

## Paul Taylor Dance Company Tour to Peru, Argentina, and Chile, June 5-22, 2018

The June 2018 Paul Taylor Dance Company tour to Peru, Argentina and Chile offers an exclusive opportunity for a major international brand to convey the excellence of its products and services to highly influential audiences in Peru, Argentina, Chile and beyond.

This sponsorship offer is a complete package, ready to go, requiring little to no allocation of people, time, or technology on your company's part to prepare and execute. Every performance will be tightly organized, interwoven with uniform sponsor brand messaging and powerful social media to a universe exceeding two million followers, not just during the tour but also before and after.

### Opportunity Without Risk.

Since World War II, most major corporate supporters of the Performing Arts have chosen to support major venues like Lincoln Center, the Kennedy Center, and their counterparts here and abroad. This has been the case even though audiences always go to see the performers themselves much more than the places where they are performing.

Major brands have usually felt it was too risky to sponsor performing artists directly – especially dance. There were no reliable measures of audience draw or market value or size, or any way to assure that separate performances at different times and places could deliver uniform messaging.

Nor was there any reliable advance inventory of acclaimed artists with broad audience appeal whose creative works would be available for sponsorship anywhere, no less at the best locations with full houses, whether “boutique” or at grand venues like Lincoln Center and its homologues around the world.

NPAFE has solved these problems by applying the sports marketing model to the performing arts, in the process winning the trust *and* commitment of leading performing artists who are determined to make their corporate sponsors look great.

### A \$47 billion market.

NPAFE's focus on dance in this proposal is intentional. It reflects a \$30 billion upper-middle-income and high-net-worth market just in the United States alone. Add almost 50% to that number, and you have all of North and South America.

People who come to see proven Performing Arts influencers like the Paul Taylor Dance Company are more brand loyal than almost anyone else ... by far more loyal than any size crowd at any stadium for most any reason. Almost all are investing heavily in their children's and grandchildren's futures, or are the Millennials actually accumulating savings and even starting to invest. In the United States. In most other countries as well.

More than any other demographic group save the wealthiest, these influential people have more disposable time and money to choose the very best. Which they do. They consider brands that sponsor NPAFE-partner performing artists like the Paul Taylor Dance Company as the very best. Right away. And for the long haul.



*Annmaria Mazzini, Kristi Eglvedt, Lisa Viola, Maureen Mansfield, Julie Tice and Amy Young performing in Paul Taylor's "Black Tuesday"*



*Laura Halzack with cast members performing Paul Taylor's "Lost, Found and Lost"*

(over)

## A complete package, ready to go.

The 2018 tour will center on four acclaimed Paul-Taylor-choreographed masterworks: Esplanade, Piazzolla Caldera, Promethean Fire, and Arden Court. Each is being produced in collaboration with the high-end institutions hosting each event. And it is turn-key: all the prep work for each event is done.

- June 5-6, 2018 - Lima, Peru: Grand National Theater of Peru, where the Paul Taylor Dance Company will open the *New Dance Festival 35<sup>th</sup> Anniversary Season*
- June 12, 2018 - Rosario, Argentina: Teatro Circulo
- June 14, 2018 - San Juan, Argentina: Teatro del Bicentenario
- June 18, 2018 - Temuco, Chile: Teatro Municipal de Temuco
- June 21-22, 2018 - Santiago, Chile: Teatro Municipal de Santiago

Every performance will be interwoven with uniform sponsor brand messaging and powerful social media before, during, and after – a NPAFE specialty. More than that, the messaging and social media will be prominent in the workshops, galas, and additional outreach that will unfold before and after the performances. Collectively, they will emphasize the sponsor's own commitment to quality and excellence.

NPAFE's capacity to assure this outcome is rooted in its relationships with innovative creators in the Performing Arts all around the country and internationally, along with the acclaimed venues where they perform. We team with them, and they team with us, to assure a strict level of quality: deliverables, meeting milestones, creative oversight to assure "museum piece" quality, and a laser focus on the sponsor's brand value.

*Each Paul Taylor performance in each city will offer exclusive branding opportunities with preferred audiences, present customers, future customers, even former customers whom the sponsor wants back in the fold.*

## About NPAFE

The National Performing Arts Funding Exchange – NPAFE – is the country's only nonprofit focused on arranging direct corporate sponsorships that expand the funding available to the nation's exceptional community of entrepreneur-performing artists. These are creators who lead, not follow, especially talented people not only because they create new works but also because they make great effort to pass their skills and knowledge to future generations.

While all performing artists "perform", few actually create and even fewer educate. The ones who do all three have proven time and again how to make their corporate funders respected by people all across America and beyond. Our reason for being is to make sure that these artists and their corporate sponsors both succeed at that.



Lisa Viola, Robert Kleinendorst, Annmaria Mazzini and Michael Trusnovac performing Paul Taylor's "Dante Variations"

## Next Steps

NPAFE is ready to review this opportunity with you by phone, video conference, or in person. The best contact points are email: [cbrody@npafe.org](mailto:cbrody@npafe.org), or telephone at (o) 202.643.8048 / (m) 202.213.3076.

## Useful Links | NPAFE Team Contacts

- Paul Taylor Dance Company June 2018 "Little Black Book", this document, additional info: <https://www.npafe.org/ptamd-la2018/>
- Main NPAFE website: [www.npafe.org](https://www.npafe.org); Q&As for corporate marketers: <https://www.npafe.org/spons-qas-for-marketers/>; NPAFE 2017 Millennials & Social Media White Paper: <https://wp.me/p8eGG5-1z6>
- Nicki Schwenner [nicki.shwenner@npafe.org](mailto:nicki.shwenner@npafe.org); Julia Jaunich [julia.jaunich@npafe.org](mailto:julia.jaunich@npafe.org)