

SAINT LOUIS **BALLET**

# STARRY NIGHT

GALA ★ 2022

SATURDAY, MAY 14

**SPONSOR PACKET**



# SAINT LOUIS **BALLET**

## Saint Louis Ballet 2022 Starry Night Gala

Saturday, May 14 | 6:00 pm | The Chase Park Plaza Hotel

### **Sponsor Opportunities**

Dear Friend,

We are thrilled and honored to be chairing Saint Louis Ballet's 2022 Gala! Each spring, over three hundred of our community's most creative and philanthropic citizens gather to raise funds in support of Saint Louis Ballet. Always an elegant and beautiful event, the Gala will feature a cocktail hour, seated dinner, and a silent and live auction. A highlight of the evening is a special performance by Saint Louis Ballet and the opportunity to dance the night away with our amazing dancers!

Saint Louis Ballet's mission is to bring classical ballet of the highest artistry to the entire community. As a non-profit organization, we rely on the generous support of the business community, which recognizes the importance of our cultural impact in St. Louis. Companies wishing to enhance their community leadership and commitment to excellence while increasing their own visibility will find the perfect opportunity in a partnership with Saint Louis Ballet.

Proceeds from the Starry Night Gala will support our mainstage season as well as our community outreach program. Though the pandemic has forced new outreach strategies, the ballet company has been able to serve over 25 schools virtually with free performances in their classrooms, provide online resources for teachers, and most recently brought over 100 underserved students to a live performance of "The Nutcracker" this past December. The program still serves two scholarship students in Saint Louis Ballet School and looks forward to offering this opportunity again to future in-need students.

We invite you to become a sponsor of the 2022 Starry Night Gala. Details about sponsorship opportunities are enclosed. If you have any questions about levels or benefits, please contact Mary Cady at [marycady@stlouisballet.org](mailto:marycady@stlouisballet.org).

Your generous sponsorship of Saint Louis Ballet's annual gala contributes greatly to the cultural vibrancy of our region.

Thank you for your consideration!

### **Gala Co-Chairs**

*Tom and Carol Voss*

*Miran Halen*

*Pat Whiteside*

*Joan Quicksilver, Advisory Chair*



# SAINT LOUIS **BALLET**

**Saint Louis Ballet 2022 Starry Night Gala**  
**Saturday, May 14, 2022 | 6:00 pm | The Chase Park Plaza**

## **Sponsor Commitment Form**

COMPANY/INDIVIDUAL (as it should appear in the program): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

I commit to the following sponsorship, purchase of tickets, and/or underwriting:

★ Sirius	\$25,000 sponsorship	(Two ten-person tables. Tax-deductible \$21,000)
★ Vega	\$15,000 sponsorship	(Two ten-person tables. Tax-deductible \$11,000)
★ Capella	\$10,000 sponsorship	(Two ten-person tables. Tax-deductible \$6,000)
★ Gold Star	\$5,000 sponsorship	(Ten-person table. Tax-deductible \$2,750)
★ Silver Star	\$2,750 sponsorship	(Ten-person table. Tax-deductible \$650)
★ Rising Star	\$1,250 sponsorship	(Two tickets. Tax-deductible \$575)
★ Starlight	\$750 sponsorship	(Two tickets. Tax-Deductible \$425)
★ Single Ticket	\$250 x _____	Tickets (Tax-Deductible \$89 per ticket)

I would like to provide the following underwriting (100% tax deductible; Logo and Name recognition at Gala, program and website):

★ Dinner: \$15,000	★ Dancer Dinners: \$3,200	★ Volunteer Hospitality: \$500
★ Production: \$10,000	★ Centerpieces: \$3,000	★ Other Amount \$ _____
★ Bar: \$6,000	★ Dinner Wine: \$3,000	<i>Please use where it will help the most</i>
★ Invitation: \$5,000	★ Hors d'oeuvres: \$2,000	
★ Auction: \$4,000	★ Photography: \$1,500	
★ Décor: \$4,000	★ Programs: \$1,000	

