

## QUICK FACTS

### Contact Information

Wellspring/Cori Terry & Dancers  
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### Sponsorship Benefits

Your support associates you with one of the premier performing arts organizations in Michigan and a vibrant part of the Kalamazoo arts community. Wellspring sponsors connect with a loyal audience of more than 2,500 patrons each season and provide support for highly visible Wellspring events.

### 30<sup>th</sup> Anniversary Season Sponsorship Opportunities

*All concerts and events take place at the Wellspring Theater at the Epic Center.*

- 🌀 November 12-14 & 18-20, 2010 – Fall Concert of Dance
- 🌀 December 4, 2010 – Wellspring Dance Day
- 🌀 January 27, 2011 - Chocolate Soirée
- 🌀 March 10-13, 2011 – Midwest Regional Alternative Dance Festival
- 🌀 April 25-29, 2011 – National Dance Week Film Series
- 🌀 May 7, 2011 – Student Concert of Dance
- 🌀 May 12-15, 2011 – Spring Concert of Dance

### Background

Wellspring/Cori Terry & Dancers was founded in Kalamazoo, Michigan in 1981, under the artistic direction of New York dancer and choreographer Cori Terry. Southwest Michigan's only professional modern dance company for the last thirty years, Wellspring continues to present critically-acclaimed concerts featuring works choreographed by Ms. Terry, members of the company, and guest choreographers. The award-winning company resides in the state-of-the-art Wellspring Theater in downtown Kalamazoo's beautiful Epic Center and offers performances, classes, special events and outreach programs sharing the creative art of modern dance and making arts accessible to all.

### The Organization

Wellspring is celebrating its 30<sup>th</sup> year of professional modern dance in Kalamazoo. The Board of Directors includes members from the W.K. Kellogg Foundation, the Bronson Health Foundation, Miller Auditorium - WMU, the Johnson Center for Philanthropy at GVSU, Diekema Hamann Architecture + Engineering, and more. Wellspring is a fiscally sound nonprofit arts organization with an annual operating budget of \$280,000. Publicly launched in October 2004, the *Wellspring Endowment Fund* has received strong support and ensures Wellspring's long-term sustainability.

# WELLSPRING/CORI TERRY & DANCERS

## 30<sup>TH</sup> ANNIVERSARY SEASON

### 2010/2011 SPONSORSHIP PACKAGES AND BENEFITS:

#### CONCERT SERIES AND SPECIAL EVENTS

##### Concert Sponsor

(\$250 Fall & Spring; \$200-\$350 MRAD Fest)

- ☞ Company logo printed in concert/event program
- ☞ Company logo displayed on the Wellspring Web site throughout the season
- ☞ Company logo displayed in bi-annual *Wellspring E-Newsletter*
- ☞ Signage with company logo prominently displayed at concert/event site
- ☞ Verbal recognition at the beginning of each sponsored concert
- ☞ Two complimentary concert tickets
- ☞ 25% advertising discount in 30<sup>th</sup> Anniversary Season Program Book

##### Special Event Sponsor (\$300)

Same benefits of **Concert Sponsor** plus:

- ☞ "Sponsorship Spotlight" article in *Wellspring E-News*
- ☞ *Wellspring Dance Day; Student Concert of Dance; National Dance Week Film Series:*  
Company logo printed on 2,500 season schedules (*July 30 deadline*), 300 event mailers and 200 posters

##### Reception Sponsor (\$500 -\$800)

Same benefits of **Concert Sponsor** plus:

- ☞ Company logo printed on 200 concert posters distributed throughout Kalamazoo, Portage, and Battle Creek
- ☞ Company logo printed on 2,500 season schedules (*July 30 deadline*) and 2,000 concert postcards
- ☞ "Sponsorship Spotlight" article included in *Wellspring E-Newsletter*

