

Metro Edge Figure Skating Club

presents

PRESENTING SPONSOR COMPANY NAME!

Nutcracker on Ice

2011 Corporate Sponsorship Plan

Sponsor Level	Cost	Sponsorship Benefits										
		Show Titled "Presenting Sponsor" On Ice	Your Website Link on our Club Website for one year	Company Name on Show Banner – Placed Over Ice Surface	Company Recognition in Print Advertising and PR	Opportunity to address audience prior to start of all shows	Exhibit booth at all shows	Company Recognition in Playbill	VIP Reserved Seats at your choice of show(s)	Full Color Ad in Playbill	Company Banner "skated" across ice prior to each show	Opportunity to provide promotional coupons / items for skaters' goody bags
Presenting Sponsor <i>Exclusive, only one</i>	\$2000	X	X	X	X	X	X	On Title Page!	8 Tickets for all Shows (\$384 value)	Full Page Premium Positioned Ad (\$250 value)	X	X
Producing Sponsor <i>Exclusive, only one</i>	\$1000		X		X	X	X	X	8 Tickets for 2 shows (\$192 value)	Full Page Ad (\$200 Value)	X	X
Director's Sponsor	\$500						X	X	8 Tickets for 1 Show (\$96 Value)	½ Page Ad (\$125 Value)	X	X
Supporting Sponsor	\$200						X	X	6 Tickets for 1 Show (\$72 Value)	¼ Page Ad (\$75 Value)		X
Patron	\$50-\$199							X	4 Tickets for 1 show (\$48 Value)			X

Nutcracker on Ice

An overview of Nutcracker on Ice for Corporate Sponsors

Our Audience

Our primary audience is families in the St. Louis area. We also draw a large number of Girl Scout troops to our shows. We are the only figure skating production of The Nutcracker in the St. Louis area. One of our goals is to showcase the talent of the St. Louis skaters and recognize their coaches before the St. Louis community. The story itself is very family friendly. We have priced tickets to be affordable for families (\$7 through the cast, \$10 in advance, \$12 at door). We support a charity each year and conduct food and/or other drives as part of the event, which is supported by our skaters and promoted through challenges and raffles to the Girl Scout troops and patrons. We have made large food pantry donations to the Webster-Rock Hill Ministries in 2005-2009. In 2009 we donated 45 moving company boxes of food and many additional pre-packaged cases of food. In 2010 we held a winter apparel drive to support St. Louis area Children's homes in conjunction with skater, Amanda Kennedy's Girl Scout Gold Award project. This year we will once again hold a food drive.

Visibility

Local and Media coverage of this event continues to grow each year as over 3400 skating fans attend our 4 shows annually. Our publicity plan includes media appearances (including appearing in the Christmas in St. Louis parade on Thanksgiving, a booth at the Webster Holiday Open House and appearances on local news shows), print coverage, public service announcements and placement on many community calendars.

Participation in our sponsorship program offers exposure to the rapidly growing market of youth sports; this affiliation will enhance your public image and provide opportunities for advertising and publicity. National sponsors for U.S. Figure Skating include Olay, Smucker's, United Airlines and Hilton Hotels just to name a few. These sponsors know that figure skating is the most watched sport of the Olympics and their audiences and participants are energetic, well-educated, leaders in their communities.

Metro Edge Figure Skating Club of Missouri

The Metro Edge FSC is the organization that produces this event. We are a not for profit, 501c3, U.S. Figure Skating Club with over 100 member families from throughout the St. Louis metro and Eastern Illinois communities. The Metro Edge Figure Skating Club's mission is to provide ways for individual and team figure skaters to achieve excellence in skating and competition, to participate in a team spirit of mutual respect and goodwill and enjoy the time put into attaining their skating goals. We feel producing the Nutcracker plays an important role in fulfilling our mission. These skaters spend hours upon hours perfecting their craft for competitions and tests, but the show provides them the opportunity to entertain and amaze you with their skating ability and talent. Performance in this show is a highlight for all of our skaters as this is when they share their love for the sport and art of figure skating with the community. Their reward will not be a medal or passed level, but will be enthusiastic applause, and they will tell you there is nothing better!

In addition to producing this and other shows, the club hosts an annual competition (Show Me State Games of America) and in 2010 we hosted the ISI District 9 Championships; sponsors seven synchronized skating teams who represent the club and our city throughout the Midwest region in U.S. Figure Skating competitions (two of our teams are ISI National Champions and our 2008-09 Juvenile team was the first team from Missouri to ever qualify for the US Figure Skating Synchronized Skating Nationals and repeated this in 2009-2010); supports individual skaters through training opportunities and scholarships; has implemented a team building program featuring nationally acclaimed sports psychologist, Jason Selk through the support of a grant provided by the St. Louis Sports Commission, provides professional development programs and funding to our coaches; has sponsored the Webster Groves Community Days Family Day Celebration over the 4th of July and supports local and national charities, which has included "Cool Kids" a foundation that supports families with children who are fighting cancer, the Juvenile Diabetes Foundation, "Push for Pencils" school supply drive (visit <http://www.kidsmartstl.org/push-for-pencils/blog/> for more information) and the Webster-Rock Hill Ministries Food Pantry through our annual Nutcracker Food Drive and by adopting families for Thanksgiving dinner baskets. For additional information on our organization please visit www.metroedgefsc.org.