Total Contribution \$ \_\_\_\_\_

- ★ Check enclosed (payable to Saint Louis Ballet)
- ★ Credit Card

CARD #: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

Mail completed form to Saint Louis Ballet: 218 THF Blvd, Chesterfield, MO 63005

QUESTIONS or to make a credit card payment over the telephone, contact:

Julie Abernathie, 636-537-1998, ext. 101 or [julie@stlouisballet.org](mailto:julie@stlouisballet.org)

Artwork, logo or file submission (jpg or pdf format) questions contact Tanya Strautmann at [tanya@stlouisballet.org](mailto:tanya@stlouisballet.org)

**\*Commitments must be made by April 1, 2022 in order to be recognized in the program and at event.**

Saint Louis Ballet is a federally registered 501(c)(3) charitable organization and contributions are deductible to the full extent provided by law.

*Saint Louis Ballet's EIN is 23-7424849*



218 THF Blvd | Chesterfield, MO 63005 | 636.537.1998 | fax 636.537.2578 | [info@stlouisballet.org](mailto:info@stlouisballet.org)

# SAINT LOUIS **BALLET**

## Saint Louis Ballet 2022 Starry Night Gala Saturday, May 14, 2022 | 6:00 pm | The Chase Park Plaza Sponsorship Opportunities

*The following opportunities provide major visibility before, during and after the event*

<b>Contribution Level</b> <i>(Tax-Deductible Portion)</i>	<b>Sirius</b> <b>\$25,000+</b> <i>(\$21,000)</i>	<b>Vega</b> <b>\$15,000</b> <i>(\$11,000)</i>	<b>Capella</b> <b>\$10,000</b> <i>(\$6,000)</i>	<b>Gold Star</b> <b>\$5,000</b> <i>(\$2,750)</i>	<b>Silver Star</b> <b>\$2,750</b> <i>(\$650)</i>	<b>Rising Star</b> <b>\$1,250</b> <i>(\$575)</i>	<b>Starlight</b> <b>\$750</b> <i>(\$425)</i>
<b>Sponsorships Benefits</b>							
Reserved seating at the Spring Gala	20 seats/ 2 tables	20 seats/ 2 tables	20 seats/ 2 tables	10 seats/ 1 table	10 seats/ 1 table	2 seats	2 seats
Name recognition in the Spring Gala Program	★	★	★	★	★	★	★
Listing in Saint Louis Ballet 2022-23 season program	★	★	★	★	★	★	★
Invitation to Special Private Donor Receptions	★	★	★	★	★	★	★
Advertisement in the Nutcracker 2022 program	Full page ad In program	Full page ad In program	Full page ad In program	Half page ad In program	Half page ad in program	Quarter page ad in program	
Complimentary tickets to a performance of your choice during the 2022-23 season	20 tickets to two performances	20 tickets to one performance	12 tickets to one performance	10 tickets to one performance	6 tickets to one performance	4 tickets to one performance	
Corporate logo or name displayed at Gala	★	★	★	★	★		
Listing on the Gala website	★	★	★	★	★		
Saint Louis Ballet dancer will join your table, if desired	★	★	★	★	★		
Presenting Sponsor recognition on all printed materials	★	★	★	★			
Premium table location with a bottle of champagne	★	★	★	★			
Meet the dancers backstage following a performance of your choice	★	★	★	★			
Linked logo on Gala website	★	★	★				
Verbal acknowledgement at the Spring Gala	★	★	★				

For questions or information please contact: Mary Cady, Events Coordinator: [marycady@stlouisballet.org](mailto:marycady@stlouisballet.org)

Saint Louis Ballet is a federally registered 501(c)(3) organization and contributions are deductible to the full extent provided by law. Thank you for your support!

