



**RED CLAY DANCE COMPANY**  
ANNIVERSARY SEASON

**CORPORATE  
SPONSORSHIPS**

# OUR STORY



**RED CLAY DANCE COMPANY** lives to awaken “glocal” Artivism through creating, performing and teaching African Diaspora dance.

Not only does our Artivism help transform cultural and socio-economic inequities in our “glocal” communities, but it also shares stories we know to be true about who we are as a people.

We are a welcoming home for professional and pre-professional dancers, dance-lovers, and other artists to convene, create, and collaborate. Our **Professional Touring Company** of Artists creates and performs thought-provoking, uplifting, challenging, socially-conscious Afro-Contemporary dance for audiences around the world. In addition, Our **School of Dance** and **Red Clay Dance Youth Ensemble** offer world-class training to youth, teens and adults as a pipeline toward professional careers in the arts.

Our **Community, Engagement, Education, Partnerships** (CEEP) program provides accessible excellence in dance education to schools and community groups and serves more than five hundred students throughout Chicago. Our signature online community wellness program, the **Dance Pamoja Challenge** ensures community access to high-energy dance classes that improve physical, mental and emotional health. Our innovative **Making the Artist** program creates courageous spaces that liberate local youth to share their stories and lift their voices while learning to lead impactful social change. With the opening of our **Center for Excellence** in Woodlawn, our **In the Making** membership program provides affordable creative space and a supportive infrastructure for dancers and choreographers in Chicago.



# OUR VALUES

**We believe** that when we devote the full strength of our Artivism to the Red Clay Dance Company mission, work in collaborative partnership with others, and unapologetically advance anti-racism by challenging stereotypes and sharing stories we know to be true about who we are as a people, we can affect glocal change.

**We believe** all people have the potential for greatness.

**We believe** everyone can be an Artist.

**We believe** we can celebrate diversity while embracing unity.

**We believe** the professional creation, performance and teaching of African Diasporic dance is essential.

**We believe** active and liberated individuals and families build active and liberated villages.

**We believe** in culturally responsive and trauma informed approaches to education.

**We believe** Red Clay Dance Company is a welcoming community where diversity is celebrated, inclusion is intentional, our doors are open to all.

**We believe** in unapologetically advancing our mission, living our Artivism, being accountable to our values, and serving others through our professional creation, performance and teaching of dance.

**WE BELIEVE IN US.**

# 15 YEARS OF IMPACT

## AMPLIFY VOICES OF THE AFRICAN DIASPORA

- Provided access to 26 evening length performances centering the dance, music and culture of the African Diaspora.

## SEEK REMUNERATION EQUITY FOR ARTISTS

We provide equitable compensation and benefits to our artists and staff through sustainable operations and capacity building.

- In 2020 we increased our pay rates across the organization by 25% and added health benefits for our administrative staff.
- In 2023, we provided an annual salary for our touring company members.
- By 2025, we will provide annual salaries and health care benefits for our touring company members.

## SUPPORT BLACK WOMEN

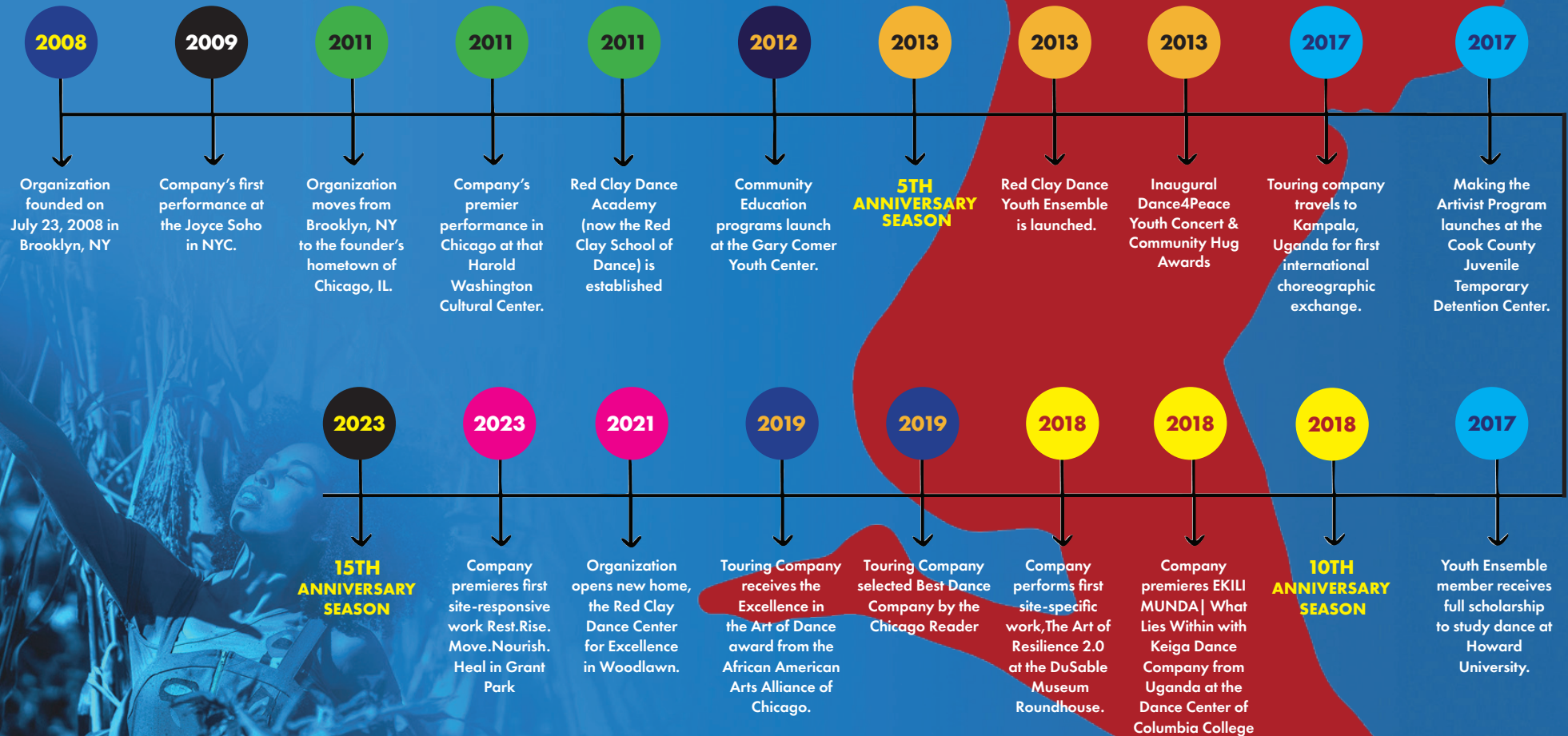
- Touring Company has supported the careers of 31 Black women artists.
- Commissioned choreographic works by 3 emerging Black women choreographers

