's Adventures in Wonderland by Lewis Carroll, this multimedia infused world premiere will feature dynamic projection, 360 sound, elaborate costumes and sets, and more!



45th Anniversary Nutcracker Spectacular - December

The Nutcracker Spectacular is the largest and longest running holiday production in Arkansas and the third largest tourism-producing event in Little Rock, featuring live music by the Arkansas Symphony Orchestra and a cast and crew of more than 400.



Swan Lake - February

Set to Tchaikovsky's magical score, Ballet Arkansas presents a vibrant portrayal of Marius Petipa's timeless classic featuring stunning costumes and sets, and a community cast of more than 100 children and adults.



Snow White - May

Designed for young children and their families, this interactive performance features guided participation, vivid multimedia projection, storytelling, and singing. The Mother's Day performance will feature themed sweets in the lobby, photo opportunities, and flowers.



Bravo - May

Presented by the Stella Boyle Smith Trust, Bravo features an eclectic array of celebrated works of classical and contemporary dance presented with live music by world-renowned pianist, Fei-Fei Dong. Bravo is the highlight of the 23|24 season.

SPECIAL EVENTS



Live @ the Plaza - September

North Little Rock Tourism presents Live at the Plaza, the kickoff to the 23|24 season. A series of FREE mixed repertory concerts will make use of the plaza's architectural features and debut the Ballet's John & Robyn Horn Stage - the state's only portable dance stage.



Encore: Season Opening Reception - September

The 45th Anniversary Season Opening Reception is a celebration of the organization's artists and programming. Attendees will mingle with the company's board, artistic staff, and dancers and preview world premiere choreography from *Wonderland: Alice's Epic Adventure*, and excerpts from season productions. Guests will be the first to learn about updates to the organization's beloved holiday classic, *The Nutcracker Spectacular* and enjoy wine, passed hors d'oeuvres, and a small auction. Features live music by JAZZ R US.



Down the Rabbit Hole Tea - October

Guests will join Alice, the Mad Hatter, the White Rabbit, and additional costumed characters for a *Wonderland*-themed tea filled with fancy and frills. Attendees will experience a suite from *Wonderland: Alice's Epic Adventure* and will have opportunities to take photos with the cast of characters and purchase themed merchandise.



Land of the Sweets Nutcracker Tea - December

The Land of the Sweets Nutcracker Tea is one of Little Rock's most anticipated holiday events. Guests will be transported to the "Land of the Sweets" where they'll enjoy teatime, activities, a storybook reading, and an exclusive performance from Clara, the Sugar Plum Fairy, and characters from the 45th Anniversary *Nutcracker Spectacular*. Perfect for families, the Nutcracker Tea is a magical experience unlike any other.

45th Anniversary Turning Pointe Gala

A photograph of four women in formal gowns posing for a photograph. From left to right: a woman in a black gown, a woman in a grey gown, a woman in a black high-necked gown, and a woman in a white strapless gown. They are all looking towards the right of the frame. The text 'CAPITAL CITY BASH' is overlaid on the left side of the image.

CAPITAL CITY BASH

The 45th Anniversary Turning Pointe Gala is a dazzling celebration of the legacy and of Ballet Arkansas, spanning four and half decades. This highly anticipated soir ee is an ode to artistry and altruism, taking center stage as the organization's premier annual fundraiser at the Robinson Center Ballroom on March 9th, 2024. Beyond the limelight, the gala serves as a vital nexus of support, channeling its proceeds towards the sustenance of artists, innovative and inclusive world-class programming, and the invaluable community outreach and education initiatives that serve more than 50,000 annually.

By championing this elegant convergence of opulence and advocacy, Ballet Arkansas can ensure the grace of dance continues to inspire, uplift, and empower. Join us in the heart of the capital city as we elevate both art and society, demonstrating that the true beauty of a metropolis lies not only in its architecture, but in its unwavering commitment to artistic excellence and the cultural stimulation of its residents.