##### Series Sponsor (\$800 - \$1,200)

\$1,200: Fall Concert of Dance

\$1,000: Midwest RAD Festival

\$800: Spring Concert of Dance

Same benefits of **Reception Sponsor** plus:

- ☞ Company logo printed on concert advertisements in newspapers, magazines and online publications
- ☞ Company name printed on concert tickets (*July 30 deadline*)
- ☞ Four complimentary concert tickets
- ☞ Link to Sponsor Website on Wellspring Website
- ☞ Complimentary quarter page ad in the 30<sup>th</sup> Anniversary Season Program Book

##### Season Sponsor (\$3,000)

Same benefits of **Series Sponsor** plus:

- ☞ Eight complimentary concert tickets
- ☞ Two complimentary tickets to Chocolate Soirée fundraiser
- ☞ Complimentary full page ad in the 30<sup>th</sup> Anniversary Season Program Book
- ☞ Press Release announcement/recognition
- ☞ Recognition plaque



# WELLSPRING/CORI TERRY & DANCERS

## 30<sup>TH</sup> ANNIVERSARY SEASON

### 2010/2011 SPONSORSHIP OPPORTUNITIES: CONCERT SERIES AND SPECIAL EVENTS

#### CONCERT SERIES

CONCERT SERIES	CONCERT DATES	SERIES SPONSOR	CONCERT SPONSOR	SERIES RECEPTION SPONSOR
FALL CONCERT OF DANCE	NOV. 12-14 & 18-20, 2010	\$1,200 6 PERFORMANCES	\$250/PERFORMANCE	CATERING FOR 100

"Michigan's most distinguished professional modern dance company" performs their season-opening concert series featuring original dance works choreographed by Artistic Director Cori Terry and Wellspring company members. The Fall Concert of Dance kicks off Wellspring's 30<sup>th</sup> Anniversary Season. A reception follows the Saturday evening performances.

MIDWEST REGIONAL ALTERNATIVE DANCE FESTIVAL	MAR. 10-13, 2011	\$1,000 6 PERFORMANCES	\$200/PERFORMANCE \$350/DAY	CATERING FOR 200
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Wellspring's second annual RAD Fest will present over 30 guest choreographers at the leading edge of modern and contemporary dance. This festival will attract nearly 1,000 audience members, artists, dance students and teachers to its performances, master classes, lectures and special events.

SPRING CONCERT OF DANCE	MAY 12-15, 2011	\$800 4 PERFORMANCES	\$250/PERFORMANCE	CATERING FOR 100
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Wellspring closes the season with this exhilarating performance. The annual Spring Concert of Dance plays to sell-out audiences and has been described as "powerful," "scintillating," and "adventurous". A reception follows the Saturday evening performance.

#### SPECIAL EVENTS

SPECIAL EVENT	EVENT DATE	EVENT SPONSOR	RECEPTION SPONSOR
WELLSPRING DANCE DAY	DECEMBER 4, 2010	\$300	CATERING FOR 100

Free fun for the whole family! People of all ages experience the creative art of modern dance through a Wellspring performance, a mini modern dance class and the opportunity to perform on stage. A reception concludes the event.

STUDENT CONCERT OF DANCE	MAY 7, 2011	\$300	CATERING FOR 200 2 PERFORMANCES
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Family and friends pack the theater to see Wellspring dance students perform their own choreography. Audience members are also treated to a special performance by Wellspring company members. A reception follows each performance (2pm & 4pm).

NATIONAL DANCE WEEK FILM SERIES	APRIL 25-29, 2011	\$500	N/A
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Celebrate world dance, present and past. This five-day film series is free to the public and highlights choreographers and dance companies of international renown.

PRE-CONCERT MIXER	NOVEMBER 12, 14, 18-19, 2010 MAY 12, 13 & 15, 2011	IN-KIND	CATERING FOR 50
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Introduce our donors and audience members to your business when you host a Pre-Concert Mixer. Contact Wellspring to customize an event that highlights your unique establishment.