

BALLET ARKANSAS 26|27 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 is Arkansas's professional ballet company, bringing world-class dance experiences to audiences throughout the state. Renowned for presenting beloved classical ballets, iconic works of American dance, and bold contemporary creations by internationally acclaimed choreographers, Ballet Arkansas has earned recognition for its artistic excellence, innovation, and commitment to accessibility. Through performances, education programs, and community engagement initiatives, the organization enriches the lives of more than 50,000 patrons, students, and volunteers each year.

When you support Ballet Arkansas, you become a vital partner in advancing artistic excellence, expanding access to the arts, and strengthening communities across Arkansas. Your investment helps sustain professional productions, arts education programs, outreach initiatives, and opportunities that inspire creativity, foster connection, and enhance quality of life. Whether your passion lies in world-class performances, arts education, community impact, or preserving a vibrant cultural future for Arkansas, there are meaningful ways to make a lasting difference through Ballet Arkansas.



ABOUT

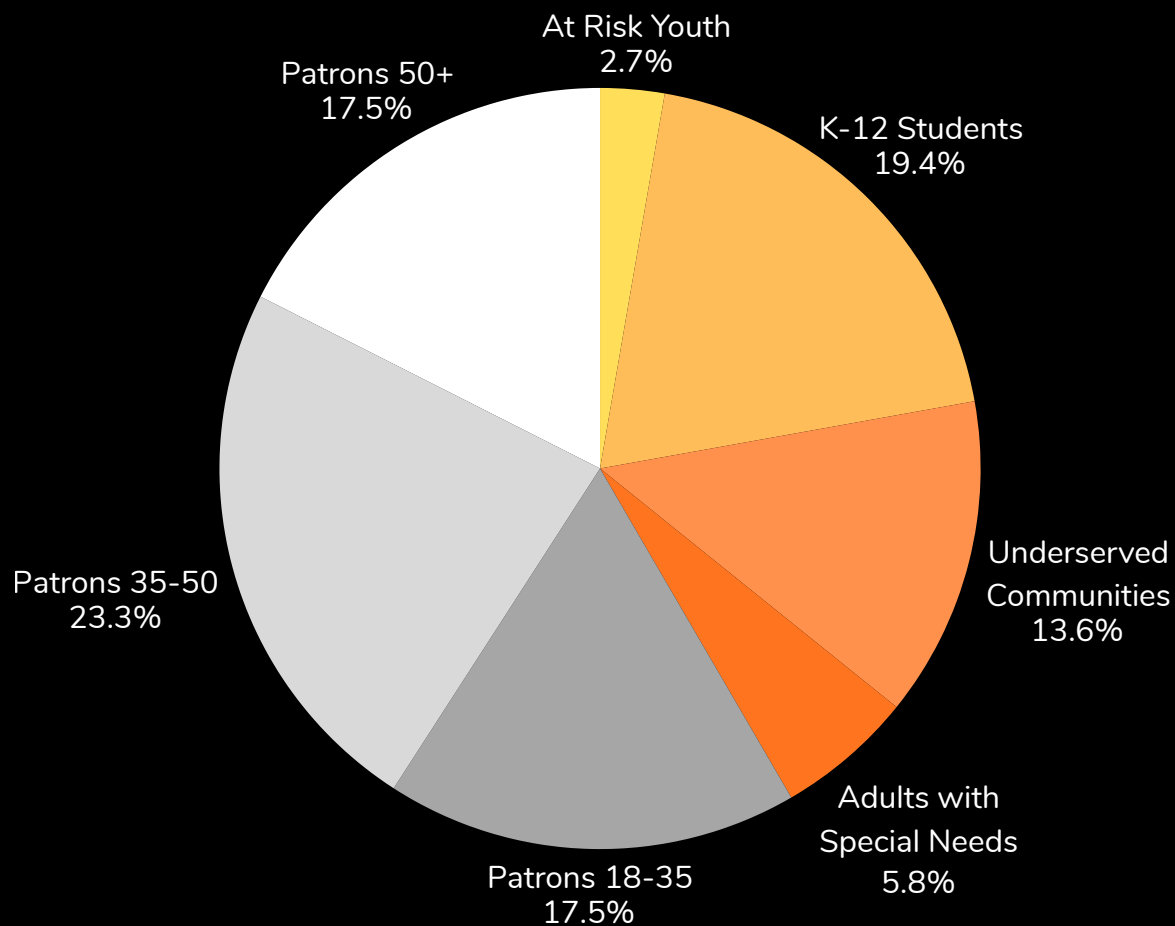
Under the visionary leadership of Michael and Catherine Fothergill, Ballet Arkansas has experienced extraordinary growth in artistic excellence, educational impact, financial stability, and community engagement. Today, Ballet Arkansas ranks among the nation's Top 75 ballet organizations out of more than 800 peer companies, a remarkable achievement that reflects the organization's rapid ascent as a leader in the performing arts. Recognized by national outlets including CBS News, Pointe Magazine, and Broadway World for its innovation, accessibility, and artistic quality,

Ballet Arkansas serves as Arkansas's only professional ballet company and a vital cultural resource for communities throughout Central, Northwest, and Southern Arkansas. Over its 48-year history, the organization has impacted nearly half a million individuals through professional performances, arts education, and community programming.