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.

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.



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.



Stem Exploration

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



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.



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.



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.

BALLET ARKANSAS SCHOOL FOR DANCE



In August of 2022, Ballet Arkansas launched a series of enrolled 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 classes of all disciplines to children and adults in a welcoming professional atmosphere. School classes are taught by an expert faculty of 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 responds to the physical, cognitive, and emotional development and wellbeing of each student and introduces various dance styles to ensure a broad understanding of dance in all its forms.



INDIVIDUAL GIVING OPTIONS

*In addition to Sponsorship





WAYS TO MAKE AN IMPACT TODAY

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.

GIFTS THAT REDUCE YOUR TAXES



Empower Change and Minimize Taxes

Numerous benefactors, like yourself, seek meaningful ways to create an impact while optimizing tax allocations. Achieving this goal is not only feasible but also straightforward through a beneficiary designation.

You can designate Ballet Arkansas as the beneficiary for the following assets:

- Retirement Plan Assets
- Life Insurance
- Commercial Annuities
- Bank Accounts, Certificates of Deposit, or Brokerage Accounts

Email Michael Fothergill, Executive and Artistic Director at michael@balletarkansas.org to learn more and to discuss your options.

GIFTS THAT PAY YOU INCOME



Gifts that Provide Lifetime Income

When considering a contribution to Ballet Arkansas, there's no need to perceive it as a trade-off between your charitable aspirations and financial stability. By opting for gifts that offer you income throughout your lifetime, such as Charitable Gift Annuities and Charitable Remainder Trusts, you can simultaneously support the Ballet's mission and ensure financial security. Ask your tax professional for more information on the benefits of Charitable Gift Annuities and Charitable Remainder Trusts.

Potential advantages encompass:

- Charitable income tax deduction
- Augmented income
- Avoidance of upfront capital gains tax

EMPLOYER MATCHING GIFTS



Double Your Impact with Employer Matching Gifts

Enhance your giving impact through employer matching gift programs that allow you to magnify your contributions. Numerous employers support such initiatives, matching charitable donations made by their staff. If your company participates, obtain a matching gift form from your employer, complete and sign it, and include it with your gift to effectively maximize your generosity.

LEGACY GIFTS



Create Lasting Tributes: Memorial and Honorary Gifts

Commemorate someone dear with a memorial or honorary gift, a heartfelt gesture that conveys love, admiration, and gratitude. Your contribution will stand as a lasting tribute. Ballet Arkansas will extend an acknowledgment to the designated family or individual you wish to honor.

Transforming Property into Impact: Secure Your Legacy Today

If you find yourself with surplus personal property or have contemplated contributing to the betterment of future generations, consider transferring ownership of your property to Ballet Arkansas. This decision not only secures your legacy but also provides immediate tax benefits. Email Michael Fothergill, Executive and Artistic Director at michael@balletarkansas.org to learn more and to discuss your options.

BENEFICIARY DESIGNATION

Empower Change Through Your Estate

Incorporating your intentions into your will or trust takes just a few words. The official language recognized by Ballet Arkansas is as follows: "I give, bequeath (specified amount or percentage of the estate or description of property) to Ballet Arkansas, for general purposes or the purpose of (Specific request)." Providing this wording in document form to Ballet Arkansas is an effortless process.

For assets like retirement plans, IRAs, life insurance, donor advised funds, and bank accounts, beneficiary designations guide distribution. To update your designations with ease, request a change-of-beneficiary form from your policy administrator; it's simpler than revising a will.

To designate Ballet Arkansas as a beneficiary, please use the following details: Legal Name: Ballet Arkansas, Inc. Address: 520 Main St., Little Rock, AR 72201, Federal Tax ID: 71-2508968

IRA or Retirement Fund

Assets within retirement plans or IRAs remain untaxed. Beneficiaries are liable for federal income tax upon distribution. To maximize impact, consider leaving taxable assets like retirement plans to the charitable causes you value, reserving other assets for loved ones.

