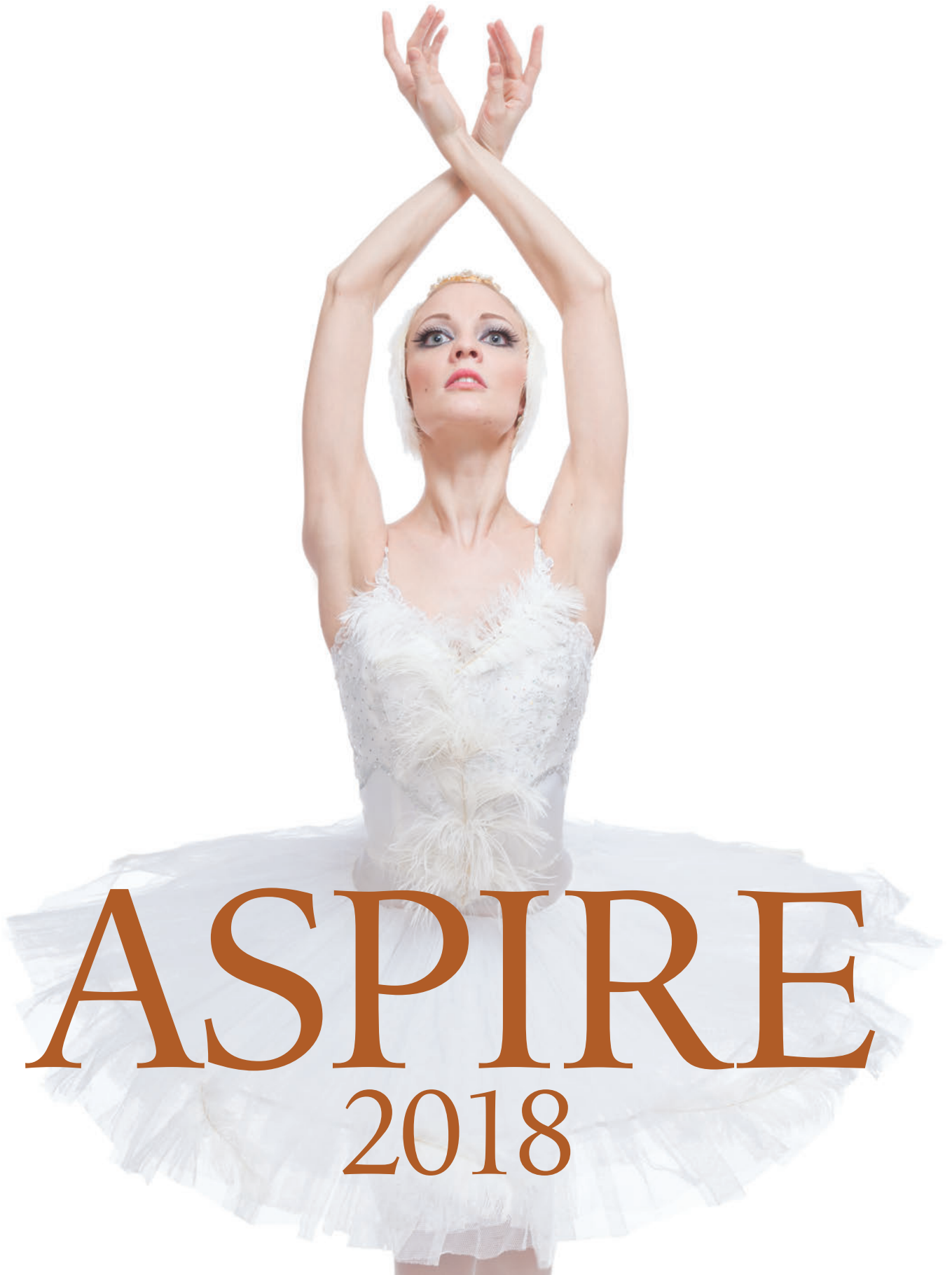


DANCE ALIVE

NATIONAL BALLET



ASPIRE

2018

BOARD OF TRUSTEES

EXECUTIVE BOARD

President

Gary Ascani

Vice President

James Roberts

Treasurer

Weaver Gaines

Secretary

Howard Noble, Jr.