As a statewide leader in dance education, the Ballet Arkansas School for Dance provides exceptional training opportunities for students of all ages and experience levels, while the organization's outreach programs engage more than 10,000 K–12 students annually. Each year, more than 400 children participate in Ballet Arkansas Community Cast productions, developing confidence, discipline, teamwork, and a lifelong appreciation for the arts.

While earned revenue from ticket sales

MISSION + REACH



Annual Reach: 50,000 + Arkansans

Historical Reach: Half-a-Million + 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.

WAYS TO 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.



ENDOWMENT GIFTS



Established in 2025 by Executive & Artistic Director Michael Fothergill, the Dr. Andy Terry Ballet Arkansas Endowment was created to ensure the long-term strength, stability, and growth of Ballet Arkansas. Named in honor of Dr. Andy Terry, the organization's longest-serving treasurer and a dedicated steward of its financial success, the endowment stands as a lasting investment in the future of professional dance and arts education in Arkansas.

Supported through investment holdings and charitable contributions from individuals, families, foundations, and businesses, the endowment provides permanent resources to sustain Ballet Arkansas's artistic excellence, educational programs, community engagement efforts, organizational infrastructure, and future growth.

Endowment gifts offer a unique opportunity to create a lasting legacy, generating support for Ballet Arkansas in perpetuity while helping ensure that future generations can experience the transformative power of dance. Through the Dr. Andy Terry Ballet Arkansas Endowment, supporters make an enduring investment in one of Arkansas's most important cultural institutions.



SPONSORSHIP

Supporting Ballet Arkansas is an investment in artistic excellence, cultural vitality, and community impact. Through sponsorship, businesses and individuals are recognized as champions of the arts while gaining meaningful opportunities to engage with one of Arkansas's most respected and visible cultural organizations.

Sponsors enjoy access to a diverse and highly engaged audience, valuable brand visibility, unique client and employee hospitality opportunities, and exclusive experiences throughout the season. From performance sponsorships and special events to education programs and community initiatives, Ballet Arkansas works closely with each partner to create a customized sponsorship package that aligns with their philanthropic goals, marketing objectives, and community engagement priorities.

Recognition opportunities may include strategic placement across print, digital, broadcast, and social media platforms, as well as event visibility, hospitality benefits, and exclusive behind-the-scenes access. Every sponsorship is thoughtfully tailored to maximize impact, ensuring a meaningful partnership that benefits both Ballet Arkansas and the organizations and individuals who support its mission.

KEY AREAS OF SPONSORSHIP

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

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



SPONSOR TIERS & BENEFITS



SEASON SPONSOR | \$25,000 +
PRESENTING SPONSOR | \$15,000 +
PLATINUM SPONSOR | \$10,000 +
GOLD SPONSOR | \$5,000 +
SILVER SPONSOR | \$2,500 +
BRONZE SPONSOR | \$500 +

Ballet Arkansas partners with businesses, foundations, and individual philanthropists to create customized sponsorship opportunities that align with each sponsor's goals, values, and desired level of community impact. Whether supporting performances, education programs, special events, or artistic initiatives, sponsors receive meaningful recognition and exclusive access designed to maximize visibility and engagement.

Sponsorship benefits may include:

- Recognition through Ballet Arkansas's print, digital, radio, and social media platforms
- Logo placement and brand visibility across performances, programs, events, and marketing materials
- Public recognition at performances, special events, and donor gatherings
- Opportunities for customized marketing campaigns and creative collaborations featuring Ballet Arkansas artists
- Complimentary tickets and hospitality opportunities for clients, employees, and guests
- Exclusive invitations to rehearsals, opening nights, receptions, and behind-the-scenes experiences
- Special appearances by Ballet Arkansas artists at corporate, civic, and private events
- Access to private performances and curated donor experiences
- Networking opportunities with community and business leaders who share a commitment to the arts
- Eligibility to participate in Ballet Arkansas's Business Leadership Council for sponsors contributing \$5,000 or more annually

Benefits vary by sponsorship level and may be tailored to meet the specific objectives of each partner. Ballet Arkansas is committed to creating meaningful, mutually beneficial relationships that celebrate the arts while advancing the missions of our valued sponsors.