Life Insurance

If the original purpose of a life insurance policy no longer aligns, designating Ballet Arkansas as the primary beneficiary or for a percentage can contribute significantly to supporting the Ballet's mission.

Donor Advised Funds

Allocate Ballet Arkansas as the beneficiary of your entire account or a percentage of your fund. Opting for a percentage allows your loved ones to continue recommending grants to charitable organizations as well.

Bank Accounts or Brokerage Accounts

Through your bank (Payable On Death, POD) or brokerage account (Transfer On Death, TOD), you can designate individuals or charitable organizations like Ballet Arkansas as beneficiaries to receive funds posthumously. Until that time, you retain full control and can adjust beneficiaries as needed.

Email Michael Fothergill, Executive and Artistic Director at michael@balletarkansas.org to learn more and to discuss your options.

LORRAINE CRANFORD CIRCLE



LORRAINE CRANFORD CIRCLE \$50,000+

Your contribution might make you eligible for membership in the Lorraine Cranford Circle, the Ballet's foremost philanthropic alliance. Members of the Lorraine Cranford Circle enjoy access to exclusive lectures by guest artists, as well as opportunities for travel and invitations to private receptions and special events.

Additionally, Circle Members have the chance to connect with company dancers during intimate social gatherings, enhancing their engagement with the Ballet.

CORPORATE GIVING

*In addition to Sponsorship



BRILLIANCE INITIATIVE



Engage in the Brilliance Initiative to provide your employees the opportunity to experience top-tier ballet performances at significantly reduced rates. This initiative offers customization options, allowing your company to determine the extent of subsidy for employee ticket prices. For detailed information, reach out to the Ballet Arkansas at (501)223-5150 or email Michael Fothergill, Executive and Artistic Director at michael@balletarkansas.org to learn more and to discuss your options.

WAYS TO DONATE



Donating to Ballet Arkansas is a simple process. Let us know how we can best assist you.

- Donate online at www.balletarkansas.org/donate
- Donate over the phone by calling (501)223-5150
- Send your donation by mail to Ballet Arkansas, PO BOX 941, Little Rock, AR 72203
- Hand your donation to a member of the Ballet's staff or Board of Directors
- Email Michael Fothergill, Executive and Artistic Director at michael@balletarkansas.org to discuss your options or schedule an appointment

DONOR TIERS & BENEFITS



Ballet Arkansas offers comprehensive benefits to donors of all sizes and will work closely with you to identify the right package to suit your needs. Sample benefits may 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 +

CORPS DE BALLET
\$ - \$999



DONOR PRIVACY

At Ballet Arkansas, we hold utmost respect for our donors' privacy and have established a comprehensive Donor Privacy Policy to honor and safeguard these rights. This policy serves as a guide on how we gather, use, and protect personal information provided to us.

Privacy and Security: We prioritize security through robust encryption and https protocols for collecting personal information. We restrict the use of this data to essential operational purposes and maintain confidential records for IRS compliance. Donors have the option to remain anonymous and specify their preferred level of contact.

Ballet Arkansas confidentially collects the following voluntary donor information:

- Personal details: name, address, phone number, email
- Credit card particulars: type, name, number, expiration date
- Gift details: amount, purpose, terms
- Planned-giving intentions as documented
- Donor-provided comments and suggestions

We employ donor information for:

- Acknowledging and issuing tax receipts for donations
- Addressing donor queries and service-related inquiries
- Enhancing donor relations, including event invitations, newsletters, and campaign updates
- Compiling our published donor roster
- Analyzing overall giving trends and interests
- Maintaining donor records in alignment with ticketing and Ballet Arkansas School transactions
- Meeting IRS compliance requirements

List Sharing: Ballet Arkansas refrains from selling, or renting donor mailing lists or personal data with third parties. We uphold the privacy of donor names, addresses, phone numbers, and credit card information within our organization. Your trust and privacy are paramount to us.