Executive Artistic Director

Kim Tuttle

Past President

Bryan da Frota

TRUSTEES

Patti Breedlove

Susan Davenport

Jennifer Greer

Mary J. Kelly

Lucinda Lavelli

Derek Lyons

Kevin Monroe

Ward Scott

Justine Vaughan

Historian

Colleen Rand

ARTISTIC & ADMINISTRATIVE PRINCIPALS

Executive Artistic Director

Kim Tuttle

Resident Choreographer

Director Grants/Education

Judy Skinner

Director of Development

Linda Rocha

Dear Alachua County citizens,

It is a monumental success for any business to celebrate 50 years of service. Rarely is such an accomplishment achieved in the Arts Industry. One such exception is Gainesville's magnificent Dance Alive National Ballet, an organization that has the distinction of being among only a handful of professional ballet companies in the United States that reside in a community the size of Gainesville, FL. Founded in 1966, DANB will celebrate its Golden Anniversary in March 2016.

The first 50 years of Dance Alive National Ballet have allowed us to become a nationally acclaimed touring company. In the next 50 years Dance Alive National Ballet will become a national treasure that attracts applicants and scholars, industry professionals and national corporate partners. Dance Alive National Ballet will be just as synonymous with the state of Florida as any industry, corporation or institute of higher learning that one thinks about when they think about our great state.

DANB will expand its touring program around the globe as the appointed 'Arts Ambassadors for the City of Gainesville', home of the University of Florida, Santa Fe College, and the Sid Martin Bio Tech Incubator, standard bearers for the state of Florida. We will help our community prosper financially through our cultural attraction, and help our children become well-educated, well-rounded, and set for a bright and beautiful future through our enormously successful and highly awarded educational program. DANB has consistently created lasting works of great beauty and interest that attract all ages and types, and it will continue to be this fertile center for art

Like most arts organizations, maintaining financial viability is an everyday challenge. The challenge is daunting but exciting. Ticket sales and private grants alone do not cover all the cost. We must actively seek corporate and private sponsorships for our performances, ask for personal donations and search for philanthropy wherever it exists in the area. Gainesville is home to hundreds of non-profit organizations and donors rightly expect their contributions to have a great impact.

For us, it's simple to describe the return on investment for our sponsors. DANB is more than an upper-tier performance company in the world of ballet. We are also an Arts Outreach Organization that educates, informs and entertains through developing and implementing school and other programs that serve disadvantaged youths, the elderly, handicapped and other at-risk persons.

Our fifty year milestone provides DANB with extraordinary opportunities to connect with new and current patrons, sponsors and our community in general. One of our enduring goals as an organization is to ensure sustainability and continuity as we bring the art of ballet to all citizens. Please participate with us through your financial contribution and watch as we do our part to grow and enhance the quality of life you have come to expect in Gainesville.

Sincerely,



Gary Ascani

President of the Board of Trustees



WHO WE ARE

DANCE ALIVE NATIONAL BALLET MISSION STATEMENT

DANB aspires to enrich humanity by sustaining a professional ballet company of the highest caliber which strives for excellence in the fields of artistic creativity, performance, education and community leadership.

Dance Alive National Ballet, Gainesville's own professional ballet company, features an international roster of award winning dancers. Elegant and exciting, they are at the heart of the company's undeniable success. DANB's repertoire ranges from the quintessential classic Nutcracker to the cutting-edge movement of contemporary ballet. Throughout this choreographic tapestry are woven the ballets of **Executive Artistic Director Kim Tuttle** and **Choreographer-in-Residence Judy Skinner** whose distinctive artistic styles brand the company. Entertaining and insightful, provocative and joyous, this creative aesthetic is at the heart of the Company.

ACCOMPLISHMENTS

- » Selected to the State of Florida Touring Roster a record 40 years consecutively
- » Toured 17 states, 41 Florida counties, Costa Rica, Brazil, Russia and Bulgaria.
- » Ranked as the number one company in their category in the state of Florida for several years in both general and educational programming.
- » Presents regular programming at the Curtis M. Phillips Center for the Performing Arts in Gainesville, FL.
- » Collaborated with 6 Olympian/artists creating works performed at home and on tour, including command performances for HSH Prince Albert II of Monaco.
- » Regularly presents 'Lady Bug: Action Hero!', a classic children's ballet created by Kim Tuttle providing educational outreach for 15 years in over 25 schools throughout Florida and the Southeast.
- » Annually presents 'The Nutcracker', performing 50 years with over 200 touring performances and 30 school programs in the Continental United States.
- » Developed Artistic Collaborations with the University of Florida Symphony Orchestra and UF Concert Choir, Hippodrome theatre, Cade Museum, Holy Trinity Church, Gainesville Civic Chorus, UF College of the Arts and numerous musicians, actors, poets and visual artists.



