

En Pointe Leadership Program Summary

Objectives and Mission

Objective: Increase the volume of small business & corporate donors and establish a foundation for long-term corporate relationships

Purpose Statement: **En Pointe Leadership** is a coalition of business leaders and professionals who support the arts, and in particular, dance. The group is highly dedicated to its involvement in BalletNova financially, as audience members and as partners in the evolution of BalletNova as the premier dance venue in Northern Virginia.

Program Details

- Establishes a reasonable entry point (\$500) and offers options for multiple year commitments (2, 3, or 4 years) to cultivate long-term relationships
- Offers structured benefits that align with giving level
- Will offer three events per year initially: 1. January *Friday Night at the Barre*, Spring/Summer networking event (potentially offsite), and December Nutcracker VIP reception
- Giving year will be an annual membership year based on date of initial contribution
- Potential target for businesses to join is 20 by end of BalletNova FY14
- Funding will support enhancement of Studio F, which will be used for accessible and cost effective arts presentations in the local community benefiting the BalletNova community and many of our partners (e.g., Chamber Dance Project, Gin Dance)

Supporting Processes

- Personal and timely acknowledgement strategies supported by the BalletNova board
- Defined recognition mechanisms (e.g., stickers or buttons at performances; Board attention at events)
- Updated website to reflect development offerings

En Pointe Leadership

Donor Levels

| Benefit | 1 Year (\$500) | 2 Years (\$1000) | 3 Years (\$1500) | 4 Years (\$2000) |
|---------------------------|--|---|--|--|
| Recognition & Advertising | <ul style="list-style-type: none"> • Links and logo on website and Facebook • Tweet about business joining EnPointe Leadership • ½ page ad in the Spring Concert Program • Name on permanent plaque in BalletNova entry hall | <ul style="list-style-type: none"> • All from prior level • ½ page ad in the Nutcracker Program (2 years) | <ul style="list-style-type: none"> • All from prior level • ½ page ad in the Nutcracker Program and Spring Concert Program (3 years) | <ul style="list-style-type: none"> • All from prior level • ½ page ad in the Nutcracker Program and Spring Concert Program (4 years) |
| Performances & Tickets | <ul style="list-style-type: none"> • Spring Concert tickets (2) • Advance access to tickets • VIP seating for performances | <ul style="list-style-type: none"> • All from prior level • Nutcracker tickets (2 each year) | <ul style="list-style-type: none"> • All from prior level • Nutcracker tickets (2 each year) | <ul style="list-style-type: none"> • All from prior level • Spring Gala tickets (2 tickets for 2 years – donors choice) |
| Additional Events | <ul style="list-style-type: none"> • Invitations to Friday Night at the Barre • Invitation to Spring Networking Event • Invitation to VIP reception after Nutcracker performance | | | |
| Rehearsal Invitations | N/A | <ul style="list-style-type: none"> • Exclusive rehearsal invitations for Spring Concert (2 tickets each year) | <ul style="list-style-type: none"> • Exclusive rehearsal invitations for Nutcracker (2 tickets each year) | <ul style="list-style-type: none"> • Exclusive rehearsal invitations for Nutcracker and Spring Concert (2 tickets each year) |

En Pointe Leadership Benefits

| Benefit | Value to Business |
|---|--|
| Tax Deduction Value | <ul style="list-style-type: none"> • 1 year - \$335 • 2 years - \$450 • 3 years - \$600 • 4 years - \$520 |
| Spring Concert Advertisement | <ul style="list-style-type: none"> • Ad valued at \$125 each • Attendance of ~1,200 |
| Nutcracker Advertisement | <ul style="list-style-type: none"> • Ad valued at \$175 each • Attendance ~5,500 |
| Links and Logo on BalletNova Website, Facebook, and Tweet | <ul style="list-style-type: none"> • Average website visits of 65,000 annually • Facebook (1400+ likes) • Twitter (300+ followers) |
| Plaque in BalletNova Entry | <ul style="list-style-type: none"> • Traffic of ~1,000 people weekly • Adult dance population is nearly 96% female, who are generally the household decision-makers |
| Networking Opportunities | <ul style="list-style-type: none"> • Exclusive networking opportunities with major donors over \$500 and local business, government and arts leaders: <ul style="list-style-type: none"> - Friday Night at the Barre, and Spring Networking Event, and Nutcracker VIP reception |
| Demographics of BalletNova Clients | <ul style="list-style-type: none"> • Population includes a significant numbers of adult dancers and parents of students who represent potential customers and/or business partners • Recent surveys reveal that our audience demographics reflect a high concentration of upscale, active families and community leaders – an ideal market for advertisers: <ul style="list-style-type: none"> - 91% own their own homes - 43% attained a Masters degree; another 20% hold advanced degrees (PHD, JD, MD) - 91% use cars as primary transportation - 73% had household incomes over \$100,000 |