

KESHET CORPORATE FANS

# BECOME A SPONSOR AND SUPPORTER!

YOUR PARTNERSHIP  
CHAMPIONS THE ARTS  
GROWS YOUR BRAND &  
SUPPORTS CREATIVITY  
& COMMUNITY!



*Photo Credit Pat Berrett  
unless otherwise noted*

 **keshet**  
dance company & center for the arts  
[KeshetArts.org](http://KeshetArts.org)  
505.269.4775

# BECOME A KESHET CORPORATE FAN!

Connect your business with thousands of engaged community members through one of Albuquerque's most dynamic nonprofit dance arts organizations.



As a Keshet Corporate Fan, your business gains year-round visibility with audiences who value local businesses, the arts, dance, creativity, education, and community. Your partnership helps bring inspiring performances and exceptional art experiences to Keshet's theatre!

As a Corporate Fan sponsor, your business is linked and co-branded in a positive way with a long-standing nonprofit in Albuquerque. Whether your goal is to build brand awareness, strengthen and demonstrate your company's commitment to the community, or engage your employees and customers in local arts experiences, our Corporate Fans sponsorship offers a meaningful way to market your company.



## WHY BECOME A KESHET CORPORATE FAN?

- ♦ Reach thousands of engaged audience members, families and their students, professionals, arts supporters, educators, and community leaders throughout the year.
- ♦ Increase visibility through performances, playbills, and digital marketing opportunities through email subscribers and social media audiences of Keshet.
- ♦ Enjoy using your sponsorship tickets to invite customers and employees to unforgettable performances that inspire, connect, and create memorable shared experiences.
- ♦ Demonstrate your commitment to and support for Albuquerque's unique arts & cultural economy.
- ♦ Align your brand with a nonprofit arts organization who has a 30+ year history of being community-focused and provides first-rate performances and experiences.
- ♦ Embrace studies revealing that dance uniquely merges physical, cognitive, and emotional stimulation, while watching dance directly stimulates the brain's mirror neurons, resulting in reduced anxiety, an immediate mood boost, and a deeper sense of empathy, connection, and psychological well-being. Hence, your involvement with Keshet—from our classes to the stage to the audience—is beneficial for you, your organization and our community!

# WHAT DOES YOUR CORPORATE FAN SPONSORSHIP SUPPORT?



Your sponsorship helps Keshet bring high-quality, professional level dance performances to all. Through sliding scale ticketing, classes, and performance opportunities, Keshet ensures accessibility to dance and the arts are low cost or no cost. Thank you for supporting access to the arts and ensuring joy and creativity are available to every body.

## CORPORATE FAN SPONSORSHIP AVAILABLE BY YEAR OR SEASON

Sponsorships are offered at a range of prices as well as the option to commit to one production season or a full calendar year. **Keshet's Fall/Winter season runs September through February and the Spring/Summer season runs March through August.** Each season includes at least three major productions and ongoing educational programming and events at Keshet Center for the Arts!



Photo Credit François Achan



# CORPORATE FAN LEVELS & BENEFITS

| BENEFITS                                                                                                                                          | <b>GROUPIE</b><br>\$250/season<br>\$500/year | <b>ROADIE</b><br>\$500/season<br>\$1,000/year | <b>WITH THE BAND</b><br>\$1,250/season<br>\$2,500/year | <b>ROCK STAR</b><br>\$2,500/season<br>\$5,000/year | <b>HALL OF FAME</b><br>\$5,000/season<br>\$10,000/year |
|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------------------------------------------|--------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------|
| Tickets to performances during the season/year                                                                                                    | 4 or 8                                       | 6 or 12                                       | 8 or 16                                                | 10 or 20                                           | 20 or 40                                               |
| Recognition on Keshet's website and lobby for 6 mo. (season) or 12 mo. (full year)                                                                | ✓                                            | ✓                                             | ✓                                                      | ✓                                                  | ✓                                                      |
| Recognition in performance specific e-newsletters (5,000+ subscribers)                                                                            | ✓                                            | ✓                                             | ✓                                                      | ✓                                                  | ✓                                                      |
| Recognition from the stage during curtain speeches for all performances per season/year                                                           | ✓                                            | ✓                                             | ✓                                                      | ✓                                                  | ✓                                                      |
| Text listing in season playbill distributed to about 2,000/4,000 attendees per season/year                                                        | ✓                                            | ✓                                             | ✓                                                      | ✓                                                  | ✓                                                      |
| Ad in season playbill, distributed to approx. 2,000/4,000 audience members per season/year                                                        |                                              | 1/8 page                                      | 1/4 page                                               | 1/2 page                                           | full page                                              |
| Special feature on Keshet's active social media channels 1x as a season sponsor and 2x for full calendar year sponsors                            |                                              |                                               | ✓                                                      | ✓                                                  | ✓                                                      |
| Logo in season playbill distributed to approx 2,000/4,000 audience members per season/year                                                        |                                              |                                               | ✓                                                      | ✓                                                  | ✓                                                      |
| Recognition on Keshet's Lobby Class Schedule (large TV mounted in lobby, daily rotating slides)                                                   |                                              |                                               |                                                        | ✓                                                  | ✓                                                      |
| Tabling at Keshet Center for the Arts during a performance of the Winter Concert and/or Spring Concert series - within the sponsored season/s     |                                              |                                               |                                                        | ✓                                                  | ✓                                                      |
| *Full year sponsors can opt in for special reception & chat with dancers at a mutually agreed upon performance date/time for your team of up to 8 |                                              |                                               |                                                        |                                                    | ✓                                                      |



