CORPORATE PARTNERSHIPS
We welcome you and your company to experience the incredible value in connecting your brand with our uniquely innovative and widely engaging Milwaukee Ballet. As a business leader and innovator myself, I have found the Ballet to be an unexpected gem. Through its commitment to new works, education and community engagement, the Ballet continues to grow and attract an increasingly diverse audience. I have no doubt you will find the opportunities inside this brochure worthwhile and rewarding. Milwaukee Ballet’s Corporate Partnership program provides customizable sponsorship and philanthropic opportunities around our three organizational pillars: Performance, Education, and Community Engagement. Corporate Partnerships are tailored to meet your company’s business goals and directly engage your leadership, employees, and clients through an impactful collaboration. We look forward to working with you.

Justin L. Mortara, Ph.D.
President, Milwaukee Ballet
Board of Directors
President, Mortara Instruments

BOARD EXECUTIVES
Donna Baumgartner Community Volunteer
Jane Bell Community Volunteer
Mark Benskin The Private Client Reserve of U.S. Bank
Nancy Einhorn Capital Midwest Fund
Colleen Henderson We Energies
Anne Martino Aurora Health Care
Justin Mortara Mortara Instruments
Amy Schmidt-Jones Michael, Best & Friedrich LLP
Molly Schweiger PNC Bank
Jud Snyder BMO Harris Bank

BOARD MEMBERS
Griselda Aldrete Hispanic Professionals of Greater Milwaukee
Aliah Berman Aurora Health Care
William Bonifas CBRE
Sarah Damsgaard J.P. Morgan Securities
Sarah Wright Kimball Kimball Communications
Gail Lione Community Volunteer
Sarah Thomas Pagels Laffey, Leitner and Goode, LLC
Jill Pelisek University of Wisconsin-Milwaukee
Christopher Piotrowski Associated Bank
R. Jan Pirozzolo-Mellowes Foley & Lardner, LLP
Lisa Preston ManpowerGroup
William Raasch, M.D. Medical College of Wisconsin
John Rumpf Robert W. Baird
Whether it is partnering with Milwaukee’s most beloved holiday tradition or sponsoring exciting new works created here in Milwaukee, we can work with you to maximize your investment and your corporate exposure.

**OUR REACH**
- 53,000 Total audience attendance
- 130,000 Households receiving direct mail
- 18,800 Facebook followers

**DEMOGRAPHICS**
- 16% Ages 18-44
- 42% Ages 45-64
- 43% Ages 65+

**$1.4 M**
Average net worth of supporters
2017-18 SEASON PERFORMANCE SPONSORSHIP OPPORTUNITIES

LA BOHÈME
Nov 2 to 5, 2017
$25,000

THE NUTCRACKER
(2017 Partner Secured)
Dec 9 to 26, 2017
$75,000

MXE MILWAUKEE MIXED
Feb 8 to 11, 2018
$20,000

BEAUTY AND THE BEAST
Apr 12 to 15, 2018
$40,000

SWAN LAKE
May 31 to June 3, 2018
$25,000
Milwaukee Ballet invites you to the party of the year! The annual Ballet Ball is one of the most eagerly anticipated events in Milwaukee. Raising over $300,000 annually, the Ball provides support for Milwaukee Ballet’s dynamic performances and exceptional educational offerings. The Ballet Ball is a creative way to engage clients and employees in a party with a purpose.

The 2018 Ballet Ball will highlight the world premiere of Michael Pink’s *Beauty and the Beast*. The evening will feature the most electric dance party and performances by Milwaukee Ballet dancers. With 300 attendees, the Ballet Ball presents a unique opportunity to network with Milwaukee’s movers and shakers.
Milwaukee Ballet’s Nutcracker Tea is a holiday tradition for many Wisconsin families. Designed especially for children ages 3-10, festivities transport guests to the Land of the Sweets where they’re treated to performances, holiday-themed crafts, a dance lesson from Milwaukee Ballet dancers, and an impressive holiday brunch that will please both adults and children.

This sell-out tea party for 400 is your company’s chance to usher in the holidays and make hundreds of children’s dreams come true.
EDUCATION & COMMUNITY ENGAGEMENT

Milwaukee Ballet holds 180 community engagement events each year reaching 30,000 people in 18 counties throughout Wisconsin. Your sponsorship of these programs can align your company with multiple highly visible interactions of the arts in the community.