## CREATE ACCESSIBLE EXCELLENCE

- Since 2017, we have provided access to dance training and performance to 215 teens through our Youth Ensemble program.
- Since 2012, our Education Department has:
  - Supported 45 school/community partnerships
  - Served approx. 2600 youth
  - Supported approx. 60 dance educators
  - Delivered approx. 35,000 hours of dance training and education



# MAJOR MILESTONES



# OUR EVENTS

## 15 FORWARD ANNIVERSARY SEASON

**July 23, 2023**

MARDI GRAS IN JULY-KICK OFF CELEBRATION  
Red Clay Dance Center for Excellence

**August 3, 2023**

PAINT THE TOWN RED FUNDRAISER  
The Ivy Room

**November 3, 2023**

FALL OPEN STUDIO  
Red Clay Dance Center for Excellence

**March 14-16, 2024**

THE LA FEMME DANCE FESTIVAL

**MARCH 14TH, 6:30PM**

Opening Reception- Women in the Arts Panel  
The Arts Club of Chicago

**MARCH 15TH, TIMES TBD**

Masterclass/Workshop Series  
Red Clay Dance Center for Excellence

**MARCH 16TH, 7PM**

Festival Performances  
Harris Theater for Music and Dance

**May 3, 2024**

SPRING OPEN STUDIO  
Red Clay Dance Center for Excellence

**June 8, 2024**

DANCE4PEACE YOUTH CONCERT

### Press Quotes

*"One of the most important companies led by black women, committed to telling the stories of the people of the African diaspora and connecting us all to a larger narrative of liberation."*

- See Chicago Dance

*"...gorgeous moments of motional beauty..."*

- Chicago Stage Standard

*"Impressive, challenging, and astonishing to experience"*

- Picture This Post

## 15FORWARD SPONSORSHIP LEVELS

Becoming a **15FORWARD Season Sponsor** is a perfect opportunity for your business to show its support for our Artivism work in community!

We will be working with you to build awareness and visibility for your company and to create highly personal connection points between your company and our village. We offer five levels of sponsorship, each with unique marketing benefits to suit your business goals. The terms and benefits of the sponsor packages are outlined below.

### VISIONARY TITLE SPONSOR- \$45k

Visionary level season sponsors are welcome to join the celebration with access to:

- **1 VIP TABLE AT PAINT THE TOWN RED FUNDRAISER**
- **10 COMPLIMENTARY TICKETS TO THE 15FORWARD EVENT OF YOUR CHOICE**
- **Lead sponsor placement for 15FORWARD Season collateral**
- **Verbal acknowledgement at all 15FORWARD Season Events**

### SUSTAINER-\$30k

Sustainer level season sponsors are welcome to join the celebration with access to:

- **10 COMPLIMENTARY TICKETS TO THE 15FORWARD EVENT OF YOUR CHOICE**
- **Prominent Logo placement on 15FORWARD Season collateral**
- **Full page acknowledgment in the La Femme Dance Festival Digital Program**

### HARVESTER-\$15k

Harvester level season sponsors are welcome to join the celebration with access to:

- **8 COMPLIMENTARY TICKETS TO 15FORWARD EVENT OF YOUR CHOICE**
- **Logo placement on 15FORWARD Season collateral**
- **Full page acknowledgment in the La Femme Dance Festival Digital Program**

### GROWER- \$10k

Grower level season sponsors are welcome to join the celebration with access to:

- **6 COMPLIMENTARY TICKETS TO THE 15FORWARD EVENT OF YOUR CHOICE**
- **Name recognition on 15FORWARD Season collateral**
- **½ page Acknowledgement in the La Femme Dance Festival and Dance4Peace**

### SOWER-\$5k

Sower level season sponsors are welcome to join the celebration with access to:

- **4 COMPLIMENTARY TICKETS TO THE 15FORWARD EVENT OF YOUR CHOICE**
- **Name recognition on 15FORWARD Season collateral**



**“The arts is my job. The dancers that are in that studio right now, this is their job. THIS IS NOT A HOBBY”**

*- Vershawn Sanders-Ward, Founder & CEO*





# CONTACT US

Your investment in RED CLAY DANCE COMPANY helps us to awaken “glocal” Artivism through creating, performing and teaching African Diaspora dance. For questions about the 15Forward Anniversary Season, Corporate Sponsorships and/or to request an invoice, please contact us:

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