

# MorDance Moves Yonkers



## Levels of Support

2024 Season

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# MD



Join us on an exhilarating journey of brand visibility and community engagement with MorDance. After just one month of being located in Yonkers, we have already been honored by local elected officials and welcomed hundreds into our studios for open rehearsals with our team of acclaimed professional dancers. In addition, our dynamic presence on Instagram has reached over 5,506 accounts in the last 14 days alone, showcasing our rapid expansion and growing influence. As a sponsor, you'll have the unparalleled opportunity to align your brand with our prestigious ballet company and captivate diverse audiences across both digital and in-person platforms. With each sponsorship benefit, from prominent logo placement to VIP hospitality, your brand will shine brightly and connect with thousands of potential customers who share our passion for the arts. Don't miss out on this electrifying chance to elevate your brand's visibility and impact with MorDance.

## Opportunities for Visibility

### **Spring Performance**

Spring Yonkers Season 600 attendees

Spring NYC Season 600 attendees

Age range 12-65+ with median age range 25-34

### **Free Summer Festival Performances**

Anticipated three festivals

2,000 attendees per festival

### **Monthly Members and Special Events**

200-250 attendees

### **Instagram**

3,363 Total followers with 5.1% growth over last 30 days

5,506 Accounts reached in last 14 days

### **Website Traffic**

554 Total website visits and 799 sessions in last 28 days

314 Direct and 219 Organic



# Principal Sponsor

Title Sponsor

\$15,000 and above

## Benefits:

**Exclusive Title Sponsorship:** Be recognized as our Principal Sponsor with unparalleled prominence, showcasing your commitment to the arts as the leading supporter of MorDance.

**Prime Brand Exposure:** Enjoy the highest level of visibility with prominent logo placement on all promotional materials, including posters, postcards, and our website, ensuring unparalleled brand exposure to our diverse audience.

**Media Magnification:** Gain exclusive recognition as the primary sponsor in all press releases and media coverage, amplifying your brand's prestige and association with our esteemed ballet company.

**Performance Prestige:** Secure naming rights for a performance series, elevating your brand's presence with a prestigious association, such as "[Your Company's Name] Performance Series," and cementing your legacy as a visionary patron of the arts.

**VIP Hospitality:** Receive unparalleled VIP treatment with 10 complimentary premium tickets for all performances runs, providing exclusive hospitality experiences for your esteemed guests.

**Branded Print Materials Presence:** Showcase your company with a full page ad on playbills distributed during performances, ensuring pervasive brand visibility and recognition among our audience.

**Intimate Networking:** Host a private VIP event with the artistic director, dancers, and patrons, fostering invaluable connections and strengthening brand relationships in an exclusive setting.

**On-Stage Ovation:** Enjoy the ultimate recognition with prominent on-stage acknowledgment before every performance, ensuring heightened visibility and brand appreciation among our captivated audience.

**Exclusive Access:** Gain privileged entry to all rehearsals and seasonal open rehearsals for sponsors and patrons, providing unique insights into our creative process and fostering deeper engagement with your brand.

**Digital Dominance:** Receive 5 exclusive social media mentions and 5 tagged posts highlighting your sponsorship, extending your brand's reach and engagement across our digital platforms, and solidifying your position as a visionary leader in supporting the arts.



# Soloist

\$10,000

## Benefits:

**Premiere Sponsorship:** Be recognized as one of our Soloist Sponsor with unparalleled prominence, showcasing your commitment to the arts as a leading supporter of MorDance.

**Prime Brand Exposure:** Enjoy a high level of visibility with prominent logo placement on all promotional materials, including posters, postcards, and our website, ensuring unparalleled brand exposure to our diverse audience.

**Media Magnification:** Gain recognition as a sponsor in select media coverage, amplifying your brand's prestige and association with our esteemed ballet company.

**VIP Hospitality:** Receive unparalleled VIP treatment with 10 complimentary premium tickets for select performances runs, providing exclusive hospitality experiences for your esteemed guests.

**Branded Print Materials Presence:** Showcase your company with a 1/2 page ad on playbills distributed during performances, ensuring pervasive brand visibility and recognition among our audience.

**On-Stage Ovation:** Enjoy the ultimate recognition with prominent on-stage acknowledgment before every performance, ensuring heightened visibility and brand appreciation among our captivated audience.

**Exclusive Access:** Gain privileged entry to all rehearsals and seasonal open rehearsals for sponsors and patrons, providing unique insights into our creative process and fostering deeper engagement with your brand.

**Digital Dominance:** Receive 3 exclusive social media mentions and 3 tagged posts highlighting your sponsorship, extending your brand's reach and engagement across our digital platforms, and solidifying your position as a visionary leader in supporting the arts.



