

The CHAPLIN Corporate Sponsor Opportunity. In Switzerland and Around the World.

NPAFE is authorized to offer the opportunity for Van Cleef & Arpels to be the exclusive corporate sponsor for State Street Ballet's tour of its acclaimed CHAPLIN ballet, confirmed for California and Switzerland in April 2021.

This offer includes the Sponsor Recognition Day in Geneva, Switzerland, global social media, print and web PR sponsor recognition before, during, and after the tour, branded video options, and right-of-first-refusal for Van Cleef & Arpels to extend sponsorship to State Street Ballet tours to major cities around the world.

This sponsorship is the first of its kind, centering on State Street Ballet's European premiere of its celebrated original full-length CHAPLIN ballet at the world-class **Bâtiment des Forces Motrices Theater** in Geneva. It incorporates celebrity meet-ups plus invitation-only events in Geneva and at **Chaplin's home** and the [Chaplin's World Museum](#) in nearby Corsier-sur-Vevey. The CHAPLIN private events at Chaplin's World in Corsier-sur-Vevey are the very first of their kind officially recognized by the Chaplin family; the Van Cleef & Arpels brand would be featured there.



Chaplin's Life and Art Making the Sponsor Look Great!

Created by world-famous choreographers Kevin Jenkins, William Soleau and Edgar Zendejas, CHAPLIN portrays the iconic epic of Charlie Chaplin's cinematic genius: taking audiences on a biographical journey by a young girl who, mesmerized by Chaplin's persona, is drawn into a universe where she meets, interacts with, and ultimately, embodies "The Tramp."

CHAPLIN combines dance, an eclectic musical mix of classical, ragtime, New Age, and original compositions, and stunning multimedia elements that take the audience on a magical exploration of Chaplin's quest to portray humanity's better self. Discover more about the CHAPLIN ballet [here!](#)

A Perfect Fit Between CHAPLIN and the Sponsor's Goals

The **Chaplin Ballet Swiss Tour** links the Van Cleef & Arpels brand to the [eternally compelling fame and story of Charlie Chaplin](#). It empowers you to sponsor a compelling original new work – one that conveys your brand's unique value proposition – to the very demographic that most values personal branded experiences – which they remember and share with family, friends and professional networks.

Dancers are among today's most effective influencers. Their passion and movement excite all five senses, live on stage and in social media, using the power of enchantment to successfully convey the Van Cleef & Arpels brand's core values to the very consumers that luxury brands want the most.

For 25 years, State Street Ballet has successfully deepened high-end audience brand awareness of – and customer loyalty for – its corporate sponsors. CHAPLIN in Switzerland and the follow-on tours will extend this power to discriminating multi-generational audiences from four continents – a preferred demographic proven to show ever-deepening loyalty to luxury marques supporting the performing arts.

Confirming Sponsor Brand Distinctiveness

Intentionally structured to reflect very favorably on the sponsor, the **Chaplin Swiss Tour** anticipates empowering the Van Cleef & Arpels brand to offer exclusive, invitation-only events showing not only performances themselves but also works-in progress. Invited guests would witness the creative process and rehearsals themselves, engage with the creators, and then see the performances.

About State Street Ballet

Now in its 25th year, [State Street Ballet](#) is an internationally acclaimed dance company based in Santa Barbara, California under the artistic direction of Rodney Gustafson and William Soleau. Its enviable reputation is rooted in lasting success as a pioneering collaborative serving broad audiences loyal to the Company’s innovative original works and creative new stagings of classical ballet favorites.

Twenty dancers from six countries are the ensemble’s heart and soul. Year after year, consistently sold-out public performances, educational outreach, community partnerships, and training programs testify to the Company’s quality commitment to advancing the art of dance both in its home city and in the communities where it teaches and performs on tour, nationally and internationally.



*Lead dancer Anha Lipchik
in “CHAPLIN”*



More from “CHAPLIN”

About NPAFE

The National Performing Arts Funding Exchange — NPAFE — is the United States’ only nonprofit focused on arranging direct corporate sponsorships to expand funding available to the nation’s exceptional community of entrepreneur-performing artists. Creators who lead rather than follow, these artist-entrepreneurs have proven time and again how to make corporate funders respected by people across America and beyond.

Projects like **Chaplin Swiss Tour** that NPAFE showcases are rooted in our relationships with innovative creators in dance combined with our experience working with grand presentation venues. We team with them, and they team with us, to assure a strict level of quality: deliverables, meeting milestones, and creative oversight to assure uniform “museum piece” quality.

Sponsorship Opportunity Schedule of Events

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Budget, Deadlines, Next Steps

Budget: Exclusive sponsorship for the entire **CHAPLIN** Swiss Tour including pre-departure performances in Santa Barbara, California is \$200,000. **Deadline** for expression of interest: 20 March 2020. **Very next step:** Contact NPAFE for more information – see below.

Useful Links | NPAFE Team Contacts

- Online information including video and this document as PDF: <https://www.npafe.org/ssb-tour-vca-e/> password: **ssb255#**
- State Street Ballet: www.statestreetballet.com
- NPAFE website: www.npafe.org; Q&As for corporate marketers: <https://www.npafe.org/spons-qas-for-marketers/>; NPAFE Millennials & Social Media White Paper: . <https://wp.me/p8eGG5-1z6>
- NPAFE contacts: Cliff Brody cbrody@npafe.org; Ayala Ossowski ayala.ossowski@npafe.org