THE ARTS MEANS BUSINESS!



“Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value. They foster beauty, creativity, originality and vitality. The arts inspire us, sooth us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy.”

Robert L. Lynch, President and CEO of American for the Arts

\$2.8
Million

THAT IS THE ECONOMIC IMPACT OF DANB to ALACHUA COUNTY according to the 'Americans for the Arts', the nation's leading nonprofit organization for advancing the arts in America. The most comprehensive study of its kind ever conducted, Arts and Economics Prosperity IV, completed in 2012, featured findings on the economic impact of the nonprofit arts and culture industry. The study include 182 study regions in 50 states and the District of Columbia.

Alachua County was one of the 182.

Economic impact of the arts and culture industry in Alachua County:

- » Arts and economic Prosperity IV provides compelling evidence that the nonprofit arts and culture are a significant industry in Alachua County – one that generates \$85.5 million in total economic activities.
- » This spending - \$32.3 million by nonprofit arts and culture organizations and an additional \$53.2 million in event-related spending by their audiences – supports 2,344 full-time equivalent jobs, generates \$49.8 million in household income to local residents, and delivers \$8.3 million in local and state government revenue.
- » This economic study sends a strong signal that when we support the arts, we not only enhance our quality of life but we also invest in Alachua County's well-being.

TOTAL Economic Impact of the Nonprofit Arts and Culture Industry in Alachua County (Spending by Nonprofit Arts and Culture Organizations and Their Audiences).

*Pop.= 100,000-249,999	Alachua County	Median of Similar Regions	National Median
Direct Expenditures	\$85,491,538	\$23,879,203	\$49,081,279
Full-Time Equivalent Jobs	2,344	836	1,533
Resident Household Income	\$49,827,000	\$23,879,203	\$35,124,500
Local Government Revenue	\$3,220,000	\$1,227,000	\$1,946,500
State Government Revenue	\$4,042,000	\$1,223,000	\$2,498,000

THE ARTS CREATE TOURISM!

“Many businesses support the arts across the country because they intuitively understand that the arts matter, so it is great to get the facts and a clearer understanding of the links between the arts and economic prosperity.”

Stephen Jordan, Executive Director, Business Civic Leadership Center, U.S. Chamber of Commerce

The study* supports the fact that arts and culture organizations leverage additional event-related spending by their audiences that pumps revenue into the local economy. Communities that draw cultural tourists experience an additional boost of economic activity. Tourism industry research has repeatedly demonstrated that arts tourists stay longer and spend more than the average traveler.

- » 60.1% of Alachua County's non-resident survey respondents reported that the primary reason for their trip was "specifically to attend this art/cultural event".
- » 40.0% of Alachua County's resident cultural attendees report that they would have traveled to a different community in order to attend a similar cultural experience".
- » 47.5% of Alachua County's non-resident cultural attendees said the same.

THESE FIGURES DEMONSTRATE THE ECONOMIC IMPACT OF THE NON-PROFIT ARTS AND CULTURE IN THE PUREST SENSE. IF A COMMUNITY DOES NOT PROVIDE A VARIETY OF ARTISTIC AND CULTURAL EXPERIENCES, IT WILL FAIL TO ATTRACT THE NEW DOLLARS OF CULTURAL TOURISTS. IT WILL ALSO LOSE THE DISCRETIONARY SPENDING OF ITS LOCAL RESIDENTS WHO WILL TRAVEL ELSEWHERE TO EXPERIENCE THE ARTS.

CONCLUSION

The nonprofit arts and culture are an \$85.5 million industry in Alachua County!

DANB is an active contributor to our business community – we are employers, producers and consumers. We are members of the Chamber of Commerce as well as key partners in the marketing and promotion of Gainesville, Alachua County and the State of Florida. Our spending in the community is far-reaching: we pay employees, purchase supplies, contract for services and acquire assets within the community. These actions, in turn, support jobs, create household income and generate revenue to the local and state governments.