26|27 SEASON PRODUCTIONS



500 - 1,200

The Great Gatsby **OCTOBER**

Step into the dazzling world of the Roaring Twenties as Ballet Arkansas presents a world-premiere production of *The Great Gatsby*. Lavish parties, sweeping romance, and timeless themes of ambition and longing come to life in this bold new ballet inspired by the American literary classic.



4,000-10,000

The Nutcracker Spectacular w/ ASO **DECEMBER**

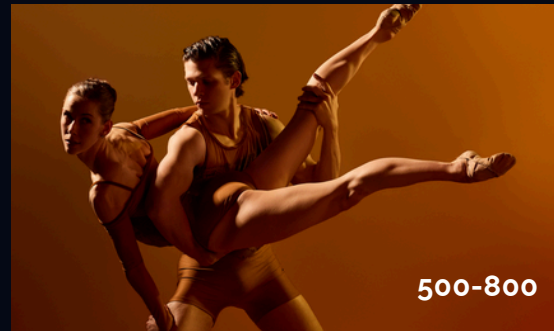
Celebrate the holiday season with Arkansas's largest and most beloved holiday tradition. Featuring live music, spectacular sets and costumes, and a cast of hundreds, *The Nutcracker Spectacular* transports audiences into a magical world of wonder, adventure, and timeless family memories.



2,000-10,000

The Sleeping Beauty **FEBRUARY**

Experience one of classical ballet's most treasured masterpieces. Set to Tchaikovsky's iconic score, *The Sleeping Beauty* combines breathtaking choreography, lavish costumes, and timeless storytelling in a magical production filled with enchantment, romance, and spectacular theatrical beauty.



500-800

RE:MIX **APRIL 2027**

Experience ballet from a new perspective through an immersive evening of contemporary dance and a collision of orchestral and electronic music. Featuring bold world-premiere works, *RE:MIX* pushes creative boundaries while bringing audiences closer than ever to the energy and excitement of the future of dance.



500-1,200

Don Quixote - Arkansas Premiere **APRIL 2027**

Adventure, comedy, and romance collide in Ballet Arkansas's vibrant premiere of *Don Quixote*. Bursting with virtuosic dancing, colorful characters, and larger-than-life storytelling, this beloved classic celebrates the dreamers, romantics, and adventurers.

***PROJECTED REACH**

Elevate your impact through sponsorship of Ballet Arkansas special events. Learn more at balletarkansas.org



TURNING POINTE GALA

The Turning Pointe Gala is Ballet Arkansas's premier annual fundraising event, bringing together civic leaders, philanthropists, arts advocates, and business professionals for an evening celebrating the transformative power of dance and the arts in Arkansas. Held at the iconic Robinson Center, the Gala serves as a cornerstone of support for Ballet Arkansas's artistic excellence, educational programming, and community engagement initiatives.

As one of Central Arkansas's most anticipated cultural events, the Gala provides sponsors with a unique opportunity to align their brand with a respected nonprofit organization dedicated to enriching the region through world-class performances, arts education, and meaningful community impact. Guests enjoy an elegant evening featuring exceptional entertainment, distinguished honorees, fine dining, and opportunities to connect with fellow supporters of the arts.

More than a celebration, the Turning Pointe Gala is an investment in the future of Ballet Arkansas. Proceeds directly support the organization's professional artists, innovative productions, educational outreach, and community programs, helping Ballet Arkansas serve more than 50,000 individuals annually throughout the state. Sponsorship of the Gala demonstrates a commitment to cultural vitality, arts accessibility, and the continued growth of one of Arkansas's leading performing arts organizations.

***PROJECTED REACH**

SPONSOR AN ARTIST

Ballet Arkansas's professional company is comprised of 16 exceptional artists from across the United States who bring extraordinary talent, passion, and artistry to every performance, educational program, and community engagement initiative. Through the Company Artist Sponsorship Program, supporters have the unique opportunity to form a personal connection with a Ballet Arkansas dancer while directly investing in the success of our professional artists.

For a contribution of \$1,500, you may sponsor a Company Artist for the season and receive exclusive benefits, including invitations to select rehearsals, behind-the-scenes access, advance casting announcements, and special opportunities to engage with the artist you support. Sponsorship funds directly offset essential performance-related expenses, including costumes, pointe shoes, and other professional artistic resources required throughout the season.

