

**Kingsport Ballet's**

# *Ballet and Bubbly*

**VIRTUAL AUCTION**

**MAY 1-8, 2021**

Dear Partnering Business:

It is our pleasure to invite you to partner with us for our ninth annual BALLETT AND BUBBLY 2021!

This year we will once again adapt our fundraiser to our current situation! At this time we have an immediate plan - PLAN A, and an evolving plan - PLAN B, as well as a possible combination of the two!

Plan A will consist of our always popular SILENT AUCTION. The event will be online and will span one week where guests will be able to shop for unique gifts as well as necessities. Plan B would consist of a lovely, in-person event with the added excitement of a live auction, delicious food and a performance, as is tradition for this event.

In either scenario we invite you to help us make our event possible by donating an item from your business to our virtual silent auction, the proceeds of which will benefit the Kingsport Ballet school, the provision of scholarships and reduced fees for students who need it.

Kingsport Ballet provides scholarships to 15-20% of its student base. A full-time student's yearly tuition is approximately \$2400 (they take classes daily!), not including equipment. One pair of pointe shoes is \$85 and an advanced student typically goes through five pairs in one year. Ballet and Bubbly presents an opportunity for supporters to offset the cost of these scholarships. Our outreach program is called DANCE CO – it is in its 18th year! It is partly funded by the City of Kingsport as well as area businesses and individuals. The program has also been funded by the National Endowment for the Arts in a highly competitive grant application process. In a typical year, we receive funding for approximately ½ of the cost of implementing this program. This fundraiser aims to offset the remaining costs.

For your generous support, we will provide the following:

1. Your business will be included in our silent auction brochure and other print materials (if in person) or in the menu of the online catalog, along with links to your business website and social media pages. These will be featured just below your donated item so that shoppers can immediately visit your pages to learn more about you.
2. If providing food or wine, your contribution and its description will be printed on a table tent next to the item donated (if in person) or featured along with the item being auctioned along with links to your business pages.
3. A complimentary ticket to the event for your enjoyment! - for the in-person event
4. Your business cards will be available to all of our guests - for the in-person event as well as when your items are picked up or delivered to their new owners.

Ballet and Bubbly provides an opportunity for your business to receive greater visibility to our attendees who represent ballet-goers, city officials, business leaders from sponsoring organizations, and other arts lovers. We are confident your contribution will also give you the satisfaction of providing support to valuable community arts programs that have the power to change lives!

From the bottom of our hearts, please accept our gratitude for your support.

Sincerely,  
Kingsport Ballet Board of Directors