*This study used four economic measures to define economic impact: full-time equivalent jobs, resident household income, and local and state government revenues.



Photo by Colleen Rand and Monica Sue Nielson

COMMUNITY INVOLVEMENT

GIVING BACK THROUGH DANCE

According to a recent study conducted by the Florida Division of Arts and Culture, young people who consistently participate in comprehensive, sequential and rigorous arts programs are:

- » 4 times more likely to be recognized for academic achievement
- » 3 times more likely to be elected to class office within their schools
- » 4 times more likely to participate in a math or science fair
- » 3 times more likely to win an award for school attendance

The same study cited that at-risk youth participating in the arts increased ability to communicate effectively, improved ability to work on tasks from start to finish, improved attitude toward school, and decreased frequency of delinquent behavior and court referrals.

DANB OUTREACH AND EDUCATIONAL PROGRAMS



Discover Dance: "The Mainstage Experience"

Students from Alachua and surrounding counties are brought to daytime PROFESSIONAL mainstage productions at reduced or no cost featuring professional dancers, musicians and designers at the Curtis M. Phillips Center as well as selected local theatres. This program has been ongoing since 1986.

- » Discover Dance has served over 10,000 students from public, private and home schools.
- » Multi-disciplinary, grade specific curriculum guides are available online and in hard copy, keyed to Common Core standards.

Dance Partners: "Making Life a Little Bit Better"

Dance Partners is a program that brings live, professional dance at no cost to clients of social service and non-profit agencies in Alachua County, making productions available to those less fortunate. Among those agencies served by Dance Partners are the following:

United Way • Meridian • DCF • Catholic Charities • Veteran Ticket Foundation • Corner Drug Store Interface • ARC • Foster Grandparents • Arbor House • Pace Center for Girls CAP Nurturing Program • Hospice • Florida Career Council • Ronald McDonald House Helping Hands • Center for Independent Living • Children's Medical Services Gainesville HIPPIY/Rainbow Center • Florida Institute for Workforce Innovation Gainesville and Alachua County Housing Authority • Florida Crown Career Service Center

Senior Moments

This well meaning program designed to serve seniors began in 1990 and includes the following:

- » Performances at centers throughout the year & reduced ticket prices to DANB performances
- » Lecture/talks at senior centers
- » Over 15,000 seniors served since 2012.

OUR STORY

Our story is one of devotion, persistence, and immense creativity. Born in the 'Gator Nation' of Gainesville, FL., the present company was always a dream in the heart and soul of the Pofahl family. Founded in 1966 by Mary Ellen Pofahl, and continued through the talents and efforts of daughters Judy Skinner and Kim Tuttle, DANB has become the premier touring company in the Southeastern United States. The process was slow and careful, always with the knowledge that longevity would come through community involvement and appreciation.

So in 1966 the Gainesville Civic Ballet was formed. It offered students and young future professionals the opportunity to hone their skills under superior instruction. The Civic Ballet eventually became involved in the Southeastern Regional Ballet Association, a pre-professional organization, raising the standards of performance and administrative achievement. Next on the list of goals to accomplish was acquiring a booking agent. The company was fortunate to catch the eye of a partner in Siegel Artist Management, and the rest is history.

*Gainesville Civic Ballet changed its name to **DANCE ALIVE NATIONAL BALLET** and began touring the USA, Costa Rica, Brazil, Russia and Bulgaria. Because of its excellence, the company was chosen to be on the State of Florida Touring Roster for 40 years consecutively, the only dance company in the state to attain that distinction. From dancing on a basketball court where lights were hung on hoops to being sponsored in state of the art theatres to performing by invitation for HSH Prince Albert II of Monaco, **DANB** has been on a mission to bring dance to the people. Along with the annual mainstage performances at the Curtis M. Phillips Center for the Performing Arts, DANB has outstanding educational and outreach programs.*

We do it all. And we do it with the help of a supportive community, and a wealth of extraordinary artists of all genres who contribute their enormous talents in exciting and innovative collaborations.

50 years of Nutcrackers – 50 years of artistic creations – 50 years of children learning to appreciate dance – 50 years of enriching the community - 50 years of blood, sweat and tears.

HERE'S TO 50 MORE!

