

CARLY TOPAZIO
ARTISTIC DIRECTOR

THOM DANCY
MANAGING DIRECTOR

A male and female dancer are captured in a dynamic, expressive pose against a dark, textured background. The male dancer, wearing a dark blue long-sleeved shirt and black pants, is supporting the female dancer. The female dancer, wearing a black leotard with red trim and pointe shoes, is in a high, arched position with one leg extended upwards and the other bent. Her arms are raised, and her head is tilted back, looking towards the upper right. The male dancer's arms are wrapped around her, and his head is bowed. The overall mood is one of intense focus and artistic expression.

CORPORATE SPONSORSHIP PROPOSAL

336-413-1525
@the.rosinbox.project
info@therosinboxproject.com
therosinboxproject.com

THE
ROSIN
BOX
PROJECT

WHO WE ARE

The Rosin Box Project's mission is to present high-quality performances of world-class dancers in a genuinely unfiltered atmosphere; helping keep the arts thriving in the San Diego community through uniquely choreographed and curated intimate contemporary ballet performances. We aim to help encourage artistic growth and exploration to broaden the dance community via a platform in which professional dancers can share their own unique voice in a way they may not normally have the opportunity to, and permit audiences to step inside the dance world to see and feel the collective heartbeats that make up the pulse of a larger company.

A rosin box is something most dancers only know about, we have them in the studios and backstage at the theater, used on pointe shoes to create more friction to prevent slipping. Stepping into a rosin box is like stepping into our home and seeing and feeling our personal thoughts, ideas, and perspectives. We value, above all, dance as an art form, and the power it has to impact dancers and audience members alike. At TRBP, every artist is united by the singular and overwhelming drive to continue to create and share an art form that is so deeply rooted in each of us to ignite real connections within our community and inspire exploration of new ideas and narratives. TRBP creates space for its community to grow and connect, creating greater bonds, deeper understandings, and strengthening the fabric of society.

Founder and Artistic Director, Carly Topazio, created TRBP in May of 2018 to present an original and innovative view on contemporary ballet. For the past two seasons, these efforts have culminated in a series of completely sold-out performances. Staying true to the intimate nature of the company, the small team of dancers orchestrate every aspect of putting on a production and curating visual appeal - choreographing, fundraising, marketing, and directing. The process is collaborative, the choreography is personal, and the result is genuine.

In order for TRBP to continue to grow and venture further outside of "the box" of the traditional contemporary ballet performance experiences; creating a more palpable and visceral performance, as well as educational, experience, we need your support. Your support allows us the opportunity to provide exceptionally contemporary ballet programming, as well as educational and outreach programming, to San Diego and surrounding areas. In exchange for your financial or product support we not only promise to continue our efforts of being an innovative, transparent, and forward-thinking organization, but we also offer you several packages of catered benefits.



CARLY TOPAZIO
ARTISTIC DIRECTOR AND FOUNDER



THOM DANCY
MANAGING DIRECTOR

HIGHLIGHTS FROM OUR 2019 SEASON



2019 SEASON PROMO



2019 SEASON CONCERT REEL

CARLY TOPAZIO
ARTISTIC DIRECTOR

THOM DANCY
MANAGING DIRECTOR

CRITICAL MOVEMENTS

2020 SEASON

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STEP INSIDE

THIS IS 2020

The Rosin Box Project, San Diego's summer Contemporary Ballet Company, has expanded its team and incorporated into a Non-Profit Organization after two wildly successful seasons of captivating dance performances.

TRBP continues its dedication to the creation of new and exciting contemporary ballet works featuring exceptional local and national talent, during San Diego's summer season. Step inside with us as we find new opportunities to broaden and invigorate the dance community in 2020.



OUR SEASON

JULY SERIES

Bringing back the works you love! The first mixed bill of the season offers Artistic Director, Carly Topazio's seasonal selections, handpicked to re-introduce the audience to the TRBP homegrown dancemakers who are evolving the art form. These are joined by two new-to-TRBP works by local San Diego choreographic superstar, Kevin Jenkins.

JULY 9, 10, 11, 12

Tenth Avenue Arts Center
930 Tenth Ave, San Diego, CA 92101

AUGUST SERIES

In true TRBP style, we present a weekend of all new works! Choreographed by the brilliant artists of The Rosin Box Project, joined by a special guest choreographer. Presented in the black box theatre of Tenth Avenue Arts Center, and the first season TRBP will have air conditioning!

AUGUST 27, 28, 29, 30

Tenth Avenue Arts Center
930 Tenth Ave, San Diego, CA 92101

WHAT'S MINTED IN 2020

Carly Topazio, The Rosin Box Project's Artistic Director and Founder, has brought on Thom Dancy as the company's first Managing Director. Dancy brings 8 years of non-profit management experience to the burgeoning troupe.

Topazio and Dancy have assembled an inaugural Board of Directors that will help lead TRBP to new heights within the San Diego performing arts scene. Directors include Rebekah Brown, Catherine Cheng, Ryan Field, Ted McCombs, Ashley McQueen, Caitlin Sullivan, and Samuel Topazio. The Rosin Box Board of Directors held its first official meeting in November 2019.