# SAINT LOUIS **BALLET**

presents

## STARRY NIGHT

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### GALA★2022

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### SATURDAY, MAY 14

#### ***Small Business Sponsorship Opportunities***



**\$2,750 Level** (\$650 deductible)  
Preferred table for 10 at the Spring Gala  
Half-page ad in the 2022 *Nutcracker* (Christmas 2022) playbill  
Your business logo in the Spring Gala program, signage and on website  
Business name in the 2022-2023 season playbill as a contributor



**\$1,250 Level** (\$450 deductible)  
2 tickets to the Spring Gala  
Half-page ad in the 2022 *Nutcracker* (Christmas 2022) playbill  
Your business logo in the Spring Gala program, signage and on website  
Business name in the 2022-2023 season playbill as a contributor



**\$750 Level** (\$100 deductible)  
2 tickets to the Spring Gala  
Quarter Page Ad in the 2022 *Nutcracker* (Christmas 2022) playbill  
Your business logo featured in the Spring Gala program and on signage at the event  
Business name in the 2022-2023 season playbill as a contributor



**\$500 Level** (\$150 deductible)  
Quarter Page Ad in the 2022 *Nutcracker* (Christmas 2022) playbill  
Your business logo in the Spring Gala program and on signage  
Business name in the 2022-2023 season playbill as a contributor



**\$250 Level** (100% deductible)  
Your business logo in the Spring Gala program and signage  
Business name in the 2022-2023 season playbill as a contributor

***Gala Kickoff: April 7, 2022 5:30pm Neiman Marcus***

***The Spring Gala: May 14, 2022 6:00pm The Chase Park Plaza***





# REIMAGINING TRADITION

December 1, 2020 | By: Stephanie Wallace



Gen Horiuchi works with dancers in the studio. (Photo: Colin Ellis)

Whether it's a favorite holiday recipe, sledding on Art Hill or just spending time with family, there are certain things that make winter such a special season. For thousands of St. Louisans, it wouldn't be the holidays without Saint Louis Ballet's annual production of *The Nutcracker*. This winter, the pandemic has made in-person performances impossible, but that won't stop the ballet from bringing the beloved tradition to the community.

Like other industries, Saint Louis Ballet has had to find new ways to safely allow its performers to work. Executive and creative director Gen Horiuchi notes that it's important for dancers to be able to practice their art. "Professional ballet dancers need to continue performing and training, or they fall out of practice and shape," he says. "Whether it's in front of a live audience or a camera, it's important that we have opportunities to continue to perform."

Before the pandemic, the entire company would come together for morning training. Now, the class is held virtually. Dancers are socially distanced across four studio spaces equipped with monitors, and a video call connects everyone. Masks also are mandated at all times. For rehearsals, the dancers split into groups of no more than four. The current circumstances have had some unexpected silver linings, since

Horiuchi gets to work with performers individually. "Working one-on-one, I build a stronger rapport and establish trust," he says. "We can work on technique, expression and details. There's been a really wonderful energy in the studio."

In October, the ballet opened its 2020-2021 season with a virtual performance called *This Is Who We Are*. Horiuchi says special precautions were taken to ensure the dancers' safety. "The program consisted of solos and duets of couples who felt comfortable performing together," he explains. "Everyone was tested for COVID-19 and mutually agreed to follow personal guidelines to avoid infection." The livestreamed performance was watched by more than 3,000 people and included interviews with the dancers to offer insight into their experience of the pandemic.

Having completed one virtual performance, Saint Louis Ballet is applying what it has learned to *Nutcracker Extravaganza*. The 2020 program will begin streaming Dec. 12 and includes interviews with dancers and a behind-the-scenes look at this year's rehearsals. Horiuchi explains that due to the nature of Tchaikovsky's ballet, the performance will feature a combination of new set pieces and scenes from previous years. "The first act includes 80 to 90 ballet students, and we cannot have that many children on stage and safely social distance," he says. "For the new scenes in the second act, we only are using 20 dancers."

The performance is free to stream, and audiences can add to the magic with special packages. The Sugar Plum Fairy Meal, offered Dec. 19 and 20, includes a specially designed menu from Butler's Pantry delivered to guests at home. A costumed dancer also will deliver a special nutcracker and sign autographs. "More than 12,000 people come to *The Nutcracker* every holiday season," Horiuchi says. "It may be easy to say we'll skip it this year, but we want to offer something that provides the feeling of that tradition."

