

An Exclusive Corporate Sponsorship Opportunity

Paul Taylor American Modern Dance, Lincoln Center New York City Oct 29 –Nov 17, 2019

This NPAFE offer is for exclusive corporate sponsorship of the very first Lincoln Center, New York appearance of The Paul Taylor Dance Company since the August 2018 passing of American modern dance master Paul Taylor.

The annual Paul Taylor Lincoln Center season will be a must-see event featuring Taylor's most iconic works in the very first Lincoln Center appearance under the new Artistic Director, Michael Novak, and the first-ever appearance by Misty Copeland with the Paul Taylor Dance Company on Wednesday, October 30 at the series Gala event.

Once referred to by his mentor, Martha Graham as the "Bad Boy of Modern Dance," Paul Taylor today is globally recognized as a pioneering founder of American Modern Dance.

The Taylor company has performed in over 524 cities and 64 countries, with Taylor himself choreographing 147 original works, dancing in many of them himself, and attaining iconic status in the US and internationally.

High Value for the Corporate Sponsor

This year's Paul Taylor Dance Company Lincoln Center season will be a powerful magnet pulling in the best audiences and wide media coverage. Audience draw every year for the Paul Taylor Lincoln Center series exceeds 23,000, with everyone receiving printed programs which highlight corporate sponsorship. This reach is augmented by:

- Exclusive sponsor brand positioning before, during and after the performance series, including branding on the large 25 x 45 foot banners mounted on the Center's exteriors;
- Exclusive sponsor rights to invite its own selected guests to performances, rehearsals, and invitation-only events;
- Social media promotions by Paul Taylor Dance Company including an exclusive email list of more than 30,000 qualified dance audience members, almost all with above-average disposable time and money;
- Extensive Paul Taylor Dance Company promotional advertising and media coverage in and by the **New York Times** and other preferred print and digital media; and
- National and international focus on how this one-of-a-kind event, led by the dancers who Taylor himself selected, will unfold, and equal focus on the organizations that made it possible.

Meet the June 7, 2019 decision date for sponsorship and **your brand will enjoy intensive promotion** in the months leading to the Lincoln Center performance series, during the series, and for months to follow.

NPAFE Contacts

For your personal briefing and budget info: Cliff Brody cbrody@npafe.org; Aubry Dullin aubry.dullin@npafe.org



Paul Taylor and Company at Lincoln Center



Paul Taylor with dancers Annmaria Mazzini and Michael Trusnovac



*Michal Novak,
New Artistic Director*



Paul Taylor's "Dust"