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# Donor & Corporate sponsor Pack



[www.SJDT.org](http://www.SJDT.org)



**San Jose Dance Theatre- 59 years of excellence in dance!**

San Jose Dance Theatre is a studio and training facility working to connect dancers of all levels with the exciting world of dance. With an active dance school and training facility located in San Jose, CA and a performance calendar of two shows per year, including the longest running San Jose production of "The Nutcracker", SJDT provides the South Bay with an inclusive, supportive environment for dancers of all levels. With over 20,000 patrons slated to see our performances each year, SJDT strives to keep the art of dance alive while inspiring and training the next generation of San Jose dancers.

Our mission is to maintain excellence in ballet and contemporary dance training & performances and provide innovative opportunities for dancers of all levels.

We seek to enrich our community through collaborations with artists and art organizations, connecting with the rich diversity that San Jose offers, in order to be the most relevant dance center in Silicon Valley. San Jose Dance Theatre knows the power of dance and seeks to harness that power into growing the arts as a whole in Silicon Valley.

SJDT's values outline a strong workforce, who act as a team to deliver high quality outcomes. Through a positive and inclusive environment, our staff understands working together is integral to the success of our programs. As a result, we are able to leverage each individual's skills to achieve our mission at a faster pace. We seek to develop all aspects of new and upcoming artists. Strong, skilled and thoughtful dancers help spread the joy of the arts throughout our community.

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## Our Priorities - We create artists through opportunity

SJDT is committed to being at the forefront of dance by expanding our programs and pushing the boundaries of artistic development. By developing our dancers and giving them the skills needed to complete more challenging and diverse choreography and repertoire, it enables the artistic team to develop the artistic vibrancy of the organization and cultivate young, diverse artists. The dance floor is a level playing field where everyone is given a chance to shine. SJDT is a social change agent that employs multiculturalism and intersectionality to guide our efforts, in order to combat and defeat systemic oppression. We want to build a community that puts arts and culture at the forefront to ensure the sustainable growth of the dance industry in San Jose.



## Our Team - On Time, On Budget and On Pointe

San Jose Dance Theatre operates as a 501(c)(3) not for-profit organization. The board is made up of professionals who are elected per nominated term. This structure complies with regulations surrounding nonprofit organizations.

With a diverse group of former dancers, members of the San Jose arts community and local business leaders, the SJDT board strives to provide the best overall dance experiences for both our dancers and our audiences while maintaining a strict fiscal responsibility to our investors and donors. We aim to always deliver on time training for our dancers, on budget productions for our patrons and do it all with a clear vision of our place in the community.

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## San Jose Dance Theatre employs a comprehensive marketing strategy

- **Social Media & Online Advertising:** We run consistent campaigns through social media and Google, promoting shows, educational programs, and general company news. With over 5,000 followers, our social media posts generate significant engagement.
- **Website:** Our regularly updated website provides key information on programs, events, and company news.
- **Email Marketing:** We send bi-weekly emails to over 10,000 subscribers, driving traffic to our website and correlating with ticket sales.
- **Flyers & Posters:** We distribute flyers and posters both online and in physical locations, including cafés and local venues, to enhance visibility.
- **In-Theater Marketing:** Flyers, posters, and digital promotions in theaters account for around 30% of our ticket sales.
- **Print & Online PR:** We advertise in industry-specific magazines and general media. Our PR efforts include newspaper features, interviews, and photo shoots, boosting brand exposure.
- **Radio & Podcasts:** Occasionally, we use radio advertising to reach older audiences for select performances.

### Diverse Demographic

60% of the market = Age range from 8 - 35 years (Major purchaser of products, educational programs & tickets)  
40% of the market = Age range from 35 - 60+ (Major purchaser of Tickets)  
Ticketing = 80% Female - 20% Male  
Products = 90% Female - 10% Male  
Educational = 85% Female - 15% Male

### Media:

10,000+ PR engagements annually  
15,000+ Posters/Fliers printed annually  
10,000 + Programs printed annually  
250,000+ Adverts present in Media

### Social Media Exposure:

Facebook - 2,000+ followers with 25% growth annually  
Instagram - 1,000+ followers with 35% growth annually  
Subscribers (Direct mail)  
10,000+ Subscribers

### Website stats:

30,000+ Unique visits annually  
30% visiting educational information  
50% visiting show information





## How You Can Help!

Being a partner with San Jose Dance Theatre is mutually-beneficial, with exposure to a diverse audience across the San Francisco Bay Area. Our rich repertoire reflects both the grace and strength of classical ballet and the energy and virtuoso performance of contemporary dance.

SJDT maintains reasonable ticketing prices, allowing all communities to enjoy the experience of this special art form.

SJDT's pioneering spirit boldly breaks from convention, to create something more distinctive. Our partnerships are tailored to meet your business, needs while your support enables us to enrich and stimulate our audiences.

San Jose Dance Theatre is interested in a variety of support and welcomes grants, in-kind sponsorship, donations, philanthropic investments, or a combination of the above. In-kind support can be negotiated individually and is based on the needs of the company at the time.

