



Dear \_\_\_\_\_,

Each year, thousands of audience members join Twin Cities Ballet for our annual production of *A Minnesota Nutcracker* and other full-length original works, such as our smash-hit Pink Floyd's *The Wall: A Rock Ballet*. Through our educational outreach programs, we teach new theatergoers and longtime enthusiasts about Art, Music, Dance, History and the connection between Ballet and STEM. Through our work to make ballet accessible, relatable and fun, our community is exposed to the art of ballet and experiences the magic of live theater.

**This year, the theater was empty.**

COVID-19 forced Twin Cities Ballet (TCB) to cancel or severely restrict attendance at all of our shows. Support for the arts can be fragile even in the best of times, and without performances and ticket sales, it is even more tenuous. We are working tirelessly to save TCB, and without additional financial assistance, we will only be able to continue our current operations for approximately 5 months.

**Today, I am writing to ask for your financial support to bridge our financial deficit and sustain Twin Cities Ballet for the future.** Your financial support will help us continue creating original productions, support our efforts to increase the accessibility of ballet for all through educational outreach programs, and maintain a cast of professional artists for future performances.

- **TCB is a 501(c)(3) charitable organization.** All donations are tax-deductible to the fullest extent allowed by law.
- All donors are recognized on our website, in our programs or video credits (for digital performances), and additional marketing opportunities are available for corporate sponsors.
- **Donations are easily made through our website at [TwinCitiesBallet.org](https://TwinCitiesBallet.org),** where you can also find more information about TCB and how your donations impact the ballet and our community.
- Donations can also be mailed to Twin Cities Ballet at 16368 Kenrick Ave. Lakeville, MN 55044.

Thank you for your past, current, and future support of Twin Cities Ballet. We look forward to updating you on the difference your contribution has made!

With gratitude,

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# Get to Know Twin Cities Ballet

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## *What is Twin Cities Ballet?*

- TCB is a public **501(c)(3)** charitable organization—a professional ballet company located in the Twin Cities, Minnesota.
- TCB's mission is to make ballet approachable, relatable, and fun through innovative, professional, and original productions.
- TCB performs for an average of 11,000 audience members each year. Notable productions include TCB's annual performances of *A Minnesota Nutcracker*, story ballets based on *The Wizard of Oz* and *The Chronicles of Narnia*, and the original full-length contemporary ballet Pink Floyd's *The Wall: A Rock Ballet*.
- TCB is also the first dance company in Minnesota to offer a Sensory-Relaxed performance series, launching in 2021.

## *Why should you support Twin Cities Ballet?*

TCB is uniquely positioned to ensure that persons of all ages, races and ethnicities, socioeconomic backgrounds, and abilities have access to the art of dance. TCB is a small nonprofit with a big impact in our community, providing meaningful educational opportunities, fostering community involvement, contributing to artistic development, and improving the quality of life for Minnesotans. We do this through:

- **Educational Outreach:** TCB reaches over 2,000 children & seniors each year through its educational outreach programs, which incorporate elements of History, Art, and Music, and give attendees a greater understanding of and enthusiasm for ballet, art and culture.
- **Collaboration & Community Involvement:** TCB collaborates with other artists and organizations in the community. TCB works with local visual artists, musicians, composers, photographers, videographers, live musicians such as the live band accompanying its original production of Pink Floyd's *The Wall: A Rock Ballet*, and other arts organizations including MIA, Landmark Center, Community Theaters, and Orchestras.
- **Artistic Development:** TCB provides opportunities for dancers to further their education and/or professional careers. Local student dancers are given the opportunity to perform alongside TCB's professional company dancers each year, TCB's Adult Apprentice Program serves as a bridge between ballet training and a professional dance career, and TCB Adult Professional Salaried Dancers are provided jobs and careers.

**Investment in the arts generates a high return on investment, great public relations and branding for the donor, and helps to enrich and improve your community.**

The arts foster the development of transferable skills, broadens education and cultural awareness, enriches the quality of life, creates jobs, and supports local small businesses.

**We invite you to join us on our mission through your financial support.**

## Sponsorship Levels & Benefits

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TCB's corporate sponsorship levels and their corresponding benefits are listed below. All donations are tax-deductible to the fullest extent allowed by law.

