

# NPAFE

## Sponsor Opportunity at Kennedy Center Sept 28-29, 2017: Kyoko Ruch

**NPAFE** is promoting two newly-commissioned works by **Kyoko Ruch** and her **KyokoDansu** dance company at a one-of-a-kind September 28-29, 2017 showcase event at Washington DC's Kennedy Center Millennium Stage.

**This event offers a Corporate Sponsor** explicit, exclusive brand showcasing before an expected preferred demographic audience exceeding 1000 people, centered on emphasizing the corporate sponsors core Value Proposition to its stakeholders, customers and prospective customers.

### The Event

Famed locally, regional and even internationally, **Kyoko Ruch** and her dance company **KyokoDansu** is presenting two new works, under the sponsorship and commissioning of the Kennedy Center, including a new piece scored by famed British composer Robin Rimbaud.



The first of the new works is a 35-40 minute entitled, **"When Snails Collide"**, a cleverly satirical contemporary dance theatre piece for all ages, highlighting people's inevitable insecurities yet their drive to make the most of life. Seven dancers begin performing in a makeshift vaudeville style show, all seemingly invested deeply in the microcosmic vaudeville moment when suddenly an outside figure surfaces and throws everything into imbalance. The work begins in all white and then magically adds in color to give the sense of a blank canvas being painted. Even the costumes are ingenious: reminiscent of 1930's women's lawn tennis outfits with dancers using vintage tennis racquets as props.

The stage will be special: built out in tiers to transform the normally flat floor space into a unique "three-dimensional performance space" for the troupe. The sound will center on a range of gypsy music by various groups, together with the performers' own voices as they dance and speak. The result? A soundscape that will draw the audience into a journey through a magical world created by the dancers themselves.

This special Kennedy Center program will conclude with another new and special KyokoDansu creation. Kyoko is collaborating in duet with one of Britain's best known solo musicians and composers, Robin Rimbaud. The audience will be witness to a conversation between dance and music, between life and technology. Projected on the stage background will be a live aerial view of how Rimbaud manipulates his devices to create the very soundscape that will be filling the Kennedy Center Millennium Stage.

### About NPAFE

A nonprofit focused on building partnerships between corporations and performing artists, the **National Performing Arts Funding Exchange** enables corporations to select acclaimed high quality performing arts events that meet corporate demand for high-quality brand-exclusive events appealing to key demographic groups. NPAFE is the nation's only resource systematically identifying proven performing arts partners whose own standing allows a brand to tell people, with a home town flavor close to where they live, what that brand really stands for.

### Roles / Resources

**NPAFE:** Manage event to assure it successfully reflects the corporate sponsor's brand values; marketing and communications including PR initiatives before, during and after presentation(s) to promote sponsor brand; provide to the corporate sponsor branded "event story" videos for its exclusive use free for six months, nominal fee thereafter.

**Corporate Sponsor:** Collaborate in marketing and promotion, Initial series preparatory commitment: 1/2 of the \$13,500 total budget; balance due 7 days prior to event; direct contact and communication with NPAFE by the corporation's sponsorship coordinator/team.

**Click on "For the Business World"** at [www.npafe.org](http://www.npafe.org) for more information. NPAFE contacts: Cliff Brody [cbrody@npafe.org](mailto:cbrody@npafe.org) or Julia Jaunich [julia.jaunich@npafe.org](mailto:julia.jaunich@npafe.org), both at 202.643.8048.