TWO EXAMPLES OF SPONSORSHIP

Sensory-Friendly Performance of The Nutcracker

In partnership with the Marcus Center for the Performing Arts and Autism Speaks, our sensory-friendly performance of The Nutcracker is designed for children and adults with autism spectrum disorder as well as other sensitivity issues or special needs. Recorded music is played at a lower volume, house lights remain on, and we provide a designated quiet zone for patrons to go if they need to take a break from the performance. Almost 400 people attended our inaugural performance in 2016. Seventy-nine percent of the audience was seeing The Nutcracker for the very first time!

Ballet-in-a-Box

For over ten years, Ballet-in-a-Box has introduced children to ballet through original stories using social themes to promote health, wellness, and positivity. Educators report that Ballet-in-a-Box reinforces confidence and self-esteem in their students. Last year, the Ballet-in-a-Box “Superhero” dancers performed in 18 schools.
THE BENEFITS OF SPONSORSHIP

2017–18 PERFORMANCE SPONSORSHIP INCLUDES:

• Corporate logo on all printed material, media placements, social media, email correspondence, Milwaukee Ballet’s award-winning website, and as a lighted gobo on Marcus Center proscenium.

• Personal thank you announcement from the stage at start of each show.

• Customizable VIP experiences.

NUTCRACKER TEA SPONSORSHIP INCLUDES:

• 10 tickets to the Nutcracker Tea.

• Logo placement on the print invitation, sent to 3,000 households.

BEAUTY AND THE BEAST – THE BALL SPONSORSHIP INCLUDES:

• Table for 8-10 people.

• Corporate logo placement at the event and in mailings for the most anticipated Ball of the year.

COMMUNITY ENGAGEMENT SPONSORSHIP INCLUDES:

• Corporate name or logo in all community engagement promotional materials and press releases.

• A community performance featured as “Hosted By” with select opportunities for volunteer experiences.

• Personal thank you announcement from the stage at start of each show.

We can also customize experiences for your company and your clients. Below are a few examples of the offerings we can design for you.

$2,500 – UNIQUE VIP EXPERIENCES

Four VIP seats in the orchestra pit where you will not only hear every note but witness the interconnectivity between music and dance. Pre-show introduction and post-show drink with an orchestra member backstage.

$5,000 – LARGE GROUP VIP EXPERIENCES

In-studio rehearsal viewing for up to 20 people, a private reception with artistic staff, personal gifts for your guests, and the opportunity to tour the costume shop.

$10,000 – CONNECT YOUR CLIENTS TO A VIP EXPERIENCE

Opportunity for an on-site ballet performance at the setting of your choice by the MBII dancers.

NUTCRACKER TEA SPONSORSHIP INCLUDES:

• 10 tickets to the Nutcracker Tea.

• Logo placement on the print invitation, sent to 3,000 households.

BEAUTY AND THE BEAST – THE BALL SPONSORSHIP INCLUDES:

• Table for 8-10 people.

• Corporate logo placement at the event and in mailings for the most anticipated Ball of the year.

COMMUNITY ENGAGEMENT SPONSORSHIP INCLUDES:

• Corporate name or logo in all community engagement promotional materials and press releases.

• A community performance featured as “Hosted By” with select opportunities for volunteer experiences.

• Personal thank you announcement from the stage at start of each show.

We can also customize experiences for your company and your clients. Below are a few examples of the offerings we can design for you.

$2,500 – UNIQUE VIP EXPERIENCES

Four VIP seats in the orchestra pit where you will not only hear every note but witness the interconnectivity between music and dance. Pre-show introduction and post-show drink with an orchestra member backstage.

$5,000 – LARGE GROUP VIP EXPERIENCES

In-studio rehearsal viewing for up to 20 people, a private reception with artistic staff, personal gifts for your guests, and the opportunity to tour the costume shop.

$10,000 – CONNECT YOUR CLIENTS TO A VIP EXPERIENCE

Opportunity for an on-site ballet performance at the setting of your choice by the MBII dancers.
THANK YOU

CONTACT US:
Carl Lockrem
Development Director
414-902-2129
clockrem@milwaukeeballet.org

Milwaukee Ballet
Development Department
504 W. National Ave
Milwaukee, WI 53204