

THE GEORGIA BALLET



YOU ARE INVITED TO A BIRTHDAY PARTY!

Join us for **Pirouette in the Park**

and a birthday party for **The Georgia Ballet!**

We will celebrate the Ballet's 50th season at *Pirouette in the Park* - a 6-mile community walk. Join the fun and birthday festivities while supporting The Georgia Ballet.

Obtain pledges, participate in the walk, and earn prizes beginning at the \$30 level with a 2010 *Pirouette in the Park* t-shirt. To ensure the t-shirt size you want, you must return the enclosed \$30 Minimum Pledge and T-shirt Pre-order Form to the office by March 12. Shirts will be given out when you arrive at the park. All walkers raising \$30 or more will receive a t-shirt at the event with sizes available on a first-come-first-serve basis if the pre-order form is not returned on time. Each walker's pledge level will be recognized at the conclusion of the walk, with prizes (other than t-shirts) distributed in class after the event. Prizes list enclosed.

When: **Saturday, March 27, 2010**

- Registration begins at 9:30 am. Walk begins at 10:00 am.
- Picnic lunch starts at 11:30.
 - Lunch is \$5/person and must be pre-ordered.
 - Forms are available at the office and must be turned in by March 20.
- Face painting, party games and birthday cake!
- Rain or shine!

Where: **Laurel Park** jogging trail, 151 Manning Road, Marietta

Pirouette in the Park

Here's how it works!

Step 1	Receive your Pirouette in the Park packet by February 23, 2010.
Step 2	Ask relatives, friends, neighbors, & co-workers to sponsor you. Don't forget about classmates in school, your dentist, hair stylist and others!
Step 3	Clearly print your sponsor's name, address and phone number on the front of the large Sponsor Envelope and circle the donation amount. \$30 (\$5 per mile) \$60 (\$10 per mile) \$90 (\$15 per mile) or enter amount
Step 4	Give your sponsor a receipt. Print the date, their name, and the amount donated on the form. This is important as the receipt is your sponsor's official GAB thank you for their donation. Some receipts are included in this package. Please make additional copies as needed or obtain extras from the office.
Step 5	Once you have your first pledge, tell the office and your name will be placed on the Participation Board in the lobby! Participation prizes will be given out in class during the weeks leading up to the walkathon to those whose names are on the Participation Board.
Step 6	Lunch will be available at the park for \$5/person, but must be ordered and paid for in advance. Order forms are available at the office and must be turned in by March 20. And birthday cake for dessert!
Step 7	Return the enclosed \$30 Minimum Pledge and T-shirt Pre-order Form to the office by March 12. A pre-order form for the \$60 level shorts or additional t-shirt is due at the same time. ? All walkers raising \$30 or more will receive a t-shirt at the event with sizes available on a first-come-first-serve basis if the pre-order form is not returned on time.
Step 8	Parents: Ask your place of business to sponsor the event and/or your walker. Sponsorship levels are \$250, \$500 and \$1,000. More information is enclosed with this packet.
Step 9	Collect checks or cash from your sponsors. All funds are due at The Georgia Ballet by Friday, March 19, 2010.
Step 10	Ask friends and family members to walk with you. They can win prizes for collecting sponsors, too!
Step 11	Arrive at Laurel Park ready to walk and have fun on Saturday, March 27, 2010!

Why does The Georgia Ballet need to fundraise?

The cost of providing our community with The Georgia Ballet's high-quality dance training and performances, like *The Nutcracker*, and its educational outreach programming is not covered by tuition or ticket sales alone. **Tuition and ticket sales cover 70% of operating expenses leaving the Ballet to raise the remaining funds from individual, corporate and foundation supporters.** In any year, we reach out to the community for support of our school, which trains more than 350 students each week in a variety of dance forms, our professional dance company, which presents more than 20 performances each year at the Cobb Civic Center, and our Arts In Education programming, which introduces 17,000 Cobb County and metro Atlanta school children to the power and beauty of dance annually.

Sustaining the Ballet's programming has been particularly difficult in the current economy. While donations from individual donors have remained level, foundation and corporate support is down making it difficult for the Ballet to reach the overall contributed income needed to meet budgeted expenses. The Ballet has cut expenses wherever possible without compromising performance and teaching standards, but it's not enough to make up the gap in funding. The funds raised through *Pirouette in the Park* can go a long way in helping the Ballet meet its expenses. Together we can make a difference.

Where will the funds go?

Proceeds from *Pirouette in the Park* will go to directly support artistic excellence in the school, on stage and in our community through our outreach programs.

Is The Georgia Ballet a not-for-profit?

Yes, The Georgia Ballet is a non-profit arts organization with 501 (c) 3 status. Your contributions to the Ballet are tax deductible as allowed by law.

How can my business help?

We encourage you to solicit sponsorship support from your place of business. Sponsorship levels are \$250, \$500 and \$1,000. Your business can receive EITHER sponsor benefits OR your walker can receive pledge prizes for sponsorships. Please see sponsorship information included in this package or contact Allison Fichter, Development Director, at the Ballet (770.528.0881) or afichter@georgiaballet.org.

We hope everyone will get involved in this fundraiser, as each walker is important its success! We look forward to seeing you on March 27 for *Pirouette in the Park* and a birthday party for The Georgia Ballet!

~ *Pirouette in the Park* parent co-chairs, Wendy Hawk and Dan Weis