

CARLY TOPAZIO
ARTISTIC DIRECTOR

THOM DANCY
MANAGING DIRECTOR

THE ROSIN BOX PROJECT 2021 CORPORATE SPONSORSHIP

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THE
ROSIN
BOX
PROJECT

WHO WE ARE

The Rosin Box Project; reimagining the way our artists and audiences connect with and experience dance.

Our mission is to elevate and enrich the arts in the San Diego community and beyond through uniquely curated contemporary ballet performances. We aim to encourage artistic growth and exploration by creating a platform in which professional artists can collaborate and amplify their voices, permitting our audiences new access to the transformative power of dance.

A rosin box is unique to dancers. We have them in our rehearsal studios and backstage at the theater, used most often on pointe shoes to create more friction to prevent slipping. To **Step Inside** a rosin box is to step into our home and our world. 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 overwhelming drive to continue to create and share an art form that is so deeply rooted in each of us. Our **project** is to create space for our community to grow and connect, creating greater bonds, deeper understandings, and helping to strengthen the fabric of our society.

Founder and Artistic Director, Carly Topazio, created TRBP in May of 2018 to present an innovative, artist-driven view on contemporary ballet. For the past three seasons, these efforts have culminated in consecutive sold-out performances, national and international recognition, collaborations spotlighting female and LGBTQIA+ artists, the development of a cutting-edge digital performance season and performing platform, new education and outreach programming, and officially transitioning TRBP into a nonprofit arts organization.

Despite the trying times presented in 2020, TRBP not only adapted to a 'new normal' but found several silver linings. Innovation and pushing boundaries enabled us to remain committed to our TRBP family - our loyal audiences and cherished supporters.

'None of this is what Topazio and the Rosin Box Project thought they would be doing, but there is no question that it is exactly what they are meant to be doing'

Karla Peterson, San Diego Union Tribune



CARLY TOPAZIO
ARTISTIC DIRECTOR AND FOUNDER



THOM DANCY
MANAGING DIRECTOR

HIGHLIGHTS FROM OUR 2020 SEASON



2020 SEASON PROMO



2020 SEASON CONCERT REEL AND RECAP

HIGHLIGHTS FROM OUR 2020 SEASON

FRONTLINE PERFORMANCE

GIVE BACK TO THOSE IN FRONT

2020 FRONTLINE PERFORMANCE
(GIVING BACK TO THOSE IN FRONT)



AS A PART OF OUR FRONTLINE PERFORMANCE CAMPAIGN, WHICH RAISED MONEY FOR FREE PERFORMANCES GIVING BACK TO THE MEN AND WOMEN WORKING ESSENTIAL JOBS TO KEEP SOCIETY RUNNING THROUGH THIS GLOBAL PANDEMIC, FREE ADMISSION WAS OFFERED TO ALL ESSENTIAL WORKERS AND BUSINESSES FOR EACH LIVE STREAM OF OUR AUGUST SERIES PERFORMANCES. IN ADDITION, IN-PERSON SHOWS WERE DELIVERED TO OUTDOOR SITES WHERE WE WERE ABLE TO SERVE HUNDREDS OF FRONTLINE AND ESSENTIAL WORKERS

A woman with long blonde hair is posing in a black, shiny vinyl bodysuit. She is wearing futuristic goggles that emit a bright blue light. Her right arm is raised, and her left hand is on her hip. The background is a wall made of dark, triangular geometric shapes. The overall lighting is dark with blue and purple hues. The text "VARIANT" is written in large, white, sans-serif capital letters, and "2021 SEASON" is written in smaller, white, sans-serif capital letters below it.

VARIANT

2021 SEASON

THE
ROSIN
BOX
PROJECT

STEP INSIDE



OUR SEASON

WINTER SEASON

MARCH DIGITAL SERIES

Who said we're only a summer company? Hello, March!

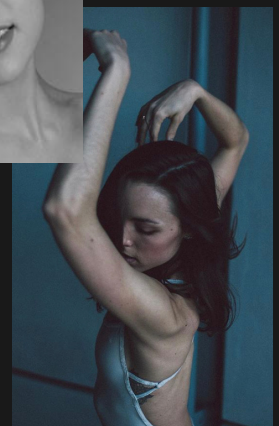
Kicking off *Variant*, our *2021 Season*, is the largest variation from our once normal life of in-person performances. *March Digital Series* is part of TRBP's digital reinvention as we continue to embrace and shape the future of our art form.