This year also marks Horiuchi's 20th anniversary with Saint Louis Ballet. Despite the difficulties presented, he's looking forward to continuing to grow the organization and the cultural potential of the city. "My first performance was *The Nutcracker* in 2000, and I remember looking at the audience and recognizing every person as relatives of the dancers or ballet employees," he says. "Twenty years later, I'm so happy to see people who have never come to a performance before enjoying ballet. I'm happy to have done something for the city, especially not being from St. Louis. I feel like I've become a member of the community."

# COMMUNITY OUTREACH PROGRAM

## POINTE TO SUCCEED

SAINT LOUIS **BALLET**



### VISION STATEMENT

Saint Louis Ballet (SLB) has become one of the region's preeminent institutions for the creation and presentation of classical and contemporary ballet. As part of this vision, we invest resources into educating both the next generation of dancers and future patrons of the arts through our ballet school and our introductory public performances. In 2015 SLB launched Pointe to Succeed—offered free of cost to participating schools—promotes the art of ballet with a 3-pronged approach, featuring: ballet education, audience development, and talent development.

#### What are the issues we are addressing?

- 1) Diversity in Ballet
- 2) Lack of opportunities for underserved schools
- 3) Cultural disconnect for at-risk students
- 4) Hesitancy to attend live performances

#### What do we strive to impact?

- 1) Demonstrate that dance is available to everyone
- 2) Show young people that a career in the arts is possible to pursue
- 3) Provide exposure of ballet and a transition into a formal training atmosphere
- 4) Create a welcoming and exciting live performance experience for young, first-time theater attendees

#### Who do we aim to help?

We target underserved schools, helping students in grades K-5.

#### Schools Served to Date (in-person):

- St. Louis the King School (shown above)
- St. Louis Catholic Academy
- Mason Elementary

For more information on Pointe To Succeed visit [stlouisballet.org](http://stlouisballet.org) or contact [cicihouston@stlouisballet.org](mailto:cicihouston@stlouisballet.org)



### PROGRAM OVERVIEW

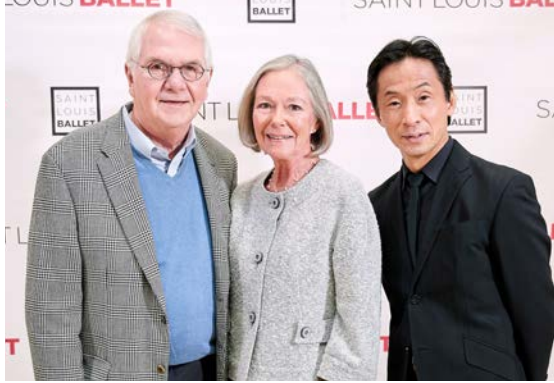
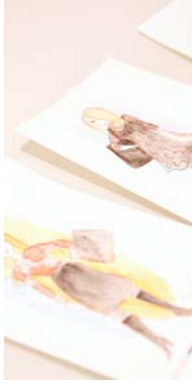
**Ballet Introduction:** Typically Interactive seminars are held introducing students to the world of ballet in their academic schools with SLB's professional dancers leading lecture demonstrations and audience participation. This area of the program shifted to online resources during the pandemic. These resources can be found on SLB's website and include videos and pdf materials to assist in teacher planning.

**Live Performance Experience:** Students are given transportation and tickets to an SLB performance, followed by behind-the-scenes experiences such as a backstage tour and meeting the dancers. During the pandemic, SLB was able to serve schools and students virtually. In 2020, **2,500 students** (25 schools) enjoyed virtual SLB performances streamed to their classrooms. In 2021, over **1,100 students** (6 schools) were served. In addition, **over 100** students came to a live performance of *The Nutcracker* in December 2021. This version of the holiday ballet is a shortened version for children and narrated for better understanding.

**Talent Development:** A six-week after-school program was being taught by SLB staff before the pandemic which lead into a process of orienting and integrating students with potential into formal ballet classes at Saint Louis Ballet School for further training under full tuition scholarship. We currently continue to serve two of these scholarship students into 2022.



