

## SOCIAL CIRCLE PARTNERSHIP PROPOSAL

Ballet Idaho's new Social Circle connects a vibrant group of young professional supporters, ages 21- 40. Social Circle members receive unique opportunities to engage with the artistic community and company of Ballet Idaho through behind-the-scenes social networking events at partnering venues.

Social Circle members represent the future of Idaho's art scene as the next generation of donors, patrons, and community leaders. Ballet Idaho recognizes the power of this demographic and offers the platform for them to meet, grow their personal and professional networks, support local businesses, and integrate with the Treasure Valley's artistic community.

Please direct inquiries to Development Director Lindsey Pate, [lpate@balletidaho.org](mailto:lpate@balletidaho.org).

### Venue Partner Benefits:

Partner receives benefits listed below with beverage and food donation of \$1,500+

- 4 complimentary Social Circle memberships for employees
- Logo inclusion in Ballet Idaho 2018/19 Souvenir Program, with exposure to more than 20,000 audience members (if committed by August 31, 2018)
- Logo with hyperlink on Ballet Idaho's website
- Social media acknowledgement on Ballet Idaho's Facebook, Twitter, and Instagram, reaching approximately 17,000 individuals
- Invitations to exclusive special events

### Professional Partner Benefits:

Partner receives benefits listed below with Social Circle promotion and employee membership encouragement

- 50% savings for Partner employees during first year of membership
- Logo inclusion in Ballet Idaho 2018/19 Souvenir Program, with exposure to more than 20,000 audience members (if committed by August 31, 2018)
- Logo with hyperlink on Ballet Idaho's website
- Social media acknowledgement on Ballet Idaho's Facebook, Twitter, and Instagram (exposure to approximately 17,000 individuals) when membership within partner's organization reaches ten employees
- See member benefits listed below

### Social Circle Membership \$300 annual (\$25/month) gift includes:

- Recognition in 2018/19 Souvenir Program, with exposure to more than 20,000 audience members (if committed by August 31, 2018)
- Invitations to exclusive events
- 20% savings on Ballet Idaho performance tickets (limit two per series, excludes *The Nutcracker*)
- 10% savings on Spring Fashion Show tickets (limit two, seating sections B and C)
- Private social media group access
- Complimentary and discounted food and drinks from partnering venues; offers vary
- Membership is considered a tax deductible donation