Your support helps Ballet Arkansas attract and retain outstanding talent while ensuring our artists have the resources necessary to perform, educate, and inspire audiences across Arkansas. To inquire about sponsoring a specific Company Artist, please contact Michael Fothergill, Executive & Artistic Director, at michael@balletarkansas.org.

Artist sponsorships are limited to one sponsor per Company Artist, per season and are awarded on a first-come, first-served basis.



SPONSOR THE NUTCRACKER PROJECT

For more than four decades, The Nutcracker Spectacular has been a treasured holiday tradition for Arkansas families, captivating generations of audiences with its timeless story, dazzling production values, and unforgettable performances. Presented in partnership with the Arkansas Symphony Orchestra, this beloved production features more than 300 dancers, musicians, and performers from communities throughout the state and welcomes nearly 10,000 audience members annually, making it one of Arkansas's largest and most enduring performing arts events.

Beyond its artistic significance, The Nutcracker Spectacular serves as a cornerstone of Ballet Arkansas's annual operations, generating critical support for the organization's professional productions, arts education programs, and statewide community initiatives throughout the year.

As Ballet Arkansas continues a multi-year revitalization effort, opportunities exist to support the enhancement of costumes, scenic elements, production technology, and artistic resources that will ensure the production remains vibrant and relevant for future generations. These investments preserve the magic audiences have come to cherish while elevating the experience for today's performers and patrons.

By supporting The Nutcracker Spectacular, you help sustain one of Arkansas's most beloved cultural traditions while investing in the artistic excellence, educational impact, and long-term future of Ballet Arkansas.



SPONSOR OUR LEADERS

Since 2017, Ballet Arkansas has flourished under the leadership of Executive & Artistic Director Michael Fothergill and Associate Artistic Director Catherine Fothergill. During their tenure, the organization has transformed from a financially challenged company into one of the nation's leading regional ballet organizations, operating debt-free with a balanced annual budget, a growing endowment, and a thriving portfolio of artistic, educational, and community programs.

Under their direction, Ballet Arkansas has nearly doubled the size of its professional company, expanded its repertoire to include celebrated classical ballets, masterworks of American dance, and world premieres by acclaimed contemporary choreographers, and established the Ballet Arkansas School for Dance, which now serves nearly 200 students each week. Their leadership has elevated the organization's artistic reputation while significantly increasing its impact throughout Arkansas and the region.

The Artistic Leadership Naming Sponsorship offers a unique opportunity to align your name, family, or organization with the vision and continued success of Ballet Arkansas. As a named sponsor, your recognition will be prominently associated with one or both leadership positions in organizational publications, performance programs, donor materials, and other select communications (e.g., Michael Fothergill, The [Sponsor Name] Executive & Artistic Director).

A multi-year commitment ensures sustained support for the strategic, artistic, and educational leadership that drives Ballet Arkansas forward. This distinguished sponsorship reflects an investment in the long-term growth, stability, and excellence of one of Arkansas's most dynamic cultural institutions and provides meaningful recognition alongside the leaders shaping its future.



SPONSOR COMMUNITY EDUCATION



Each year, Ballet Arkansas's K–12 education and outreach programs engage more than 10,000 students statewide, using dance as a powerful tool for learning, creativity, and personal growth. Through school performances, interactive workshops, and curriculum-connected experiences, students are introduced to the performing arts while developing critical thinking, confidence, collaboration, and self-expression. These programs enrich classroom learning, foster arts appreciation, and create meaningful opportunities for students to connect with culture, movement, and storytelling.

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.

SPONSOR THE SCHOOL FOR DANCE



Since opening its doors in August 2022, the Ballet Arkansas School for Dance has quickly established itself as one of the state's premier dance training institutions, providing exceptional instruction in a welcoming, inclusive, and inspiring environment at Ballet Arkansas's state-of-the-art downtown Little Rock headquarters. As we enter the 26–27 season, the School continues to experience remarkable growth, serving nearly 200 students each week—from young children taking their first dance steps to dedicated pre-professional students and adult learners pursuing their artistic goals.

Under the guidance of an accomplished faculty comprised of current and former professional dancers, students receive comprehensive training that emphasizes technical excellence, artistic development, physical wellness, and personal growth. Through a carefully structured curriculum spanning multiple dance disciplines, students are challenged to reach their full potential while developing confidence, discipline, creativity, and a lifelong appreciation for the arts.

A significant milestone for the School has been the successful launch of Ballet Arkansas's Youth America Grand Prix (YAGP) Competition Team. In its inaugural year of competition, the team achieved the extraordinary accomplishment of qualifying for the YAGP National Finals, demonstrating the caliber of training and talent emerging from our program. As the School continues to expand its pre-professional offerings, the YAGP Team provides dedicated students with invaluable performance, adjudication, and scholarship opportunities on a national stage.

