

Chair-ish Your Brand

Sponsor a Chair

Gain a Lifetime of Visibility in support of the Arts



Sponsor A Seat
The Best Seat In The House
Has Your Name On It!



Elevate your brand and secure unparalleled visibility in our rapidly growing community. As we fill an unmet need for the performing arts in Yonkers, our audience is swiftly expanding, offering sponsors like you an incredible opportunity for exposure. By sponsoring a chair, your brand will enjoy a lifetime of visibility through chair plaques prominently displayed on each of our chairs. Your brand will be front and center at every performance and event, leaving a lasting impression. Join us in supporting the arts and maximizing your brand's reach with MorDance today!





Sponsorship Details:

Significance of Chair Sponsorship:

Sponsoring a chair for the ballet company is a commitment to supporting the arts and fostering community engagement, aligning with MorDance's mission of accessibility and excellence.

Benefits and Recognition:

Sponsors receive prominent recognition during all MorDance events and at our studio/performance space, along with dedicated social media shout-outs.

Recognition and Visibility:

Logo Placement:

Sponsors enjoy logo placement and verbiage on the back of each chair, providing a lifetime of visibility for their brand.

Social Media Exposure:

MorDance showcases sponsors through dedicated social media shout-outs, expanding brand visibility to thousands of followers.

Exposure and Visibility:

By sponsoring a chair, partners gain exposure to diverse audiences, amplifying their brand's presence within the community.



Impact:

Direct Support:

Contributions from chair sponsors bolster MorDance's performances, outreach programs, and artist development initiatives.

Community Impact:

Sponsoring a chair benefits both MorDance and the local community, fostering cultural enrichment, youth engagement, and accessibility to the arts.



Next Steps:

To sponsor a chair please reach out to Mary-Louise at marylouise@mordance.org.

Single Chair Sponsorship = \$150

Five Chair Sponsorship = \$700

Additional Information:

Plaque Specs:

- Size 2inx4in
- Option for larger font on top line
- Max 5 lines
- Max 50 characters including spaces

Performances: Our performance seasons typically draw 600-800 attendees, with plans for rapid expansion in 2025.

Audience Demographics: Our audience spans ages 12 to 65+, with a median age range of 25-34.

Social Media Reach: With 3,373 followers and growing, our Instagram engagement reaches over 5,500 accounts in just 14 days.

Thank you for considering sponsorship with MorDance. Your support is crucial in sustaining our artistic endeavors and fostering community engagement. Together, let's continue to elevate the arts, unite communities, and inspire audiences across.

"...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

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