NEW ENDEAVORS

GHOST LIGHT MASQUERADE

Playing into the "haunted vibe" of our newfound theater space, 10 th Avenue Arts Center, and San Diego's love of the modern day speakeasy, "Masquerade" is a 21+ midsommer entertainment event to experience. Enter only with the password and, once past the main entrance, enjoy a masked madhouse of mystery. Live submersive performances upstairs in the galleries, and a raging dance floor down the haunted corridor, accompanied by a hip DJ and intermittent titillating performances.

OUTREACH

The Rosin Box Project will be embarking on a mission of dance education that covers both programs to schools and programs connecting students to in-season performances. We hope to create and curate programs that provide integrated learning and a sense of empowerment for young artists.

PHOTO MEETUPS

Curated photo meetups to showcase the artists of TRBP in the unparalleled scenic splendor we call home. With a goal to create content and community, these meetups will also serve to generate interest and connection to the individual artists working with TRBP.

FUNDRAISING

Spread over the course of the year, procured, managed, and executed evenings by the development committee in conjunction with artistic and executive staff. "Wine and Dine" evening, a small performance, a performance for hire, or a guesting performance.

METRICS

CURRENT, AND PROJECTIONS FOR 2020

PLATFORMS



Website

Current: 475 Organic Views a month (up 100% from 2019)

Projected: 1000 Views a month

Instagram

Current: 450 Followers and 150 views a week

Projected: 1500 Followers and 250 views a week

Facebook

Current: 470 page likes/followers

Projected: 1500 likes/followers

TRBP Audience Projections

Over 1200 individual ticket holders from June - August 2020

Ghost Light Masquerade: projected 130 tickets

Email Subscriptions

Current: 600

Projected: 1200

Digital Marketing Impressions

Roughly 12,000

Print Marketing Impressions

Roughly 30,000



AUDIENCE PROFILE

"Meg"

is 25-30 years old, and leads an active lifestyle. She connects with others through gym and fitness classes, and is brought to dance from both childhood and her desire to stay active. Meg wants a unique experience in the arts for an exciting date-night with friends or a significant other.

"Larry"

is 30-35 years old. He works in a mid-level job, and invests in hobbies to connect with young professionals and socialize. Larry connects with the arts as a chance to establish his own career, as well as entertain his friends.

"Carol"

is 40-50 years old, has a very established mid-career job and spends her free time at the Yacht club and attending happy hours. Ultimately, Carol wants a dance experience she can relate to, but also one with high entertainment value for multiple age ranges that she can bring both friends and her children to. Her children are very connected to dance education and are enrolled as students at one of many local dance studios.

"Jodie"

is 12-17 years old, and is a dance student at a local studio. She is excited to see teachers she has worked with perform, and she is excited to see professional dancers she has watched onstage all year perform in an up-close and personal setting. Jodie's parents want to make sure she is watching age-appropriate material, and are happy to buy tickets for Jodie and her friends to see dance shows. Jodie's parents are also avid dance performance enthusiasts.



WHY SPONSOR?

“Concert dance,” as a part of San Diego’s Performing Arts Industry, sees millions of dollars in ticket sales annually.

Publications supporting both TRBP and the dance community include the San Diego Reader, San Diego City Beat, San Diego Story, San Diego Home and Garden, San Diego Ranch and Coast, and The San Diego Union Tribune.

The dance community entertains hundreds of thousands of people each year in theaters across San Diego County.

Connect your company to intimate, powerful, and thought provoking contemporary ballet performances.

Connect your business to international artists making significant cultural contributions, and expanding the dance community to broader and more diverse audiences.



BENEFIT PACKAGES

	\$1,000	\$1,500	\$2,500	\$5,000	\$10,000+
Recognition in all of the 2020 program playbills	✓	✓	✓	✓	✓
Recognition on website (with website back link)	✓	✓	✓	✓	✓
Complimentary tickets for a performance of your choice		2	4	6	10
Attend an in-studio talk-back for donors of works in process in August,		✓	✓	✓	✓
2020 performance program ad (full or half page)		half	half	full	full
Social media shout-outs		1	1	2	4
Attend a champagne reception with the artists of the company following opening night performances in July and August			✓	✓	✓
Invitation to a private elegant dinner and show evening hosted by TRBP for our biggest supporters				✓	✓
Recognized as the 2020 Season Sponsor					✓



In-kind donations also welcome! [Contact](#) us to customize an in-kind benefit package!

GHOST LIGHT MASQUERADE BENEFIT PACKAGES

	\$500	\$1,000	\$2,000	\$2,500
Recognition in TRBP's 2020 performance program and website	✓	✓	✓	✓
Recognition on event invitation and marketing materials	✓	✓	✓	✓
Logo and name on Step and Repeat (deadline May 1st)		✓	✓	✓
Social media shout-outs		1	2	4
Attend a champagne reception with the artists of the company following opening night performances in July and August		✓	✓	✓
Invitation to a private elegant dinner and show evening hosted by TRBP for our biggest supporters			✓	✓
Recognized as the Ghost Light Masquerade Event Sponsor				✓



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NEXT STEPS

Get in touch with our Managing Director, Thom Dancy, to discuss giving levels and how you would like to contribute! Thom can be reached at

thom@therosinboxproject.com

or via phone/text at

336-413-1525

We ask that all pledges provided by the Sponsor are paid in full by April 3, 2020.

Please send in required logos and materials and we will send you collateral to approve with your logo/branding attached. Our goal is to give you the best possible coverage as a "Pioneer Donor" for The Rosin Box Project's first season as a 501c3 organization.



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