WHAT COMMUNITY LEADERS ARE SAYING

The arts contribute mightily to the creative passion that drives the Gainesville community, and for more than 50 years the Dance Alive National ballet has distinguished itself by showcasing outstanding, high caliber talent and breathtaking performances.

Ed Braddy- Mayor, City of Gainesville

Having Dance Alive National Ballet, a nationally recognized ballet company, call Gainesville, Florida their home is a tremendous asset for our regional business community as well as all residents in North Central Florida. The caliber of talent this group brings to the region directly contributes to our highly regarded quality of life. In greater Gainesville we value and nurture the arts as part of our "innovation" economy and nothing represents this more than Dance Alive National Ballet.

Susan Davenport- Vice-President, Economic Development,
Gainesville Chamber Of Commerce

Dance Alive National Ballet is Alachua County's premier, professional ballet company. Dance Alive brings top tier dance to Gainesville providing performances that rival those of cities 10X or 20X our size. Arts are a major driver of life creating outsized economic impact. For over two decades I've been proud to be associated with and a fervent supporter of Dance Alive!

Nathan Collier- Founder, the Collier Companies

Dance Alive is a jewel for our community. The company drives artistic and cultural development in Gainesville while serving as an ambassador of our community to the world.

Bryan da Frota- CEO, Prioria Robotics

What a bargain of joy!! Every dollar we have ever contributed has come back in multitudes. Dance Alive is a gift to our community that we can all be proud of. We have supported Dance Alive for over 50 years and hope to continue.

Barbara and Phil Emmer- Community leaders

The arts reflect the dynamism and vision of a city. For 50 years Dance Alive National Ballet has shared in shaping that scene in Gainesville through its performances, international artists, collaborations and workshops. Through its national and international touring it has raised the recognition of this city and its quality of life.

Lucinda Lavelli- Dean, College of the Arts, University of Florida

When you live in a college town, especially one that houses a recognized research university and top community college, you do expect a quality of arts to enjoy. Unless that college town is part of a major metropolitan area, you don't expect to see nationally recognized arts at the professional level akin to New York City or Boston. Yet that is the crown jewel we enjoy here in Greater Gainesville. Dance Alive is a jewel worth treasuring and enjoying. Bravo!

Rose Fagler- Manager Community Relations Florida, Plum Creek

CORPORATE BENEFITS

The ASPIRE 2018 campaign is a 3 year corporate fund-raising initiative created by The Board of Trustees to ensure the growth and future of Dance Alive National Ballet. With an immutable belief that the arts are an indispensable and integral part of our lives, we aspire to create the highest level of art and dance education for all citizens. We ask for your support in this worthy effort.

Our greatest tangible benefit we can give you are tickets to performances for your selected recipients. The intangible benefits are priceless, and key values of community leaders and corporate sponsors:

PUBLICITY • CORPORATE PARTNERSHIP
COMMUNITY STEWARDSHIP • SUPPORT FOR YOUTH & EDUCATION

ANNUAL SPONSOR BENEFITS

ANGEL \$25,000	30 flex tickets plus package
STAR \$10,000	24 flex tickets plus package
PRIMA \$5000	16 flex tickets plus package
PRINCIPAL \$2500	8 flex tickets plus package
SOLOIST \$1000	4 flex tickets plus package
GUEST ARTIST \$500	2 flex tickets plus partial package*
CORPS DE BALLET \$250	partial package*

GALA SPONSOR BENEFITS

GALA \$5,000 monetary contribution 1 TABLE for 8 to GALA plus package

CORPORATE PACKAGE

- » Prominently displayed advertising for your company at all sponsored events
- » Acknowledgment at all sponsored shows
- » Logo with link to your website on www.dancealive.org
- » Listing in promotional materials and social media
- » Live stream feed in the lobby of the Phillips Center at all DANB performances
- » Streaming banner on DANB website of donors of \$2500 annually and above
- » Logo in season programs*
- » Listing in "On Point", the DANB newsletter*
- » Thank you letter with tax-deductible contribution information*

ASPIRE 2018 CONTRIBUTION FORM

*This great art gives great breadth to our community.
Continue the growth. Support Dance Alive National Ballet.*

Please choose your level of sponsorship.