# PLAYBILL AD SPECS

Corporate Sponsorship of Keshet's Seasons includes stunning ad space in our playbills. Specifications and pricing are listed below.

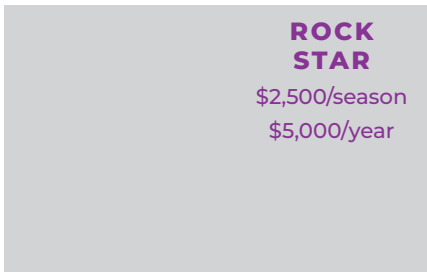
## ALL ADS MUST BE SUBMITTED *PRINT READY*.

Ads must be formatted as .pdf or .jpg. Provide your file at the exact size it will print. Bleeds are only available for full page ads.



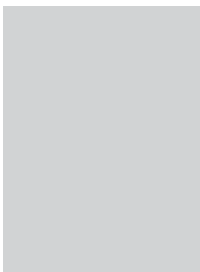
**HALL OF FAME**  
\$5,000/season  
\$10,000/year

**FULL PAGE**  
8.5"w x 11'h'  
Bleed Size:  
8.625"w x 11.25"h



**ROCK STAR**  
\$2,500/season  
\$5,000/year

**1/2 PAGE**  
7.5"w x 4.75"h



**WITH THE BAND**  
\$1,250/season  
\$2,500/year

**1/4 PAGE**  
3.5"w x 4.75"h



**ROADIE**  
\$500/season  
\$1,000/year

**1/8 PAGE**  
3.5"w x 2.125"h

# SPONSORSHIP FORM

## CONTACT INFORMATION

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Recognition Name (if different than above) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Corporate Fan Level Per **Calendar Year**:

- ☐ Groupie (\$500)
- ☐ Roadie (\$1,000)
- ☐ With the Band (\$2,500)
- ☐ Rock Star (\$5,000)
- ☐ Hall of Fame (\$10,000)

### Corporate Fan Level Per **Season**:

#### Select **Season**:

- ☐ Fall/Winter ☐ Spring/Summer

#### Select **Level**:

- ☐ Groupie (\$250)
- ☐ Roadie (\$500)
- ☐ With the Band (\$1,250)
- ☐ Rock Star (\$2,500)
- ☐ Hall of Fame (\$5,000)

**FALL/WINTER SEASON RUNS SEPTEMBER-FEBRUARY. SPRING/SUMMER SEASON RUNS MARCH-AUGUST.**

*Interested in additional ad space? Add-ons are available upon request.*

## PAYMENT DETAILS

**Thank you for supporting Keshet Dance Company & Center for the Arts!**

### PAYMENT METHOD

☐ Check ☐ Credit Card ☐ Send Invoice ☐ Online at **KeshetArts.org/CorporateFans**

☐ Payment Plan (we will contact you for details)

**Total: \$** \_\_\_\_\_

Credit card number \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

Name on card \_\_\_\_\_

☐ **I authorized the credit card to be charged the amount indicated on this form.**

X \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### MAIL CHECKS TO:

Keshet Dance Company & Center for the Arts  
4121 Cutler Ave NE, Albuquerque, NM 87110

### HAVE A QUESTION?

E: [Advancement@KeshetArts.org](mailto:Advancement@KeshetArts.org)  
P: 505.269.4775



# ABOUT KESHET

Housed at the Keshet Center for the Arts in midtown Albuquerque, New Mexico, the heart of our organization is Keshet Dance Company, a core group of professional contemporary dance artists, who creatively feed and are fed by three intersecting program areas:

- **EDUCATION AND ENGAGEMENT**,  
encompassing classes and performances for all ages and abilities
- **IDEAS AND INNOVATION COMMUNITY**,  
a business resource center and residency-based makerspace for arts entrepreneurs
- **ARTS AND JUSTICE INITIATIVES**,  
dance programming within juvenile prisons, field-wide data and research collaborations, systems-change policy advocacy, and community connectivity



## MISSION

Rooted in dance, mentorship, and a welcoming space for the arts, Keshet activates community and fosters unlimited possibilities through education, engagement, innovation, and the pursuit of justice.

## VISION

To celebrate the art of dance and be a welcoming home for the intersection of the arts, artists, and audience; actuating a flourishing environment for empowered individuals, nurtured communities, and sustained equity.