



## Why Arts Education and Why Now

Across the country, arts education has steadily declined as schools face budget cuts and competing priorities. In California, *only about one in five public schools* has a full-time art or music program. For the vast majority of children, opportunities to engage in the arts, particularly high-quality, sequential training, are simply out of reach.

Yet, the benefits of arts education are profound. Participation in the arts fosters creativity, builds confidence, strengthens discipline and perseverance, and creates a sense of belonging. These skills are foundational not only for artistic growth, but for success in school, careers, and life.

## Our Role in the Solution

San Diego Civic Youth Ballet believes that **every child deserves access to high-quality arts education**, regardless of financial circumstance. We focus our efforts on dance, an art form that has physical, mental, and emotional benefits. Our mission is to remove as many barriers to ballet as possible while delivering exceptional training and performance opportunities.

Each week, we serve **over 425 students through more than 60 classes at our Balboa Park studios**, and an additional **300+ students through school-day and after school programs** across the region. Every student we teach has the opportunity to perform on a professional stage, an experience that builds confidence, pride, and a lifelong connection to the arts.

Delivering this level of access and excellence requires significant resources: professional faculty, safe and inspiring spaces, costumes, live performances, and outreach programs that bring ballet directly into schools and communities.

## How You Can Make an Impact

By sponsoring San Diego Civic Youth Ballet, your business becomes a vital partner in expanding access to arts education in San Diego. Your support helps ensure that a child who might otherwise be left out has the opportunity to dance, perform, and grow. Your gift allows a student to dance and helps strengthen the cultural and creative future of our community.

***"My child's participation in SDCYB helped them develop qualities like discipline, perseverance, confidence, and a belief that they can achieve their goals."***

***—SDCYB Parent***



# 2026 SDCYB SPONSORSHIPS

SDCYB strives to create an inclusive environment where **every child can build resilience and confidence through dance.**

## The Good We Do:

San Diego Civic Youth Ballet provides high quality ballet education and performances to hundreds of San Diego families, tourists, and arts supporters.

## As a sponsor with SDCYB, you help support:

- 21 performances in Balboa Park,
- 700 local children learning ballet, and
- 10,000+ live audience members.

<b>Season Sponsor</b>	21 Performances	\$10,000
<b>Spring Sponsor</b>	7 Performances	\$3,500
<b>Summer Sponsor</b>	4 Performances	\$1,500
<b>The Nutcracker Sponsor</b>	10 Performances	\$5,000
<b>Program Ads</b>	n/a	\$125 - \$500

Contact:

**Marissa Shoten, Director of Philanthropy**  
marissa@sdcyb.org or 619-259-0365



# Season Sponsor

**\$10,000**

**21 Performances / Reach: 15,000+**

- **One-year featured placement** on the SDCYB website homepage
- **Prominent, hyperlinked logo placement** on SDCYB's Sponsor webpage for one year
- **Two dedicated marketing emails** to SDCYB's full mailing list (content subject to SDCYB approval)
- **Invitations to all SDCYB donor and special events**
- **Logo recognition in all printed programs** throughout the year
- **Logo inclusion on all printed promotional postcards**
- **Featured spotlight in four quarterly e-newsletters**
- **Four dedicated social media posts** highlighting your business
- **Formal acknowledgement in SDCYB's annual Impact Report**
- **Opportunity to deliver a Curtain Speech** to a live audience
- **Four complimentary tickets to each SDCYB production**



## Deadline: **February 15th**

Contact:

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# Spring Sponsor

**\$3,500**

**MARCH – JUNE**

**7 Performances / Reach: 8,000+**

- **Four month featured placement** on the SDCYB website homepage
- **Hyperlinked logo placement** on SDCYB's Sponsor webpage for one year
- **One dedicated marketing email** to SDCYB's full mailing list (content subject to SDCYB approval)
- **Invitations to donor and special events**
- **Logo recognition in printed programs** for Spring Ballet (*Cinderella*) and *Spring Showcase*
- **Logo inclusion on printed promotional postcards** for Spring Ballet (*Cinderella*)
- **Featured spotlight in one quarterly e-newsletter**
- **One dedicated social media post** highlighting your business
- **Formal acknowledgement in SDCYB's annual Impact Report**
- **Opportunity to deliver a Curtain Speech** to a live audience
- **Four complimentary tickets to Cinderella**



## Deadline: February 15th

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# Summer Sponsor

**\$1,500**

**JULY – AUGUST**

**4 Performances / Reach: 7,000+**

- **Two month featured placement** on the SDCYB website homepage
- **Hyperlinked logo placement** on SDCYB's Sponsor webpage for one year
- **Invitations to donor and special events**
- **Logo recognition in printed programs** for *Fairy Tales in the Park*
- **Logo inclusion on printed promotional postcards** for *Fairy Tales in the Park*
- **Featured spotlight in one quarterly e-newsletter**
- **One dedicated social media post** highlighting your business
- **Formal acknowledgement in SDCYB's annual Impact Report**
- **Four complimentary tickets to *Fairy Tales in the Park***



## Deadline: **June 1st**

Contact:

**Marissa Shoten, Director of Philanthropy**  
marissa@sdcyb.org or 619-259-0365



# The Nutcracker Sponsor

**\$5,000**

**OCTOBER – FEBRUARY**

**10 Performances / Reach: 10,000+**

- **Five month featured placement** on the SDCYB website homepage
- **Hyperlinked logo placement** on SDCYB's Sponsor webpage for one year
- **One dedicated marketing email** to SDCYB's full mailing list (content subject to SDCYB approval)
- **Invitations to donor and special events**
- **Advertisement and Logo recognition in printed programs** for *The Nutcracker*
- **Logo inclusion on printed promotional postcards** for *The Nutcracker*
- **Promotional item with your logo** sold in the boutique
- **Featured spotlight in one quarterly e-newsletter**
- **One dedicated social media post** highlighting your business
- **Formal acknowledgement in SDCYB's annual Impact Report**
- **Opportunity to deliver a Curtain Speech** to a live audience
- **Eight complimentary tickets** to *The Nutcracker*



## Deadline: **October 1st**

Contact:

**Marissa Shoten, Director of Philanthropy**  
marissa@sdcyb.org or 619-259-0365