ANGEL \$25,000 STAR \$10,000 PRIMA \$5000 PRINCIPAL \$2500
 SOLOIST \$1000 GUEST ARTIST \$500 CORPS DE BALLET \$250 GALA: DONOR \$5,000

My tax-deductible **monetary** contribution for the 2017-18 season is \$ _____

My tax-deductible **monetary** contribution for the GALA is \$ _____

My tax-deductible **in-kind** contribution for the 2017-18 season is valued at \$ _____ for
the following services or products: _____

Flex Tickets may be sent to you directly and/or they can be targeted for the following programs.

- I. **DANCE PARTNERS** – Each \$1000 contributed provides 30 attendee tickets.
- II. **DISCOVERING DANCE** – Each \$1000 provides 100 students to attend a performance.
For info on the above program see **Community Involvement** page.

I WOULD LIKE MY TICKETS TO BE TARGETED AS FOLLOWS:

» Please send _____ number of flex tickets and/or GALA tickets directly to me
at the address below. All flex tickets will be mailed to you by OCTOBER 1 and must be ex-
changed at the Phillips Center no more than 48 hours prior to the performance.

» Please target _____ number of tickets for 'DANCE PARTNERS' for the
following service agency: _____

» Please target _____ number of students for 'DISCOVERING DANCE' for the
following school: _____

COMPANY NAME AS YOU WISH IT TO APPEAR IN ALL COPY:

Contact Person: _____

Email address: _____

Phone: Personal _____ Business _____

Preferred address: _____

City _____ State _____ Zip _____

Check Enclosed _____ Ck.# _____

Card # _____ Visa _____ MC _____ Dis _____ AMEX _____

Exp. Date _____ CID (3 or 4 digits from front or back of card) _____

2017-2018 SEASON PROMOTIONAL DEADLINE is SEPTEMBER 1

Please send your promotional package, logo, your company description and your website info to
linda@dancealive.org or send to Dance Alive National Ballet, 1325 NW 2nd St., Gainesville, FL. 32601

DANB 2017-2018 SEASON MAINSTAGE PRODUCTIONS & GALA EVENT



ASPIRE!

October 26. 7:30PM

A jaw-dropping program based on the IUF1000 course: 'What is the Good Life'. From daily life to our future, we explore moral issues and ethics that will carry us throughout our lives. Contemporary ballets by Judy Skinner depict issues of censorship and belonging. Constellations, a ballet by Kim Tuttle set to music by resident composer Stella Sung with breathtaking images from the Hubble telescope as a backdrop, predicts our future in space. Stellar! This program is produced with support from the University of Florida Provost's Office and UFPA. *Photo of Carla Amancio and Filipe Teixeira by Johnston photography*

THE NUTCRACKER

December 15-17

The all-time family favorite. It's just not the holidays without the Nutcracker! Beautiful costumes, beautiful sets, beautiful dancing. Sheer magic! *Photo of Julia Ponomareva by Monica Sue Nielsen*



L'AMOUR

February 14. 7:30PM

A perfect Valentine's night out for you and your loved one, LOVE is at the heart of this show! We see love in all its wondrous forms as a lonely 'everyman' watches lovers strolling under a moon-filled night, marvels at a marvelous masquerade ball, and finally finds love at a French café. Ah, L'Amour! Dine 'A Deux' before the show in the Fackler Foyer! 6PM, *Photo by Ani Collier*

THE RING

April 7, 7:30PM

Combining forces once again with Conductor Raymond Chobaz and the UF Symphony Orchestra, DANB presents 'The Ring', a world premier by Kim Tuttle set to music by Wagner. The story is one of love and romance, greed and lust for power –and how the ring affects all who come in contact with it. UF prof, guitarist/singer Welson Tremura and Judy Skinner's rowdy ballet 'Rugby' round out the program. Unusual and innovative program for all! *Photo of Yulia Pivotskaya and Sergii Sydorskiy by Johnston Photography*



GALAEVENT

March 3, 7:30PM at the Reitz Union

Featuring the popular 'Dancing with the Stars' showcasing your favorite celebrities and the DANB dancers with fine dining and dancing, this is a night you will never forget. THE event of the season!

SCHOOL SHOW PRODUCTIONS

THE NUTCRACKER,- the classic ballet

LADY BUG: ACTION HERO!- the children's story

All performances held at the Curtis M. Phillips Center for the Performing Arts.