

Metro Edge Figure Skating Club

presents

SPONSOR



## 2018 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
<b>Presenting Sponsor</b> <i>Exclusive, only one</i>	\$2000	X	X	X	X	X	X	On Title Page!	4 Tickets for all Shows (\$224 value)	Full Page Premium Positioned Ad (\$250 value)	X	X
<b>Producing Sponsor</b>	\$1000		X		X	X	X	X	4 Tickets for 2 shows (\$112 value)	Full Page Ad (\$200 Value)	X	X
<b>Director's Sponsor</b>	\$500						X	X	6 Tickets for 1 Show (\$84 Value)	½ Page Ad (\$125 Value)	X	X
<b>Supporting Sponsor</b>	\$250						X	X	4 Tickets for 1 Show (\$56 Value)	¼ Page Ad (\$75 Value)		X
<b>Patron</b>	\$75-\$249							X	2 Tickets for 1 show (\$28 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 (\$10 through the cast, \$12 in advance, \$14 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 Operation Food Search in 2013. We donated over 500 lbs of food and many additional pre-packaged cases of food. This year, we will once again hold a food drive.

### **Visibility**

Media coverage of this event continues to grow each year as over 3000 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 on Ice 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, our club is multi-faceted. We host an annual competition, *Meet Me in St. Louis*, and in 2010 and 2015 we hosted the ISI District 9 Championships. We sponsor seven synchronized skating teams who represent the club and our city throughout the Midwest region in U.S. Figure Skating competitions. We have even rostered a Junior Team that competed as TEAM USA internationally and received the silver medal in 2014 at the National level. Our 2008-09 Juvenile team was the first team from Missouri to ever qualify for the U.S. Figure Skating Synchronized Skating Nationals and we've repeated this every year since! We support individual skaters through training opportunities and scholarship, and had five freestyle skaters compete at Regionals last year – 2 finishing on the podium! Our members, both individual and synchronized, participate in the annual S.T.A.R.S. combine (Standardized Testing of Athleticism to Recognize Skaters), a USFS training program to measure and track their strength and fitness levels. We provide professional development programs and funding to our coaches. We are a sponsor for Webster Groves annual New Year's Eve celebration, Fire & Ice and have sponsored the Webster Groves Community Days Family Day Celebration over the 4th of July. We support local and national charities, which have included "Push for Pencils" school supply drive (visit <http://www.kidsmartstl.org/push-for-pencils/blog/> for more information) and Operation Food Search 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](http://www.metroedgefsc.org).

## **Director**

Charity Hendrickson is returning as director for our 13th annual Nutcracker on Ice. She brought this production from Rockford, Illinois, where it was conceived and created by her mother. Charity has 16 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. In addition to coaching skating, Charity works as a physical therapist for SSM Health.

## **Creative Director**

Molly Romano is returning as creative director again this year. Along with her experience in ballet and performance, she brings over 13 years experience performing in the Toledo Ballet Company's Nutcracker.

## **Production Staff**

A capable 25+-member volunteer staff has been recruited to head up all aspects of the show's production under Charity, Molly and other two producers, Anna and Lynn'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 food drive. We strive to raise awareness of the event and the food drive to a larger community. Families in our area go without enough food every year and the agencies that support them are in desperate need of donations this time of year. 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 Anna Clark at 314-852-9862 if you have any questions. For additional information about our show please visit [www.NutcrackerOnIce.org](http://www.NutcrackerOnIce.org).



December 8<sup>th</sup> and 9<sup>th</sup> 2018  
Webster Groves Ice Arena

# Corporate Sponsorship Application

Please complete and return this page with payment **by Monday, November 12<sup>th</sup>** 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 \$250       Patron \$75-\$249, specify amount: \$\_\_\_\_\_

## 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 sponsors only (banner provided by sponsor.)*
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 kbonifant@yahoo.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 Additional Tickets	Amount Due
Sat., Dec. 8 at 2 PM				\$12@	
Sat., Dec. 8 at 5 PM				\$12@	
Sun., Dec. 9 at 2 PM				\$12@	
Sun., Dec. 9 at 5 PM				\$12@	
<b>TOTAL DUE</b>					

If ordering additional tickets, make checks payable to Metro Edge FSC and mail with application.

8. **Show Ticket Advertising:**

Do you wish to purchase advertising on the back of the official show tickets?      Yes    No  
 The cost would be \$75.