Director

Charity Whitlock is returning as director for our 7th annual Nutcracker on Ice. She brought this production from Rockford, Illinois where it was conceived and created by her mother. Charity has 10 years of experience both as a cast member and a director of this show in Rockford where it was a well-known successful event! She is excited to share this production with the St. Louis community. Charity recently graduated from St. Louis University with an advanced degree in physical therapy.

Producer

Karen Rosemann is returning as producer for the 5th year. Karen retired from managing a Customer Care Center at Monsanto to spend more time with family and work in a volunteer capacity where needed. She is thrilled to be part of this project and to utilize her professional marketing and management skills to ensure a successful event. Karen has a Bachelor of Science in Business Administration with emphasis in Marketing from the University of Missouri – Columbia and a Masters in Business Administration from Washington University.

Production Staff

A capable 25-member volunteer staff has been recruited to head up all aspects of the show's production under Charity & Robin's direction. We also have professional coaches on the Webster Groves Parks and Recreation staff who will be choreographing the group numbers.

Challenges / Community Support Needed

We are dedicated to making this a special experience for the skaters who participate and provide an opportunity to all who participate to give back to the community through our winter apparel drive.

We strive to raise awareness of the event and the children's home drive to a larger community. Children in our area go without the proper winter apparel every year and the agencies that support these children are in desperate need of donations this time of year and we know we can increase our donation substantially through increased awareness.

We want to continue to keep the show affordable to families so many may enjoy the magic of a show on ice! The costs of doing a show can be daunting; show expenses have run over \$20K annually. In addition to ice rental, we must rent lighting and music equipment and purchase materials for costumes and sets. Our volunteers provide over 2000 volunteer hours to execute this show, including all the labor for our costumes and sets, but as you can see the costs are still substantial for a community production.

Corporate sponsorships and assistance in marketing the show can increase our income to cover our expenses. Community support will help draw more patrons to our shows, which will enable us to continue to provide an opportunity for families to participate and attend the show at a low cost.

? Questions

Please call Karen Rosemann if you have any questions at 314-409-9986. For additional information about our show please visit www.NutcrackerOnIce.org.



December 10th & 11th, 2011
Webster Groves Ice Arena

Corporate Sponsorship Application

Please complete and return this page with payment **by Monday, November 14th** to:

Nutcracker On Ice Sponsors
PO BOX 190455
Webster Groves, MO 63119

Sponsor Name: _____

Contact Name: _____ Phone: _____

Address: _____ City: _____

ST: _____ Zip : _____ E-Mail: _____

Please check the level of sponsorship you wish to purchase. **Make checks payable to Metro Edge Figure Skating Club (MEFSC).**

- Presenting \$2000 Producing \$1000 Director's \$500
- Supporting \$200 Patron \$50-\$199 _____

Sponsor Benefits:

1. **Exhibit Booth:** Do you wish to have a booth? Yes No
2. **Playbill Ad:** Do you wish to submit an ad? Yes No

Please follow instructions on enclosed ad production guidelines sheet.

3. **Banner Presentation:** Do you want us to skate your banner? Yes No
For Presenting, Producing and Director's Sponsors only.

4. **Promotional Items:** Do you wish to distribute promotional items to the skaters? If yes, please provide 110 of each item. Yes No

5. **Playbill Title Page:** Do you plan to submit a logo graphic? Yes No

If yes, submit your camera ready logo electronically to jenn42@gmail.com

If not, what three lines of information would you like printed instead:

_____ (e.g. Company name)

_____ (e.g. Company specialty)

_____ (e.g. Phone number, website)

6. **Audience Address:** Do you wish to address the audience? Yes No

For Presenting and Producing Sponsors only!

7. **Show Tickets:** See sponsorship benefits for number of complimentary tickets. Children 4 and under free. We need to know the total of attendees to reserve your VIP seating.

Show	Qty of Comp. Tickets	Qty of Additional Tickets	Qty of FREE Children (4 and under) for reserved seating	Cost per Add.Tickets	Amount Due
Sat., Dec. 10 at 2 PM				\$10@	
Sat., Dec. 10 at 5 PM				\$10@	
Sun., Dec. 11 at 2 PM				\$10@	
Sun., Dec. 11 at 5 PM				\$10@	
TOTAL DUE					

If any amount due, make checks payable to Metro Edge FSC and mail with application. Tickets may be ordered closer to the show by calling Karen Rosemann at 314-409-9986 or e-mailing karenr@metroedgefsc.org.

?’s Contact Karen Rosemann at 314-409-9986 or karenr@metroedgefsc.org.