



THE GEORGIA BALLET

Pointe Shoe Sponsorship Opportunity

2026-2027 Season

Pointe shoes are the most essential, and costly, tool of a ballet dancer's craft. Each pair is handmade, carefully broken in to match a dancer's individual foot, and typically lasts only a few performances before it must be replaced.

This season, GAB presents three professional, full productions. We invite you to be a named partner in bringing these productions to life by sponsoring the pointe shoes that carry our dancers through every performance.

Although the performance life of a pair of pointe shoes is short, their story does not end on stage. Once retired from performances, we use the pointe shoes during community outreach events where children and families are invited to decorate them. Each child takes home their decorated pointe shoe as a keepsake, creating a lasting reminder of The Georgia Ballet and inspiring a lifelong connection to the art of ballet. Through these outreach experiences, every pair of pointe shoes continues to make an impact long after the final curtain falls.

Below are several sponsorship levels designed to fit different interests and investment. Each one makes a meaningful and visible difference for our professional company while helping us share the joy of ballet both on stage and throughout our community.

SPONSORSHIP TIERS

SINGLE DANCER SPONSOR

Full Season Commitment

\$1,200 three productions- 2 pair each- 6

- ◆ Funds 2 pairs of pointe shoes for one soloist dancer per production (3 total) for the full season
- ◆ 6 pairs of pointe shoes total across the full season
- ◆ Named recognition as 'DANCER Pointe Shoe Sponsor' in all season programs



LEADING LADIES SPONSOR

Single Production Commitment- Single Pair

\$1,575 per production- 1 pair each- 9

- ◆ Funds 1 pair of pointe shoes for each of the 9 leading ladies, per production
- ◆ Named recognition as 'LEADING LADIES Pointe Shoe Sponsor' in the single production program
- ◆ Recognition on GAB website for the duration of the sponsored production

LEADING LADIES SPONSOR

Per Production Commitment- Single Pair

\$4,600 three productions- 1 pair each- 27

- ◆ Funds 1 pair of pointe shoes for each of the 9 leading ladies, three productions (full season)
- ◆ Named recognition as 'LEADING LADIES Pointe Shoe Sponsor' in each production program
- ◆ Recognition on GAB website for the duration of the sponsored productions
- ◆ Dedicated social media feature spotlighting your dancer pointe shoe sponsorship
- ◆ Complimentary 1 season subscription ticket to each of the three productions

LEADING LADIES SPONSOR

Per Production Commitment- Double Pair

\$8,640 three productions- 2 pair each- 54

- ◆ Funds 2 pair of pointe shoes for each of the 9 leading ladies, three productions (full season)
- ◆ Named recognition as 'LEADING LADIES Pointe Shoe Sponsor' in the production program



◆ Recognition on GAB website for the duration of the sponsored production
◆ Dedicated social media feature spotlighting your dancer pointe shoe sponsorship
◆ Backstage Experience after each production for 2 at each production
◆ Complimentary 2 season subscription tickets to each of the three productions
COMPANY POINTE SHOE SPONSOR <i>Three Productions- All Corp de Ballet 1 pair, Leading Ladies 2 pair per production</i>
\$19,550 three productions- 126
◆ Funds 2 pair of pointe shoes for each of the 9 leading ladies, three productions (full season)
◆ Funds 1 pair of pointe shoes for each of the 24 Corp ladies, three productions (full season)
◆ Named recognition as 'COMPANY Pointe Shoe Sponsor' in each production program
◆ Recognition on GAB website for the duration of the season
◆ Backstage Experience after each production for 6
◆ Complimentary 6 Season Subscription tickets to each of the three productions
◆ Complimentary <i>An Evening of Stars</i> Full Experience tickets for 2

AT A GLANCE: SEASON INVESTMENT SUMMARY

	<u>Full Season</u> SINGLE DANCER Double Pair	<u>Single</u> <u>Production</u> LEADING LADIES Single pair	<u>Full Season</u> LEADING LADIES Single pair	<u>Full Season</u> LEADING LADIES Double pair	<u>Full season</u> COMPANY
	\$1,200	\$1,575	\$4,600	\$8,640	\$19,550
Pairs of Shoes Funded (per production)	2	9	9	27	42
Pairs of Shoes Funded (full season)	6 pair	9 pair	27 pair	54 pair	126 pair
Dancers Supported	1	9	9	9	33
Program Recognition	YES	YES	YES	YES	YES
Website Recognition		YES	YES	YES	YES



Social Media Feature			1	2	3
Season Subscription Tickets			1	2	6
Backstage Experience				3x	3x
Annual Gala tickets					2

WHY YOUR GIFT MATTERS

A professional-grade pair of pointe shoes costs between \$120 and \$150 and must be replaced every 10 to 15 hours of wear. For a full production season, the cost of keeping our dancers properly equipped is significant and is often one of the first areas that strains an arts organization's operating budget.

Your sponsorship ensures our dancers perform at their highest level, free from the distraction of worn or ill-fitting shoes. It is one of the most direct and tangible contributions a patron can make.

Even after their time on stage has ended, our pointe shoes continue to serve our mission. Retired shoes are used during community outreach events where children and families decorate them and take them home as a special keepsake. These one-of-a-kind souvenirs become lasting reminders of The Georgia Ballet, inspiring young people and introducing new audiences to the beauty of ballet. Your sponsorship supports not only our performances, but also the meaningful connections we build throughout our community.

We would love to discuss any of the sponsorship opportunities with you further or explore a customized partnership that best aligns with your philanthropic goals.

With gratitude,

The Georgia Ballet

Executive Office

To commit to a sponsorship or ask questions, please contact us at ahensley@georgiaballet.org



The Georgia Ballet is a 501(c)(3) nonprofit organization. All contributions are tax-deductible to the full extent permitted by law. No goods or services were provided in exchange for this gift, except as described above. Please retain this document for your records. Our federal tax identification number (EIN) is **[58-1420599]**.