



The Ballerina Brunch

SPONSORSHIP PACKAGE

FORT WORTH, TEXAS 2024

www.browngirlsdoballet.com

The Ballerina Brunch

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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.

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.



TaKiyah Wallace & Charlie photo: Omar Ramos



<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

The Ballerina Brunch

THE EVENT

We invite you to be a part of the magic at the Ballerina Brunch, a celebration hosted by Brown Girls Do Ballet, tailored for young dancers aged 4-10. This enchanting event promises a delightful morning filled with captivating activities, including a curated menu of brunch bites, a gallery exhibit showcasing images of diverse dancers, an engaging ballerina story time, mesmerizing performances, and a host of interactive activities designed to foster a love for ballet. As a potential sponsor, your support will contribute to creating an unforgettable experience for these young ballerinas, promoting diversity, creativity, and the joy of dance. Join us in making the Ballerina Brunch a celebration they'll cherish forever.

When: Saturday, March 30th 10am-1pm
Where: Blank Space Event Center
6609 East Lancaster Avenue
Fort Worth, TX 76112



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WHAT TO EXPECT



Branch Bites



Book Signing and Photo Gallery



Mocktails



Meet an Ambassador

2024 FORT WORTH TEXAS



Story Time w/ a Brown Ballerina



Photo Opportunities



Performances

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SPONSORSHIP PACKAGES

Allegro - Presenting Sponsor - \$10,000+

- Social media and organizational impression on website for two months
- Photo Ops/Meet and Greet with Ambassadors
- Primary logo placement on Event Poster
- Brand logo placement on recognition on all Virtual & Social Media Advertising
- Special mention as Presenting Sponsor in media releases/press kit
- Social Media Integration

Relevé- \$5,000+

- Prominent logo placement on Event Poster
- Brand logo placement on recognition on all Virtual & Social Media Advertising
- Special mention as Partner Sponsor in media releases/press kit
- Social Media Integration

Jeté - \$2,500+

- Brand logo placement on recognition on all Virtual & Social Media Advertising
- Placement on Virtual Event Poster



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SPONSORSHIP PACKAGES

Tendu- Patron Sponsor- \$1,000+

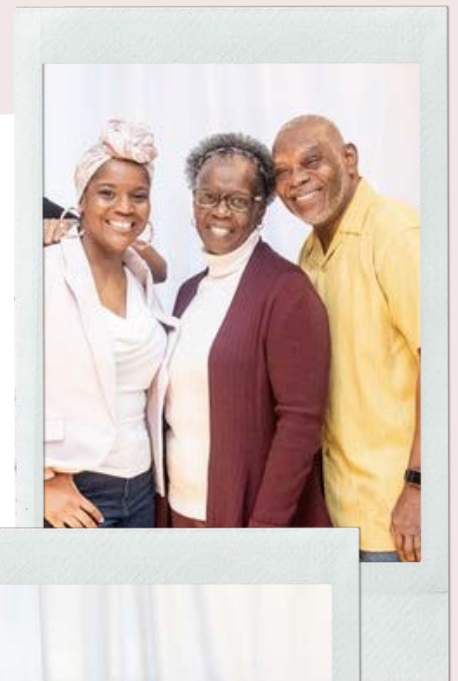
- Brand logo placement on recognition on all Virtual & Social Media Advertising

Media Sponsor

- Name Listed on our website
- Brand recognition on all Virtual & Social Media Advertising
- Mention as Media Sponsor in media releases/press kit
- Verbal Recognition & Thank you at all events

In-Kind Sponsor

- Brand logo placement on recognition on all Virtual & Social Media Advertising
- Mention as In-Kind sponsor in media releases/press kit
- Product placement opportunity available with mutually agreeable terms



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THE NUMBERS

In 2023, The Ballerina Brunch garnered significant success in Houston, Texas.

- Event Tickets : 150
- Volunteers: 12
- Performances: 2
- Guest Speakers: 4



IMAGES

2023 The Ballerina Brunch
Houston, Texas

In 2024, the Ballerina Brunch aims to replicate this success in our home city of Fort Worth, Texas.

The 2024 Ballerina Brunch anticipates hosting 175 guests, with capacity for up to 200 attendees. This event provides a distinctive opportunity to highlight the exceptional small studios located in the Dallas-Fort Worth metro area, offering an enriching experience for numerous young girls who are being introduced to ballet for the first time. Your support as a sponsor will play a crucial role in creating a memorable and impactful event that resonates with both participants and the community.



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CONTACT US



CALL

(469) 493-6841



EMAIL

events@browngirlsdoballet.com



MAIL

Brown Girls Do, Inc.
1201 Evans Ave, Suite 201
Fort Worth, Texas 76104



WEBSITES

Organization: www.browngirlsdoballet.com
Event Page: www.ballerinasball.com

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THANK YOU



*Photo from the 2023 Ballerina's Brunch
in Houston, Texas*