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### **Principal** (\$1,000+)

- Sponsor's name appears on the TCB website
- Sponsor's logo appears in two of TCB's performance programs (*A Minnesota Nutcracker* and a Spring Show, reaching approximately 8,000 community members)

### **Director** (\$2,500+)

- All of the above, plus:
- Tagging & collaboration on 1 social media post
- A quarter page ad appears in two of TCB's performance programs (*A Minnesota Nutcracker* and a Spring Show)

### **Benefactor** (\$7,500+)

- All of the above, plus:
  - Tagging & collaboration on 2 social media posts
  - A half page ad appears in two of TCB's performance programs (*A Minnesota Nutcracker* and a Spring Show)
- ☆ Show sponsorship of *The Ruby Slippers: A Wizard of Oz Ballet*, to be filmed at the Ames Center in May, with acknowledgement in all marketing and publicity materials for the show

### **Impresario** (\$10,000+)

- All of the above, plus:
- Sponsor's logo appears on the TCB website
- Tagging & collaboration on 3 social media posts
- Full page ad appears in two of TCB's performance programs (*A Minnesota Nutcracker* and a Spring Show)

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### ☆ **\$25,000 Donation Special Opportunity: "Dance Cube" Naming Rights** ☆

Help Twin Cities Ballet by sponsoring the new "Dance Cube" performance space at TCB's official school, Ballet Royale! For a donation to TCB of \$25,000, the donor will have exclusive naming rights for the venue for five years. This will include signage at the Dance Cube entrance that will be seen by audience members at every event in the space and by dancers, their families, and visitors entering Ballet Royale's facilities every day. There will also be prominent attribution in marketing and publicity for Dance Cube events, and on both TCB's and Ballet Royale's websites.

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**Thank you so much for your support!**

## Twin Cities Ballet Financial Information

TCB has a history of responsible financial stewardship and growth. However, the pandemic decimated TCB's earned revenue—primarily ticket sales, which constitute the majority of TCB's income. This required TCB to draw extensively from limited financial reserves, which has put our carefully built future in jeopardy. Our 2019–2020 season (FY 2020), in which our spring performances were cancelled due to Covid-19, was the FIRST year in TCB's history with a negative net income.

For the 2020–2021 season, TCB also had to cancel our annual production of *A Minnesota Nutcracker*, which is our single greatest source of revenue via its ticket sales, not to mention a joyful annual holiday tradition for thousands of families in the Twin Cities area.

FY 2019 (Sept. 2018– May 2019 performance season) Last full fiscal year unaffected by Covid-19		FY 2020 (Sept.2019 – May 2020 performance season) Spring performances cancelled due to Covid-19	
<b>Gross Income</b> (ticket sales, donations, grants, etc.)	\$441,483.08	<b>Gross Income</b> (ticket sales, donations, grants, etc.)	\$264,239.71
<b>Operating Costs</b> (dancer salaries, venue rental, administrative staff, etc.)	\$379,433.70	<b>Operating Costs</b> (dancer salaries, venue rental, administrative staff, etc.)	\$376,213.35
<b>Net Income</b>	<b>\$62,049.38</b>	<b>Net Income</b>	<b>-\$111,973.64</b>

Despite cost-saving measures, and because of additional financial losses from canceling the December 2020 performances of *A Minnesota Nutcracker*, **TCB's estimated earned revenue shortfall going into Fall 2021 is \$150,000.**

Without additional financial assistance, we will only be able to continue our current operations for approximately 5 months.

Contributions can be made online at <https://donorbox.org/we-show-up-fundraiser>

**Or you can mail your contribution to:**

Twin Cities Ballet  
16368 Kenrick Avenue  
Lakeville, MN 55044

- All donors receive a donation letter from TCB for their tax records.
- TCB's Federal Tax ID Number is: 45-0521156.
- Note, TCB's Corporate/Parent name is *Lakeville City Ballet*: its operating (dba) name is *Twin Cities Ballet of Minnesota*

**For Tax Exempt Determination, or more information, contact: [tcbevents@twincitiesballet.org](mailto:tcbevents@twincitiesballet.org)**

**Thank you so much for your support!**