



***SPONSORSHIP PACKAGE***

**NEW ORLEANS, LOUISIANA 2024**

[www.ballerinasball.com](http://www.ballerinasball.com)



New Orleans, Louisiana 2024

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# About US

**Brown Girls Do Ballet®**, a philanthropic organization often featured for its noteworthy Instagram movement, began in 2013 as a personal photography project by TaKiyah Wallace in an effort to highlight girls of African, Asian, East Indian, Hispanic, and Native American ancestry in Ballet programs. Wallace was taken by surprise upon discovering the lack of cultural diversity in local ballet schools while searching for a program for her then 3-year-old. Like any mom, she grew concerned about how her daughter would feel in a class where no one resembled her.



TaKiyah Wallace & Charlie photo: Omar Ramos

Through her engagement with dancers, their families, and the ballet community, TaKiyah developed a passion for re-defining a classically Euro-centric art form to reflect what America is today: beautifully diverse. Striving to touch the lives of little ballerinas, she set out to simply provide a media outlet highlighting the diversity. Little did she know, a movement would be born, and this photo project would become so much more.



<https://www.guidestar.org/profile/81-0945532>



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# OUR VISION



**Brown Girls Do Ballet®** is a division of **Brown Girls Do.®**, Inc, a registered 501(c)3. Our purpose is to promote diversity in the arts by providing annual scholarships, a mentor network, and community programs to empower young girls. Our mission is supported by merchandise sales and fundraisers.

# OUR MISSION

The mission of **Brown Girls Do Ballet®** is to help increase participation of underrepresented populations in ballet programs through organizing and arranging ballet performances, photo exhibitions, and providing resources and scholarships to assist young girls in their ballet development and training.





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# Meet OUR TEAM



**TaKiyah Wallace-McMillian**  
Founder/  
Executive Director



**Ivory Gaines**  
Creative Director/  
Event Coordinator



**Shirolyn Strong**  
Special Projects



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# What TO EXPECT



**BALLET EXPO**



**CLASSES**



**PRO BALLERINAS**



**GUEST SPEAKERS**



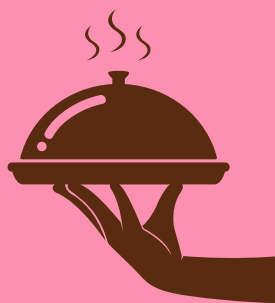
**SCHOLARSHIPS**



**PINK CARPET**



**LIVE  
ENTERTAINMENT**



**BANQUET**



**PERFORMANCES**



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# About THE EVENT



Brown Girls Do Ballet is delighted to present the 2024 edition of The Ballerina's Ball, our second annual event. Join us in the enchanting city of New Orleans, Louisiana, at the New Orleans Marriott Hotel located at 555 Canal Street, New Orleans, LA, 70130-2349. Taking place over two days on August 30th and 31st, 2024, this special occasion serves as a celebration and gala to support the expansion of ballet program access for underrepresented populations. Your participation will make a meaningful impact on fostering diversity and inclusion in the world of ballet.

## Our Schedule:

### Event 01

#### Friday, August 30, 2024

The Ballet Expo on Friday, showcasing vendors from the dance industry and diverse ballet-promoting schools. Professional dance instructors will conduct classes for dancers poised to elevate their skills. Engage with motivated guest speakers relevant to the industry, providing valuable insights for both dancers and parents. Seize the opportunity to network with professionals, fostering connections within the dance community.

### Event 02

#### Saturday, August 31, 2024

Join us on Saturday for the semi-formal extravaganza, The Ballerina's Ball. Kick off the evening with a celebrity-style pink carpet event, accompanied by our Pink Paparazzi. Enjoy live musical entertainment, indulge in a delectable three-course banquet, witness captivating ballet performances, and applaud the recipients at our award ceremony. We'll also celebrate our esteemed Ambassadors. Cap off the night with an unforgettable after party, uniquely curated in the signature style of Brown Girls Do Ballet. Don't miss this glamorous celebration!



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# Sponsorship PACKAGES

## Arabesque - Presenting Sponsor - \$20,000 (1 available)

- Title name sponsoring The Ballerina's Expo
- 20' x 10' booth at The Ballerina's Expo
- (10) VIP event tickets for The Ballerina's Ball - 1 Table
- Organization mentioned in any press or radio advertisement
- Logo on the Step and Repeat sign
- Social media and organizational impression on website for two months
- Back cover on the digital program for The Ballerina's Ball 2024
- Photo Ops/Meet and Greet with Ambassadors
- Organizational material/products in all gift tote bags

## Adagio - Presenting Sponsor - \$10,000 (1 available)

- Title name sponsoring The Pink Carpet Experience
- 10' x 10' booth at The Ballerina's Expo
- (8) VIP event tickets for The Ballerina's Ball
- Organization mentioned in any press or radio advertisement
- Logo on the Step and Repeat sign
- Social media and organizational impression on website for two months
- Inside cover of the digital program for The Ballerina's Ball 2024
- Photo Ops/Meet and Greet with Ambassadors
- Organizational material/products in all gift tote bags





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# Sponsorship PACKAGES

## **Plié - Scholarship Donor - \$10,000**

- Title name sponsoring scholarship
- (4) VIP event tickets for The Ballerina's Ball
- Social media and organizational impression on website for two months
- Full page in the digital program for The Ballerina's Ball 2024
- Photo Ops/Meet and Greet with Ambassadors
- Organizational material/products in all gift tote bags

## **Pirouette - \$5,000**

- 10' x 10' booth at The Ballerina's Expo
- (6) VIP event tickets for The Ballerina's Ball
- Social media and organizational impression on website for two months
- Full page in the digital program for The Ballerina's Ball 2024
- Organizational material/products in all gift tote bags

## **Jeté - \$2,500**

- (2) VIP event tickets for The Ballerina's Ball
- Full page in the digital program for The Ballerina's Ball 2024
- Organizational material/products in all gift tote bags



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# The NUMBERS

In 2023, the Ballerina's Ball garnered significant success with the following statistics:

- Official Hotels: 2
- Sleeping Rooms Booked: 45
- Total Nights Booked: 85
- Hotel Guest Count: 99
- Ambassadors Attended: 34
- Event Tickets Sold: 248
- Volunteers at the event: 18

Approximately 70% of attendees traveled to Fort Worth, Texas, injecting substantial funds into the local community. In 2024, the Ballerina's Ball aims to replicate this success in the culturally vibrant city of New Orleans. National and regional sponsors, including Capezio and H.E.B., supported the 2023 event and scholarship programs, but with the event's growing demand, we seek to triple that support to capitalize on the expanding audience.

The anticipated attendance for the 2024 Ballerina's Ball is expected to reach 300 guests, with room for up to 350 attendees. The event presents a unique opportunity to showcase the rich history of New Orleans, providing an enriching experience for the many young women visiting this great city for the first time.

While ballet may be considered a niche market, its demographic is highly committed to the art, boasting a strong support network. The Ballet Expo, affiliated with the Ballerina's Ball, will host 40 vendors, 8 guest speakers, and is expected to draw 400 ballet enthusiasts. Sponsoring this event is an opportunity for companies to align with a dedicated and passionate community while gaining visibility on a global scale.





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# Contact Us



CALL

(469) 493-6841



EMAIL

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MAIL

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WEBSITES

Organization: [www.browngirlsdoballet.com](http://www.browngirlsdoballet.com)  
Event Page: [www.ballerinasball.com](http://www.ballerinasball.com)



Thank  
**YOU**



Photo from the 2023 Ballerina's Ball