San Jose Dance Theatre is currently interested in acquiring in-kind support for the following:

- Media Partner
- Marketing Partners
- Public Relations Services
- Accounting Services
- Legal Services
- Travel Support (including airline and accommodation sponsorship)
- Banking Services

Financial contributions are very welcome, to support the cost of dancers and performances. These costs make up a large portion of a dance company's budget and are essential to running a viable organization. The following pages outline some of the funding levels available to support, however other amounts can be negotiated. These should be used as a guide to agreements currently in place.

## PRODUCTIONS

Producing our shows requires significant funding, with ticket sales covering only part of the costs. We rely on the generosity of our supporters to bring world-class art to life. As we expand, we seek donors and sponsors to help sustain our productions, offering high exposure and guaranteed brand visibility.

December – The Nutcracker: \$280,000  
Spring – New Repertoire Program: \$60,000

# Season Sponsorship

Benefits	Gold	Silver	Bronze
On stage Thank you w/2 min. speaking platform	★	★	
Invitation to studio rehearsals & Special events	★	★	★
Invitation to pre-show receptions at performances	★	★	★
Access to company dancers for photo shoots, videos, appearances and promotions	★	★	★
Full page ad in all programs and special mention on our social media & website	★		
40 complimentary tickets to each production	★		
Walk on role in each production	★		
Sponsorship/Company logo listed on all marketing material for the season	★		
On stage Thank you w/handshake			★
20 complimentary tickets to sponsored productions		★	★
Walk on role in 2 productions		★	
1/2 page ad in programs & mention on our social media & website		★	
Sponsorship/Company logo listed on all marketing material for productions		★	
1/4 page ad in program and mention on our social media & website			★
Walk on role in sponsored production			★
Sponsorship/Company logo listed on all marketing materials for production			★

## Gold Sponsor \$60,000- \$89,600

Benefits:

Thank you with on-stage 2 minute speaking platform during curtain speech for all productions  
 Invitation to studio rehearsals & special events  
 Invitation to pre-show receptions at performances  
 Dancer photo shoots, videos, appearances, and promotions  
 Full page ad in all programs & mention on our social media & website  
 40 complimentary tickets to each production  
 Walk on role in each production  
 Sponsorship/Company logo listed on all marketing material for the season

## Silver Sponsor \$25,000- \$44,800

Benefits:

Thank you with on-stage 2 minute speaking platform during curtain speech during sponsored productions  
 Invitation to studio rehearsals & special events  
 Invitation to pre-show receptions at performances  
 Dancer photo shoots, videos, appearances, and promotion  
 1/2 page ad in programs & mention on social media & website  
 20 complimentary tickets to sponsored productions  
 Walk on role in production  
 Sponsorship/Company logo listed on all marketing material for productions

## Bronze Sponsor \$15,000- \$22,400

Benefits:

Thank you with on-stage handshake during curtain speech during sponsored production  
 Invitation to studio rehearsals & special events  
 Invitation to pre-show receptions at performances  
 Dancer photo shoots, videos, appearances, and promotion  
 1/4 page ad in program and mention on social media & website  
 20 complimentary tickets to sponsored production  
 Walk on role in production  
 Sponsorship/Company logo listed on all marketing material for production



# THE NUTCRACKER

## COMPANY NIGHT

THE PERFECT WAY TO  
CELEBRATE THE  
HOLIDAYS!  
PROMOTE YOUR  
COMPANY, WHILE  
SUPPORTING THE  
ARTS IN YOUR  
COMMUNITY!

- YOUR COMPANY LOGO IN THE LOBBY
- THANK YOU WITH ON-STAGE HANDSHAKE DURING CURTAIN SPEECH
- DANCERS PHOTO SHOOTS, VIDEOS, APPEARANCES, AND PROMOTIONS
- 1/4 PAGE LOGO PLACEMENT IN PROGRAM
- MENTION ON SOCIAL MEDIA
- 10 COMPLIMENTARY TICKETS

**\$5,000**



[www.SJDT.org](http://www.SJDT.org)

 San José  
DANCE THEATRE



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## Thank You for your Support

On behalf of San Jose Dance Theatre, thank you for taking the time to learn about our mission and the impact we strive to make through the art of dance. Our continued success and ability to inspire the next generation of artists would not be possible without the support of donors and sponsors like you.

By partnering with us, you play an essential role in shaping the cultural landscape of our community and empowering young dancers to reach new heights. Your contribution helps bring world-class productions to life and ensures that San Jose remains a vibrant hub for the performing arts.

We invite you to join us in this creative journey, helping us push the boundaries of artistic development and foster diversity and inclusion through the power of dance. Together, we can continue to produce exceptional performances, provide transformative opportunities for young talent, and enrich the cultural fabric of our community for years to come.

Thank you for your support, and we look forward to partnering with you to bring our shared vision to life.

Warm regards,  
Elizabeth Sweeney, Executive Director, and the San Jose Dance Theatre Team

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