Join us on our *Virtual Subscription*, or grab a *Viewing Pass* for one or all of our World-Premiere virtual dance films! This series of films will stream for the entire month of March. Three World Premieres, two of which are by Resident Choreographers Bethany Green and Carly Topazio, and a Virtual Debut of *Farewell, My Lovely* by Kevin Jenkins. We are very excited to also feature the third World Premiere by Guest Choreographer *Emily Kikta* from *New York City Ballet*!

March Digital Series is a part of our *Virtual Subscription*

MARCH 1 - 28

The Virtual Box/ Virtual Subscription
Online



GUEST CHOREOGRAPHER EMILY KIKTA
current artist with New York City Ballet

SUMMER SEASON

PROMENADE THEATRE EVENT

Our most exciting alternative performance is back! With two options to experience: streaming 360-degrees virtually from the comfort of your own home, and a live and immersive IN-PERSON performance! Step Inside this traveling performance and experience dance unlike any other.

Bar catering provided by Swift and Stiff

**In-person tickets are limited to maintain safe social-distancing requirements.*

JULY 9, 10

Location TBD



AUGUST SERIES

A weekend packed full of new works and premieres, both online and IN-PERSON. Choreographed by the brilliant artists of The Rosin Box Project, and our Summer Guest Choreographer, Lauren Flower, TRBP's 2021 August Series will once again be presented in the black box theatre of Tenth Avenue Arts Center, LIVE as well as virtually LIVE STREAMED. This will also officially be the first season TRBP will have air conditioning! August Series includes premiere works by Katie Spagnoletti, Jeremy Zapanta, our Summer Season Guest Choreographer Lauren Flower, former artist with Boston Ballet, as well as the in-person premiere of our 2020 ballets: Corporeal (Spagnoletti), Sideswiped (Zapanta), and Remnant (by Donnie Duncan Jr. of Netherlands Dance Theater).

AUGUST 19, 20, 21, 22

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



THE BALLET MACHINE

DANCE STEPS AND ACTION WORDS!

EDUCATION AND OUTREACH



THE BALLET MACHINE

Our flagship outreach program, The Ballet Machine, is a K-5 Arts Integration program that combines analyzing language choices with learning dance steps. In our one-hour, virtual workshop, students work with our company artists to build complex sentences, all while getting in physical activity and learning about the art form of ballet!

SPONSOR A ONE-DAY WORKSHOP FOR ONE CLASSROOM: \$500

OPEN REHEARSAL SERIES

Knowledge is power, and knowledge shared by industry leaders empowers a young dancer like nothing else! TRBP is delighted to continue our *Open Rehearsal Series* this year, a program where dance students are able to join our visiting choreographers either in person or on Zoom. Students watch a rehearsal and a showing of the new work being created on TRBP dancers, then get to ask the artists questions in a private Q&A. Summer of 2020, students at San Diego School of Creative and Performing Arts participated in our inaugural *Open Rehearsal Series* with Donnie Duncan Jr. of Netherlands Dance Theater.



Donnie Duncan Jr. of Netherlands Dance Theater
talking with students of SDSCPA

SPONSOR AN OPEN REHEARSAL SERIES (2 SPONSORSHIPS
AVAILABLE): \$1000

EDUCATION AND OUTREACH

SUMMER INTENSIVE

TRBP is excited to launch an intensive in 2021 that focuses on mentoring promising dance students and taking pre-professional dance training one giant step further! Our first-ever pre-professional summer intensive will work with students in an apprenticeship setting, giving talented young dancers the chance to interact one-on-one with our dancers in a company setting. Students will learn TRBP repertoire, take part in an in-depth schedule of rehearsals and additional technique and fitness classes, and showcase their work in their own performance at the end of the program!

SPONSOR A DANCE STUDENT IN OUR SUMMER INTENSIVE: \$500

TRBP'S
INAUGURAL
2021 SUMMER

MENTORSHIP INTENSIVE



VARIANCES



VIRTUAL SUBSCRIPTION

Your Virtual Subscription will connect you to TRBP like never before, and provide critical support for our dancers, choreographers, and filmmakers as they create new work that inspires and moves you. Enjoy debut dance films by filmmakers from around the world, BTS videos with our artists, short digital dance and photo workshops, exclusive discounts on live performances, and more completely at your fingertips! Keep the arts alive, from your home, AND on the go!