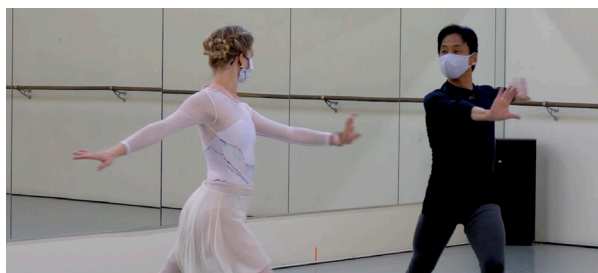
# Gala Rickoff 2020





# SAINT LOUIS BALLET

## *Virtual* SPRING GALA



# SAINT LOUIS **BALLET**

**Auction Request**  
**Saint Louis Ballet's Starry Night Gala**  
**Saturday, May 14, 2022 | 6:00 pm | The Chase Park Plaza Hotel**

Dear Friend,

Saint Louis Ballet is dedicated to advancing the art of ballet in the Saint Louis region. In order to produce ballets at the highest standard of artistry, as well as provide education and community outreach programs, we rely on the generous support of companies that recognize the importance of our cultural impact in St. Louis and wish to support our future successes. The business community is an essential partner with Saint Louis Ballet, helping us achieve our mission. Companies wishing to enhance their community leadership and commitment to excellence while increasing their own visibility will find the perfect opportunity in their support of Saint Louis Ballet.

To raise funds in support of our programs, we will hold *The St. Louis Ballet Starry Night Gala* on May 14, 2022 at The Chase Park Plaza Hotel. The evening will feature a cocktail hour, silent and live auction, a performance by Saint Louis Ballet, and a seated dinner. Participants will also have the opportunity to dance the night away with Saint Louis Ballet Company dancers!

Proceeds from the Starry Night Gala will support our mainstage season as well as our community outreach program. Though the pandemic has forced new outreach strategies, the ballet company has been able to serve over 25 schools virtually with free performances in their classrooms, provide online resources for teachers, and most recently brought over 100 underserved students to a live performance of "The Nutcracker" this past December. The program still serves two scholarship students in Saint Louis Ballet School and looks forward to offering this opportunity again to future in-need students.

We invite you help us make *The Starry Night Gala* a success. **Please consider contributing to our spectacular silent or live auction.** As a donor to our auction, your name or company name will be listed in the Gala program, and will appear on *The Starry Night Gala* website.

Attached you will find a donation form to complete and return. If you have any questions, please contact Mary Cady, Development Events Coordinator, at [marycady@stlouisballet.org](mailto:marycady@stlouisballet.org) or 314-580-6521.

We are grateful for your consideration!

Carol and Tom Voss, Miran Halen, and Pat Whiteside  
*Co-chairs, The Starry Night Gala*  
Sarah Glasser, *Auction Chair*



218 THF Blvd | Chesterfield, MO 63005 | 636.537.1998 | fax 636.537.2578 | [info@stlouisballet.org](mailto:info@stlouisballet.org)



# SAINT LOUIS **BALLET**

Saint Louis Ballet 2022 Starry Night Gala  
Saturday, May 14, 2022 | 6:00 pm | The Chase Park Plaza

## Auction Donation Form

COMPANY NAME AS IT SHOULD APPEAR IN PROMOTIONAL MATERIALS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

ITEM DESCRIPTION: (Please note any restrictions or exclusions)

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Fair Market Value (FMV): \$ \_\_\_\_\_

Please check one: \_\_\_\_\_ Item to be delivered \_\_\_\_\_ Item to be mailed \_\_\_\_\_ Item to be picked up

**Deadline for donations is Friday, April 22, 2022**

Please email form to Mary Cady at [marycady@stlouisballet.org](mailto:marycady@stlouisballet.org) or send with item to:

Saint Louis Ballet

Attn: Gala Auction

218 THF Blvd., Chesterfield, MO 63005

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*Saint Louis Ballet's EIN is 23-7424849*



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