



BALLET WESTERN RESERVE

Northeast Ohio's Premier Ballet Academy

August 1, 2023

Dear Mahoning Valley Arts Supporter,

On behalf of the Board of Directors of Ballet Western Reserve, I am writing to request sponsorship in support of underwriting expenses for our upcoming December 2023 holiday production of the classical version of Tchaikovsky's *The Nutcracker*.

About BWR:

For over 60 years, Ballet Western Reserve, Inc. has served as the premier non-profit ballet academy in Youngstown, Ohio. Founded in 1962 and incorporated in 1981, the organization has evolved from a boutique school to a broad-based, inclusive institution offering both pre-professional and recreational dance training.

BWR has long prioritized teaching movement fundamentals over performance competitions and boasts a strong focus on dance pedagogy. This allows BWR to maintain a traditional academy experience for our dancers and their families, absent extraneous competition fees and costume purchases, with a primary goal of education and technical proficiency. Unique to Northeastern Ohio, BWR also houses an elite pre-professional performance company whose training trajectory incorporates the rigors of the preparations needed to pursue a career in dance.

The training culminates in numerous performance and community service opportunities for our students. In addition to *The Nutcracker*, BWR will stage a mid-winter production and our annual Spring Gala. These productions feature both our performance company and our enrolled dancers, providing all students an opportunity to grace the stage in an array of styles. Active in the community, BWR is regularly invited to collaborate with local institutions to create dance projects and films, allowing students to expand their performance and volunteer experiences from the shelter of the stage to broader ties of community service.

The Nutcracker:

This year's fall production, a classical staging of *The Nutcracker* at the DeYor Performing Arts Center, is the centerpiece of our performance season. We will present three shows during the first weekend of December 2023 – public performances on Saturday evening, December 2, and Sunday afternoon, December 3, as well as a special student show on Friday morning, the 1st, with a focus on including inner-city schools in Youngstown and Warren, at little or no cost to the attendees. Indeed, because of the generous support of our donors, we traditionally provide roughly 1000 free tickets to these schools every year to bring the classical arts directly to underserved populations, who would otherwise have limited access to these essential extracurricular opportunities.

We are thrilled to again collaborate with the Youngstown Symphony Orchestra, who will accompany our production, playing the full, classic Tchaikovsky score during each public performance. To stimulate ticket sales, BWR will deploy a broad public relations initiative to market the show as a live, majestic, professional-level production of the holiday classic. This production will surely be a great, family-friendly holiday event for the entire Mahoning Valley.

How can you help?

The estimated cost to produce three performances of this classical *Nutcracker* is approximately \$65,000. This cost includes the venue, orchestra, all tech (e.g., lighting, sound, special effects), costumes, guest artists, stagehands, scenery, backdrops and other props, additional staff rehearsal time, boutique and other incidental expenses.

Between ticket sales and sponsorships, our goal is to generate between \$90-95,000, a number that will be difficult to achieve but is consistent with our previous classic productions of this ballet. We need to net \$50,000 from this production in order to operate. Generous sponsorship from you and other community members will significantly help us achieve our goal.

I am available to answer any questions or concerns you may have. Please feel free to reach out to me anytime.

I appreciate your consideration.

Sincerely,

Danielle Perrotta, Executive and Artistic Director



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