TIMKEN MUSEUM

We are beyond thrilled to be collaborating with the Timken Museum of Art nestled in the heart of Balboa Park. In an effort to activate the unique architecture of the Timken building itself, TRBP is collaborating with the Timken to create a site-specific performance scheduled to open to the public in the Summer Season of 2021.

METRICS

Website

Current: 970 Organic Views a month (up 150% from 2019)

Projected: 1000 Views a month

Instagram

Current: 1010 Followers

Projected: 2000 Followers by end of 2021

Facebook

Current: 800 page likes/followers

Projected: 1500 likes/followers

TRBP Audience Projections

Over 1200 individual ticket holders from June - August 2021

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.



SPONSORSHIP OPPORTUNITIES

WINTER SEASON SPONSOR: \$10,000

Sponsors the company's first-ever January residency, allowing us to create captivating dances for the screen!

SUMMER SEASON SPONSOR: \$15,000

Sponsor the company's 4th summer season, with performances including our 2nd annual "promenade theater experience" and an August Series of captivating dance works!

IN FOCUS FILMMAKER SPONSOR: \$3000

Sponsor three intrepid filmmakers in the 2nd installment of our IN FOCUS film series. Dancemakers and filmmakers will be hitting the road, exploring new film sites across San Diego County, and capturing the incredible beauty of Southern California!

CHOREOGRAPHER SPONSOR: \$3000

Sponsor this year's two Guest Choreographers, including the fresh creative talents of Emily Kikta of New York City Ballet!



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

IN-KIND SPONSORSHIP OPPORTUNITIES

- COSUME/ WARDROBE SPONSOR
- LIGHTING AND TECH SPONSOR
- PERFORMANCE SPACE SPONSOR
- PRODUCTION SPONSOR AND SPECIALTY PRODUCTION SPONSOR
- MARLEY/FLOOR SPONSOR
- POINTE SHOE SPONSOR
- PROP SPONSOR
- SPECIAL EFFECTS SPONSOR
- CATERING SPONSOR
- MERCHANDISE SPONSOR
- SPECIAL EVENT SPONSOR
- TOURING SPONSOR



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

SPONSORSHIP OPPORTUNITIES

SPONSOR A DANCER

FOR OUR INAUGURAL WINTER SEASON: \$1500

TRBP is reaching new heights this winter, and we need your help to sponsor the most important part of our company – our dancers. A gift of \$1,500 sponsors one of our incredible artist's salaries during our rehearsal season this January as we build more of the captivating, awe-inspiring dance content you love. Nothing is more important than the well being of the artists whose work is the pulse of this company! Give to our superhuman dancers, and enjoy the following:

- Name listed under the dancer's bio on our website.
- Opportunities to connect personally with your sponsored artist and receive updates on their casting, rehearsals, and artistic endeavors.
- Invitation to a dress rehearsal or in-person film shoot involving your sponsored artist.
- Invitation to an exclusive Winter Season talkback with the artists (normally reserved for Virtual Subscribers ONLY).





NAMED GIVING LEVELS

ANGEL CIRCLE
\$10,000 and above

PRODUCER CIRCLE
\$5000 and above

ARTIST CIRCLE
\$2500 and above

ADVOCATE OF THE DANCERS
\$1000 and above

PARTNER OF THE DANCERS
\$500 and above

FRIEND OF THE DANCERS
\$100 and above

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

BENEFIT PACKAGES

| | \$1,000 | \$1,500 | \$2,500 | \$5,000 | \$10,000+ |
|--|---------|---------|---------|---------|-----------|
| Recognition in all of the 2021 program playbills | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo 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, | | ✓ | ✓ | ✓ | ✓ |
| 2021 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 2021 Season Sponsor | | | | | ✓ |

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

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 at

336-413-1525

The logo for The Rosin Box Project, featuring the text "THE ROSIN BOX PROJECT" in a bold, sans-serif font, stacked vertically, inside a yellow square with a black border. The square is set against a dark background with faint, glowing circuit-like lines.

THE
ROSIN
BOX
PROJECT

We ask that all pledges provided by the Sponsor
are paid in full by April 3, 2021.

