



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.**

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

Contact:

philanthropy@sdcyb.org



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 1st

Contact:
philanthropy@sdcyb.org



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 1st

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philanthropy@sdcyb.org



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:
philanthropy@sdcyb.org



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:
philanthropy@sdcyb.org



Production Program Advertising

Place your ad in SDCYB's printed programs, available for Cinderella, Spring Showcase, and The Nutcracker.

All ads printed in **full-color** on **high-quality, glossy stock**.

<p>FULL PAGE 5.5" W x 8.5" H</p> <p>\$500</p>	<p>1/2 PAGE 5.5" W x 4.25" H</p> <p>\$250</p>
	<p>1/4 PAGE 2.75" W x 4.25" H</p> <p>\$125</p>



AD DEADLINES

FEBRUARY 15
Cinderella

APRIL 24
Spring Showcase

OCTOBER 15
The Nutcracker

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