Sponsorship support directly invests in the future of dance education in Arkansas by helping Ballet Arkansas provide exceptional training opportunities, attract and retain outstanding faculty, offer performance and competition experiences, and increase access to high-quality arts education for students of all backgrounds. Through your partnership, we can continue cultivating the next generation of artists, leaders, and creative thinkers while strengthening the cultural landscape of our community and state.

SPONSOR SUMMER PROGRAMS



Each summer, Ballet Arkansas's Summer Dance Programs provide dancers ages 3 through adult with exceptional training opportunities designed to inspire growth, creativity, and artistic excellence. Hosted at Ballet Arkansas's state-of-the-art downtown Little Rock studios, the program features a dynamic range of classes, camps, workshops, intensives, and masterclasses serving everyone from first-time dancers to aspiring pre-professional artists.

Under the guidance of Ballet Arkansas's Artistic Staff, professional company artists, and distinguished guest faculty from across the nation, participants receive comprehensive instruction in ballet, pointe, partnering, contemporary, variations, repertory, choreography, conditioning, wellness, and audition preparation. Signature offerings include the Summer Intensive, Summer Intensive Boot Camp, Junior Intensive, Pointe & Partnering Intensive, Story Time Dance Camps, masterclasses, and specialized training opportunities for members of Ballet Arkansas's growing Youth America Grand Prix (YAGP) program. Each experience is designed to foster technical achievement, artistic development, confidence, and a lifelong appreciation for the performing arts.

The Summer Dance Programs serve as an important pipeline for artistic excellence, providing Arkansas dancers access to nationally recognized instruction and performance opportunities without leaving the state. Through showcase performances, individualized coaching, and immersive training experiences, students are empowered to reach new levels of achievement while building meaningful connections within the dance community.

Your sponsorship directly supports guest artist residencies, scholarships and financial assistance, professional performance resources, and access to high-quality arts education for dancers of all backgrounds. By investing in Ballet Arkansas's Summer Dance Programs, you help cultivate the next generation of artists, strengthen Arkansas's cultural landscape, and ensure that transformative dance experiences remain accessible, impactful, and unforgettable for years to come.

JOIN THE ARTS ACCESS PARTNERSHIP



The Arts Access Partnership Program provides businesses with a meaningful opportunity to invest in employee engagement, wellness, and cultural enrichment by offering access to Ballet Arkansas performances at preferred corporate rates. Through this customizable program, participating organizations can determine the level of ticket subsidy provided to employees, creating an accessible and memorable benefit that encourages connection, creativity, and shared experiences beyond the workplace.

Designed to support workforce appreciation and community engagement, the program allows companies to extend exclusive access to world-class performances while demonstrating a commitment to the arts and quality of life in Central Arkansas. Organizations purchasing 100 or more tickets annually may also receive enhanced recognition and tailored marketing benefits through Ballet Arkansas's season communications and audience engagement initiatives.

To learn more about creating a customized Arts Access Partnership for your organization, contact Ballet Arkansas at (501) 223-5150 or email Michael Fothergill, Executive & Artistic Director, at michael@balletarkansas.org.

THANK YOU!

Thank you for considering an investment in Ballet Arkansas. We understand that philanthropy is deeply personal, and we are honored that you are exploring ways to support our mission and the communities we serve.

Whether you are inspired by the transformative power of live performance, the impact of arts education, the reach of our community programs, or the long-term sustainability of a thriving cultural institution, we are committed to helping you align your generosity with the causes that matter most to you. Our goal is to ensure that your contribution creates meaningful and lasting impact while providing a giving experience that is both rewarding and personal.

At Ballet Arkansas, we are more than a professional ballet company—we are a community of artists, educators, students, patrons, and advocates united by a belief in the power of the arts to enrich lives and strengthen communities. Through your support, we are able to present world-class performances, expand access to arts education, inspire future generations, and bring the beauty of dance to audiences throughout Arkansas.

Whether you have supported Ballet Arkansas for years or are discovering our organization for the first time, your partnership is vital to our continued growth and success. We invite you to explore the many opportunities available to make a difference and become part of Ballet Arkansas's future.

To learn more about giving opportunities and the impact of your support, please visit our website. We are grateful for your consideration and for the role you play in helping Ballet Arkansas continue to inspire, educate, and serve through the art of dance.

With gratitude,
Michael & Catherine Fothergill
Directors, Ballet Arkansas



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