

DASHER'S MAGICAL GIFT

For 35 years, CNY Arts produced *The Adventures of Rudolph*. This original narrated ballet entertained and educated children in Central New York, and captivated young audiences with local dancers, classical music, and theater magic. City, suburban, and rural schools; public, private, and parochial schools; home school groups, day care, and social service groups have all sent their students to the educational performances. Thousands of children and families have attended the public performance every year, becoming a Central New York holiday tradition.

After 35 years, the original creators of *The Adventures of Rudolph* chose to retire. But there is still a need for original, professionally produced artistic works to serve young people.

**With your help, CNY Arts will create *Dasher's Magical Gift*,
a new holiday tradition for future generations of Central New York children.**

Why this is important

Dasher's Magical Gift will be seen by approximately **6000 people** annually, primarily Pre-K through 4th grade students and their families. We estimate that over 80% of these students come from low- to middle-income rural and urban areas. For many, *Dasher's Magical Gift* will be a first exposure to ballet, classical music, and theater. For some, it will be the first exposure to *any* urban artistic experience. The public performance will remain an affordable holiday experience, especially for families on a budget, with most tickets selling for \$10 or less.

How your support helps

Creating a new ballet incurs significant one-time costs including:

- New choreography by a nationally recognized Central New York choreographer
- A new story that is more relevant to 21st century children written by a published author with a background in education
- Design and fabrication of new sets, costumes, and props
- New educational guides
- Sound design, lighting design, and special effects

Once the show is developed, CNY Arts will sustain the program through admissions and program advertisements, as we have a proven track record of success in this area. Your help this year supports our efforts to provide the magic of a new holiday adventure for another 35 years.



Sponsorship Package - \$1000

- Full-page, full-color advertisement in the program for ***Dasher's Magical Giff's*** public premiere performance (1600 copies)
- Recognition in house speech at public premiere performance, identified as a sponsor
- Logo included on a slideshow in Crouse Hinds Theater lobby
- Logo included on a page with other sponsors in Sponsorship Slide Show on the front page of cnyarts.org for the month preceding the premiere
- Eight tickets to the public premiere performance on December 13
- Includes a \$400 tax-deductible contribution to CNY Arts

Patron Package - \$500

- Half-page, full-color advertisement in the program for ***Dasher's Magical Giff's*** public premiere performance (1600 copies)
- Logo included on a page with other patrons in Sponsorship Slide Show on the front page of cnyarts.org for the month preceding the premiere
- Four tickets to the public premiere performance on December 13
- Includes a \$150 tax-deductible contribution to CNY Arts

Supporter Package - \$300

- Quarter-page, full-color advertisement in the program for ***Dasher's Magical Giff's*** public premiere performance (1600 copies)
- Logo included on a page with other supporters in Sponsorship Slide Show on the front page of cnyarts.org for the month preceding the premiere
- Two tickets to the public premiere performance on December 13
- Includes a \$75 tax-deductible contribution to CNY Arts

We look forward to discussing this sponsorship opportunity with you.
Individual package benefits are flexible and can be adjusted to suit your
organization's needs.

The Adventures of Rudolph was a holiday tradition for 35 years, and with your support,
Dasher's Magical Giff will live on for 35 more.

Please feel welcome to contact Mike Intaglietta
at 315-435-2155 or mikei@cnyarts.org.