# Corps Sponsor

\$5,000

## Benefits:

**Premiere Sponsorship:** Be recognized as one of our Corps Sponsor with prominence, showcasing your commitment to the arts as a supporter of MorDance.

**Prime Brand Exposure:** Enjoy visibility with logo placement on season posters and our website, ensuring unparalleled brand exposure to our diverse audience.

**VIP Hospitality:** Receive unparalleled VIP treatment with 5 complimentary premium tickets for select performances runs, providing exclusive hospitality experiences for your esteemed guests.

**Branded Print Materials Presence:** Showcase your company with a 1/4 page ad on playbills distributed during performances, ensuring pervasive brand visibility and recognition among our audience.

**Exclusive Access:** Gain privileged entry to seasonal open rehearsals for sponsors and patrons, providing unique insights into our creative process and fostering deeper engagement with your brand.

**Digital Dominance:** Receive 2 exclusive social media mentions and 2 tagged posts highlighting your sponsorship, extending your brand's reach and engagement across our digital platforms, and solidifying your position as a visionary leader in supporting the arts.

"...every once in awhile you come across a program by an emerging company which is not only good, but which demonstrates convincingly that that small company has already graduated to "Big-Time" status.

This is the case with MorDance, a New York-based, female-run, and ballet-oriented company founded by dancer and choreographer Morgan McEwen in 2013. Its New York season, scheduled for two nights last week at Symphony Space on the Upper West Side, was, to put it mildly, a knockout."

-Jerry Hochman, *Critical Dance*

"equipped with essential tools: an eye for shaping the arc of a dance as carefully as the transitions and details within it."

-Siobhan Burke, *The New York Times*

"...stayed true to classical roots while smoothly blending contemporary form."

- Layla Mcoran, *The Examiner*



In The Press

# How Your Sponsorship Makes An Impact



At MorDance, we don't just view sponsorships as financial contributions; we see them as the lifeblood of creativity, community, and shared prosperity. When you join us as a sponsor, you're embarking on a journey where your investment becomes the cornerstone of friendship and the heart of our vibrant artistic community. Together, we'll craft sponsorships tailored to your unique needs and aspirations, ensuring your support goes beyond the stage.

Your partnership empowers us to create world-class ballet and art, opening the doors to our artistic experiences for a broader community. It's the spark that ignites our artists' creativity on stage, and it's the driving force behind our transformative outreach programs with under-resourced youth. But that's not all; when you support MorDance, you're not just contributing to the arts. You're actively shaping the growth and economic well-being of Yonkers, a city brimming with potential.

We're dedicated to cultivating an arts and culture scene in Yonkers, filling a void for the performing arts in Westchester County. Your partnership isn't just about supporting us; it's about driving tourism, stimulating the local economy, and positioning Yonkers as a thriving cultural hub. Moreover, it's about inspiring change—a catalyst for civic engagement, social responsibility, and environmental stewardship. With MorDance, you're not merely investing in the arts; you're shaping a better world through the transformative power of art. Join us in this journey of creative evolution, community growth, and a shared future filled with prosperity and positive change.

# About

MorDance is a trailblazing, women-led ballet company striving to innovate, elevate, and diversify the ballet landscape to convey a true reflection of our contemporary world. Over the past decade, we have embodied our mission to break free of ballet's historically homogenous structures by creating groundbreaking original works, centering underrepresented voices and narratives, and leading workshops for thousands of students in under-resourced communities across New York City. With a firm belief that world-class ballet should be available to audiences of all backgrounds, we work to break down barriers and inequalities in ballet to cultivate empowered environments for artistic expression.

Over ten seasons, MorDance has produced and staged over twenty original ballets at prominent New York venues including Battery Dance Festival, Symphony Space, Aaron Davis Hall, Gerald Lynch Theater, and Baryshnikov Arts Center. MorDance has held residencies at the Silo at Kirkland Farm, Mana Contemporary, Kaatsbaan Upstream, and Vineyard Art Projects; and was named resident dance company of the Sheen Center in 2016.

Our work continues to epitomize the breadth of our commitment to furthering accessibility, diversity, and creativity in the field of ballet. MorDance's repertoire will continue to transform themes of activism and humanity into captivating movement as we strive to inspire audiences to embrace more civic engagement, empathy, and social responsibility.

"Based on those pieces I've seen, McEwen doesn't choreograph to music for the sake of choreographing to music. While her dances may, and usually do, amplify whatever score is being used, they're more than efforts to visualize it. Her choreography usually has an apparent purpose beyond that, one that she often makes quite clear even before the dance begins. She's not on a crusade as much as she's fulfilling a sense of mission."

-Jerry Hochman, Critical Dance

